



Exhibitor Policies and Procedures Guide

THE GENERAL COUNCIL OF THE ASSEMBLIES OF GOD

1445 North Boonville Avenue . Springfield, Missouri 65802-1894 . www.ag.org



CONVENTION SERVICES GROUP

- Sharon L. Lee, *Director*
- Lori K. Lawley, *Housing Manager*
- Sheila R. Mixer, *Registration Coordinator*
- Trina A. Russell, *Events Coordinator*
- Paula A. Smallwood, *Exhibits Coordinator*

Who Comes to General Council?

More than 30,000 delegates and visitors are expected to attend. Those in attendance include pastors, Christian Education directors, student and music ministers, Sunday School workers, evangelists, missionaries, church growth specialists, family members, and others.

The Purpose

The General Council of the Assemblies of God would like to acquaint our constituency with business and ministry



resources which will benefit and enhance their ministries. Exhibitors are encouraged to display and share information about products and resources that support ministries of the local church. However, the Exhibit Hall

is not a marketplace in which exhibitors may sell merchandise to underwrite their expenses.

Standards

The General Council of the Assemblies of God is a church fellowship. Smoking, alcoholic beverages, profanity, and immodest apparel are contrary to the church standard. The use of raffles and other games of chance are prohibited; however, drawings for free merchandise and prizes are permitted. The National Office reserves the right to restrict exhibits which may be considered objectionable.

Eligibility

The National Office reserves the right to refuse exhibit space to any applicant for any reason. In addition, the National Office reserves the right to refuse exhibit space to any exhibitor if, after the acceptance of the **Exhibitor Application/Contract**, information is presented which in the reasonable judgment of the Executive Leadership Team demonstrates that the proposed exhibit would be inconsistent with the standards espoused by the General Council of the Assemblies of God.

Criteria for Eligibility

1. **No-Conflict Rule.** Exhibitors must offer products/services not in conflict with the same or similar to those offered by the National Office ministries and its affiliates.
2. We ask that Exhibitors offer products/services which will directly benefit and enhance the ministries of our churches and ministers. The following are among that which cannot be displayed or sold:
 - a. books, cassettes/CDs, videos/DVDs from other vendors—those not about/for your specific company/ministry;
 - b. food products of any kind, such as health food products;
 - c. and personal care products, such as perfume and beauty products.
3. **Missionaries.** Assemblies of God appointed missionaries are not permitted to have individual booth spaces. They are represented through their respective divisions and departments.
4. **Evangelists/Itinerant Ministers.** Assemblies of God evangelists and itinerant ministers (in full-time capacity) are permitted to secure exhibit space. They must present a professional appearance and may display/sell only the materials which their ministries produce (i.e., electronic media of personal ministry or personally authored materials). No third party products or services may be displayed or sold. Evangelists are expected to adhere to all general exhibitor policies. Should evangelists have any specific questions about their exhibits, please contact the National Evangelists Office.
5. **Churches.** Assemblies of God churches are not permitted to have exhibit space. Only booth space is provided for Assemblies of God churches in the city in which the convention is held.



The exhibit should be a collective space, representing all area churches and coordinated through the District Office.

6. **Church Pastors.** Assemblies of God pastors are not permitted to have exhibit space.
7. **Missions Agencies (ELT Updated 3-19-09).** There shall be no missions agencies allowed (U.S. or International) without the approval of Assemblies of God U.S. Missions or Assemblies of God World Missions.
8. **Colleges/Universities (ELT Updated 3-19-09).** There shall be no colleges or universities allowed that are in competition with Assemblies of God schools.
9. **Exhibit Purpose.** Exhibitors cannot secure booth space simply to market their products with no intent to have follow-up contact with churches/pastors to help ministry. Exhibits are not a place for an exhibitor to sell items simply for the sake of selling.
10. **Exhibit Purpose – Issue-Oriented.** Exhibits are not for the purpose of providing prominence to products/services which are issue-oriented and would generate undue controversy.
11. **Proven Business Record.** Exhibitors must have a proven business record with their products/services. Exhibits are not to provide a platform to survey or test ideas; rather, they are to provide products/services which are credible and proven.

Booth Space Application/Contract

In order to exhibit, the **Exhibitor Application/Contract** must be completed in entirety, submitted to the Exhibits Coordinator, and ultimately approved by the Executive Leadership Team (ELT). **It is understood this application will become a contract upon acceptance by the ELT.** Acceptance is based upon the floor plan of exhibits, rates, terms and conditions, which constitute a part of, or are included in the Application/Contract.

Business References

Applicants who have never exhibited at a General Council are required to provide two business references. The **Reference Form** is an “Exhibitor Registration Download” on the General Council event web site or may be requested from the Exhibits Coordinator. If you have done business with an Assemblies of God district office, church, or pastor, please use at least one of them as a reference. It is preferred to receive references prior to submitting an application to the Executive Leadership Team. However, in the absence of references, the ELT may approve an application subject to receipt of favorable references no later than **June 30, 2009**.



Booth Specifications and Policies

1. All individual booth spaces are 10'x10' with an 8' backdrop and 3' side dividers.
2. Each booth space will have:
 - a. (1) draped 8' table, two chairs, and an ID sign. These items are included in your booth fee.
 - b. Additional furniture, electrical, telephone, and floral needs, etc., are available at additional cost and must be ordered through **Excel Decorators, Inc.** (www.exceldecorators.com).
 - c. All tables must either be finished or draped.
 - d. Exhibitors must have a company ID sign, either provided by the decorator (as stated above), or on your own. **Your assigned booth number(s) needs to be on the ID sign.**
3. **Flying Signage.** No banners, signs, or structures may be suspended from the ceiling without written approval from the Exhibits Coordinator.
4. **Height Guidelines - Displays.** Booth displays and backgrounds may not obscure the view of adjacent exhibitors. In linear configured booths, backgrounds and/or product displays may extend out from the booth back line half the depth of the booth and from that point to the aisle a maximum of 3' high. For detailed information, please see the **Booth Construction Specifications**.
5. **Height Guidelines - Equipment.** No special signs, booth construction (including backdrops), media equipment, or lighting fixtures are permitted in excess of booth back wall (usually 8' in height) in linear configured booths.
6. **Finished Sides.** Booth backgrounds and/or product displays must have “finished” side portions of the exhibit so they will not be unsightly or objectionable to adjacent exhibitors. The Exhibits Coordinator reserves the right to have such finishing drapery added at the exhibitor’s expense.
7. **Sound Levels.** The playing of loud music, videos, noise making devices, or any sort of distractions to other exhibitors will not be permitted in booths.
8. **Clean/Presentable Booth Space.** Exhibitors are responsible for maintaining a neat and clean booth.
 - a. Do not stack cartons in the aisle during open hours.
 - b. Please take empty cartons (for trash removal) to the rear of the Exhibit Hall in order to maintain a professional appearance.



- c. Shipping cartons/boxes are to be stored with **Excel Decorators** or placed beneath a draped table completely out of sight.
- d. Materials placed behind a booth backdrop must not be visible from a side aisle or by an adjacent exhibitor.
- e. Masking drapes will be required and the charges billed to the exhibitor.
- f. The Fire Marshal may require exhibitors to store shipping containers and boxes of materials with **Excel Decorators** as per city codes.

9. **Popcorn/Helium Balloons.** The making and distributing of popcorn and helium balloons are not permitted.



10. **Stickers.** Pressure-sensitive stickers or decals and similar promotional items may not be distributed in the building (e.g., bumper stickers, promotional “fun” stickers, etc.).

11. **Children.** For insurance and safety reasons, children under the age of 18 are permitted in the Exhibit Hall only during public Exhibit Hall hours.



They are not permitted in the Exhibit Hall during the designated times for booth set up and tear down. Exhibitors are to refrain from engaging children under age 18 in booths as

department/ministry representatives.

12. The General Council of the Assemblies of God name and emblem and other national program names and emblems cannot be used in any form to imply that an exhibit is a part of or endorsed by The General Council of the Assemblies of God.

Booth Fees

- ▶ **Price #1 - Prime: \$1,750**
- ▶ **Price #2 - Preferred: \$1,500**
- ▶ **Price #3 - Choice: \$1,350**
- ▶ **Price #4 - Reserved: \$500** – space reserved for National Office departments, affiliates, and AG schools.



❑ **National Office departments and affiliates.** Price #4 for National Office departments and affiliates is per 10' x 10' space. Exhibit space may be reserved in the “HQ Departments” area for \$500/space. Additional space may be reserved at prevailing rate(s) on a first come first served basis.

❑ **Commercial Exhibitors.** Prices #1 - 3 are available to commercial exhibitors on a first come, first served basis.

❑ **Approval of Space.** Final approval of all exhibit space locations will be made by the Executive Leadership Team.

Payments

Full booth fee payment is required with the Application/Contract. Payments can be made by credit card (Visa, MasterCard, Discover), secured check, or personal check. Checks are to be made payable to: **The General Council of the Assemblies of God.** Do not combine exhibit fee payments with any other registration and/or function fees. Only exhibit space and name badge fees may be paid together.

Space Assignments

Exhibit spaces will be assigned on a first-come, first-served basis according to preferences indicated on the Application/Contract. If selections are already reserved, Convention Services Group (CSG) will assign space as close to the request(s) submitted. CSG reserves the right to shift space at any time if necessary. No space will be reserved without a written application and full payment. Telephone reservations are not permitted.

✓ **Assigning Space.** No exhibitor shall assign, sublet, or apportion the whole or any parts of space assigned, or exhibit therein, or permit any other person/company to exhibit therein any goods other than those manufactured by or for the exhibitor. Exhibit space

shared by two or more parties must be indicated on the Application/Contract.



✓ **Literature/Materials.** Except for official convention materials, no literature may be placed in the Exhibit Hall, on cars, distributed in the lobby,

or elsewhere. Except for official convention posters and signs, no posters, placards, signs, banners, or similar items, may be posted or displayed except in exhibit booths.

✓ **Non-Exhibitors.** Persons/companies not assigned booth space in the Exhibit Hall will be prohibited from exhibiting, distributing materials, or soliciting business in the Exhibit Hall.

✓ **National Office departments and affiliates.** Deadline to return your application by e-mail to exhibits@ag.org is **January 30, 2009.** Spaces available may be selected from the diagram.



Exhibit Hall Location

Exhibits are located on LEVEL 1 (Exhibition Halls) of the Orange County Convention Center (OCCC), North/South Building, Hall NA2 and North B. General Council business will convene in Hall NA1 (see Exhibit Hall diagram - also see map illustrations at the end of this document).

Exhibit Hall Schedule

- ❑ **MON, AUG 3** - 8 am-5 pm, Set-up
9 am-2 pm, POV's Unload
→ **No exhibitor can set-up past this day.**
- ❑ **TUE, AUG 4** - 8 – 8:30 am, Exhibitor Orientation
8:30 – 9 am, Exhibits Inspection
9 am-6 pm, Exhibits Open (Day 1)
- ❑ **WED, AUG 5** - 9 am-8 pm, Exhibits Open (Day 2)
- ❑ **THU, AUG 6** - 9 am-6 pm, Exhibits Open (Day 3)
- ❑ **FRI, AUG 7** - 9 am-5 pm, Exhibits Open (Day 4)
5-10 pm, Begin Dismantle
→ **Early dismantle of exhibits will not be permitted.**
- ❑ **SAT, AUG 8** - 8 am-noon, Dismantle All Space

Exhibits must be staffed during all open hours. Attendees will be required to have a registration badge to access the Exhibit Hall for as low as \$10 for the week. See [Registration](#) at www.generalcouncil.org for more information.

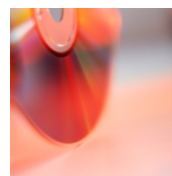
Exhibitor Set-up and Tear-down

- ❑ **Personally Owned Vehicles (POV's).** Unloading POV's will be permitted on Monday, August 3 from 9 am – 2 pm. The primary entrance to the North/South Building parking lot is accessed from the north, on the 6-lane extension of Universal Blvd., which connects to the Beachline Expressway (SR 528). The parking lot can also be accessed from International Drive.
- ❑ **Tarmac.** Exhibitors may NOT park on the tarmac while setting up. You must move your vehicles as soon as they are unloaded and then return to set-up.
- ❑ **Parking Rates.** Exhibitors with appropriate show credentials have unlimited in and out parking access within each 12-hour day.
 - \$11, passenger vehicles
 - \$22, oversized vehicles
 - \$8, passenger vehicles after 5 pm
 - \$11, oversized vehicles after 5 pm

- ❑ **Labor. Excel Decorators** can provide labor to transfer items from your vehicle to your booth for a fee; however, exhibitors may handle their own hand carried materials in and out of the Exhibit Hall.
- ❑ **Use of Dollies, Forklifts, etc.** Any materials requiring the use of equipment for delivery, (e.g., dollies, forklifts, hand trucks, etc.), will be handled by labor provided through the decorator.
- ❑ **Early Dismantling.** Early dismantling of exhibit space is not permitted. If an exhibitor proceeds in this manner, this will jeopardize future opportunities for this person and/or company to exhibit at future national Assemblies of God conventions.

Exhibitor Music Authorization

All exhibitors using live or recorded music are required to provide proof of legal authorization (e.g., you are the



copyright owner; you have written permission from the copyright owner, you have a copyright license covering the music). Failure to provide this documentation means you cannot use live or recorded (audio and/or video) music in

your exhibit booth. Proof of music authorization must be received by **July 10, 2009.**

Exhibitor Registration Badges

An exhibiting company is issued up to two (2) complimentary name badges per space reserved, which are non-transferable to other individuals. Any additional badges are \$10 each. Badges will not be mailed prior to the convention. Exhibitor badges can be picked up at the Exhibitor Registration Desk upon arrival. Badges will be held under the company name. For security reasons, exhibitor badges must be worn to gain access to the Exhibit Hall for booth set-up/tear down, as well as during published Exhibit Hall open hours.

Exhibitor Housing

A block of hotel rooms will be reserved for exhibitors. Upon approval of your application, housing information will be communicated to you.

Children and Family Members

Exhibitors are welcome to bring family members to the convention. Exhibitors are to refrain from engaging children under age 18 in booths as company representatives. Children under 18 will not be registered with an Exhibitor badge.

Governmental and Convention Center Regulations

Exhibitors will abide by all other provisions of application rules and regulations of government agencies. Each exhibitor must comply with taxable sales by the city/state in which the



convention is held. See "Sales Tax" elsewhere within this guide.

Labor Statement

Exhibitors must comply with applicable labor policies of OCCC. Employees of an exhibiting firm may install and dismantle their own displays. Exhibitors may convey hand-carried materials in and out of the Convention Center. Exhibitors may not convey material requiring the use of equipment for delivery. To secure labor assistance, contact the Decorator Service Desk.

Liabilities

The General Council of the Assemblies of God, Inc., shall not be held responsible for the safety of exhibits against robbery, fire, or accident; nor accident to the exhibitor or their employees. Security will be provided during non-exhibit hours.

Sales Tax

Each exhibitor must be prepared to collect, verify and remit local and state sales taxes. For information on Florida sales tax please visit <http://dor.myflorida.com/dor/gta.html>.

Cancellations

Exhibit space cancellations/changes must be in writing. **No refunds will be made after June 30, 2009.** The date upon which the notice of cancellation is received in Convention Services Group will apply as the official date of cancellation.

The National Office reserves the right to rent any cancelled booth space to another exhibitor without obligation to return any part of the original exhibitor's paid fee if the cancellation notice was received after **June 30, 2009.**

Payments for booth space will be refunded if the convention is cancelled by an event which makes it impossible or impractical to hold the convention.

Certificate of Insurance

All Exhibitors that are not a department of the General Council of the Assemblies of God (GCAG) or a consolidated affiliate covered under GCAG's insurance must provide the Exhibits Coordinator with a Certificate of Insurance **naming the General Council of the Assemblies of God as the additional insured for the dates of August 3-8, 2009.** This certificate must show general liability coverage of **\$1,000,000 minimum.** Please include this certificate of insurance with your exhibit space request. Exhibitor insurance can be purchased through GCAG if you do not carry the required limit - the cost for the insurance is \$170. To request an application for the exhibitor insurance, please contact the Corporate Insurance office at 800.545.2761. Once you've

received and completed the application, it should be forwarded with your payment direct to K&K Insurance.

The certificate of insurance from your insurance carrier or **K&K Insurance must be received by July 10, 2009.** Failure to provide the required proof of insurance will result in the Exhibitor not being able to exhibit at General Council.

Decorator Service Kit



Complete information will be provided to approved exhibitors in advance. Booth furniture and equipment are available from **Excel Decorators** at an additional cost. Decorative materials must be flame proof.

OCCC Aerial Map



North/South Building

