



AAGD TRADE SHOW
April 3
3p-7p

Dallas Market Hall

EXHIBITOR INFORMATION PACKET

2025 SHOW RULES

1. All exhibitors have **Thursday, April 3 8:00am. to 2:00 P.M.** to move-in to the Main Exhibit Hall. All exhibitors are to use Dock #2 for move-in and move-out. We ask that you be set up and ready for business by 2:30 PM.

Non-Exhibitor tours will be held between **11:00 A.M. to 12:00 P.M. Noon.**

At 10:00 A.M. on show day we ask that you pick up your badge at the Exhibitor **Registration at the front entrance - not the show office**

2. The booths are **10' X 10'** with an **8'** back drape (black, white, blue) and **36"** side drapes (blue). The aisles will be carpeted in midnight blue. There will be an ID sign provided for each booth with your company name and booth number. There cannot be anything attached directly to the drape or side drape. Displays within the booths cannot be more than 36" high in the front seven feet of the booth. **Displays may not exceed over 12 feet** in the back three feet of the booth. This policy is also outlined in your Trade Show Contract - Exhibit Specifications Section. Please refer to End Cap Booth Specifications.

3. **Utilities, furniture, booth space carpet, etc. WILL NOT BE FURNISHED.** Freeman Decorating (Show Decorator has provided you with order forms for these services. Or, you may furnish your own. The link to order from Freeman:
COMING SOON

Electricity is not provided with your booth set up. The link below is an order form from Trade Show Electric – the exclusive electrical contractor at Market Hall.
COMING SOON

All services ordered from Freeman Decorating prior to the trade show will be set up at the time of your move-in. On-site service orders will be available, but the cost increases along with service set up availability.

Link to Floorplan: <https://homebase.map-dynamics.com/aagd2025/floorplan>

4. AAGD Trade Shows do not have a theme.
5. Any food or beverage item served or given away at your booth **MUST** be pre-approved two weeks prior to the trade show by Levy Restaurants, the Food & Beverage provider at Dallas Market Hall. IF you need to order any food or beverages for your booth you must contact Julio Franco mcomo@levyrestaurants.com.

All food and beverage samples must comply with the food sampling requirements that are outlined in this packet. **Alcoholic beverages cannot be served from your booth unless they are served by a Levy employee – they hold the TABC license in the building.**

All food and beverages samples must be given away and not sold by the exhibitor.

(For more information, please see the Catering Policies Section of this Manual)

6. The Grand Prize drawings will be announced at **5:30 P.M., 6:15 P.M., and 6:45 P.M.** from the center area of the exhibit hall. 50 AAGD Trade Show Exhibitors sponsored the drawings. All winners must be present to win. (For more information, please see the Contest Information Section of this Manual)
7. Any prize drawings by exhibitors must be done in your own booth. We suggest you make arrangements to display the name of the winner in your booth between 6:00 P.M. and 7:00 P.M. The stage microphones **WILL NOT** be available for exhibitors to use for booth drawing announcements.
8. Families of exhibitors and employees not working in the show must register at the **Exhibitor Registration** area in the lobby before entering the exhibit hall.
9. Loading dock # 2 is located on the north side of Dallas Market Hall. There is sufficient space for several trucks to unload at any one time. Please note that **NO FORKLIFTS** are allowed on the floor, therefore, all displays will have to be moved on dollies. **Dollies will not be furnished**, please plan to bring your own.
10. AAGD reserves the right to regulate the volume on any and all loudspeakers, radios, and/or televisions or musical instruments during the show exhibit hours. Animals, bands and musicians will be allowed only with **written consent** of the AAGD Director of Events.
11. **HELIUM BALLOONS WILL NOT BE ALLOWED.** Under **NO** circumstances shall helium balloons be sold, given away or used for decorations in Dallas Market Hall. This is a Market Hall rule – not ours. Exhibitors may use “air-filled” balloons for decoration purposes only, as long as the balloons are anchored to each other and/or the booth structure. In addition, the exhibitor is responsible for the removal of balloons after the show. Streamers and confetti will be allowed.
12. SHOW HOURS – 3pm – 7pm. Exhibitors **MAY NOT** begin to dismantle booths until after **7:00 P.M.** on **April 3**. Please respect other exhibitors and show management and adhere to this rule. At that time, there will be a designated dock door for **Exhibitors only** to exit from the Exhibit Hall between 7:00 P.M. and 9:00 P.M ONLY. **Exhibitors must be wearing their badge to exit these doors with items.**
13. Additional dismantle time is **Friday, April 4** from **8:00 A.M. to 10:00 A.M.** All exhibition materials must be cleared from the facility by **10:00 AM. THERE WILL BE NO EXCEPTIONS.** AAGD is not responsible for exhibition materials left in the building after **10:00 A.M.** Freeman Decorating will store any freight remaining in the building and you will be charged for this service.
14. Exhibitors must remain within their own booth space while distributing literature, products, samples or other promotional material. Aisles may not be used for any business solicitation purposes. This policy will be strictly enforced. Please remember the show is a professional environment to conduct business, thus no potentially offensive material should be distributed (ie. sexually oriented items, etc.). If an unacceptable situation arises, AAGD reserves the right to limit the distribution of giveaways per the decisions of the Director of Events and/or AAGD P & S Chairperson.

15. Due to time constraints, vehicles are NOT permitted in Market Hall for the purpose of loading and unloading. Under NO circumstances may vehicles be parked in the exhibit halls UNLESS they are in an integral part of the display. Display vehicles must conform to State and City fire codes. If you plan to have an automobile, truck, or other gasoline powered vehicle in your booth these precautions must be taken: the gas tank must contain less than (1) gallon of gas; the battery must be disconnected; the gas cap must be locked or taped; you must coordinate with Freeman Decorating regarding move-in and move-out time.
16. **ABSOLUTELY NOTHING FLAMMABLE** is allowed in your booth. All banners, signs, materials, etc. must be treated with fire retardant. The Dallas Fire Marshall will monitor the exhibit hall to inspect the booths and will remove anything violating the fire codes.
17. No animals shall be brought into Market Hall unless they are an integral part of the show. The landlord reserves the right at any time to require Tenant to remove them from the premises. **A written request submitted to the AAGD Director of Events is necessary to make arrangements for live animals in Market Hall.**
18. Exhibitors are not allowed to affix any type of temporary/permanent flooring directly onto the concrete surface in Market Hall.

Booth Descriptions and Set-up Requirements

STANDARD BOOTHS – 8' high:

One or more standard spaces in a straight line. Height of displays may not exceed the height of the 8' drape on the back of the booth space.

END-CAP BOOTHS – 8' high:

(see next page for description)

ISLAND BOOTHS – (20x20, 10x20, 10x10 - Center) – 16' high:

A block of space with aisles or lounge on all four sides. Height of the displays may go up to a maximum of 16', provided sight-line clearance is maintained starting from the perimeter of the booth to a depth of five feet on all four sides of the booth.

OTHER GUIDELINES/EXHIBIT REGULATIONS:

Unfinished sides left exposed shall be draped or finished at the expense of the exhibitor. No exhibit material may extend beyond the boundaries of the exhibit space.

AAGD Show management will be closely monitoring ceiling height requirements and will not allow exhibitors to set up if you are in violation. If you have any questions about your booth height, please email your booth diagram to Paula Kelley, pkelley@aagdallas.com. This must be received at least 2 weeks PRIOR to show. Upon review, you will be contacted to discuss and receive verbal and written approval.

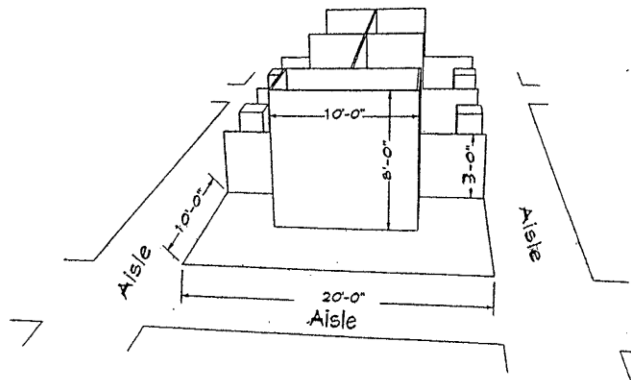
AAGD END CAP BOOTH SET-UP REQUIREMENTS

Exhibitors displaying in end cap booths have certain set-up requirements that must be met in order to maintain the line of sight down the aisle.

Following is the description of an End Cap Booth space for the AAGD Tradeshow:

End Cap Booth – (Back-to-back corner exhibit spaces that are combined to make one booth facing an aisle.) End Cap Booths have a back wall twenty feet wide. The center ten feet of the back wall may contain a display eight feet high. The five feet on either side of that center portion are limited to displays four feet in height. Exhibitors in End Cap Booths must finish the back portion of their space so it will not be objectionable to the adjacent exhibitors. AAGD reserves the right to have such finishing done and bill the exhibitor for charges incurred.

As you can see by the diagram below, the End Cap Booth space has some advantages, and potential disadvantages, depending on the nature of your display.



An End Cap Booth is not designed for firms that have professionally constructed or prefabricated exhibit displays more than 10 feet wide or eight feet tall. Other areas in the show, such as a Standard Booth would be more appropriate for booths of this design.

The primary concern in setting up an End Cap Booth is maintaining the line of sight down the aisle. This ensures each exhibitor has potential visibility from the cross aisles in the show.

Please contact Paula Kelley with show management at 972/385-9091 or email her at pkelley@aagdallas.com if you have any questions regarding an End Cap Booth.

TRADE SHOW SCHEDULE

PLEASE NOTE SHOW HOURS

EXHIBITOR MOVE-IN HOURS:

Thursday, April 3

8:00 A.M. – 2:00 P.M.*

*Exhibitors will be allowed to pick up their exhibitor badges at the **main entrance** after 10 am.

SHOW HOURS:

Thursday, April 3

3:00 P.M. - 7:00 P.M.

ABSOLUTELY NO MOVE-OUT ALLOWED PRIOR TO 7PM! Doing so will delay your booth choice for 2026.

EXHIBITOR MOVE-OUT HOURS:

Thursday, April 3

7:00 P.M. – 9:00 P.M.

**** Friday, April 4

8:00 A.M. – 10:00 A.M

*******PLEASE NOTE HALL MUST BE CLEARED BY
10:00 A.M. ON FRIDAY, APRIL 4.**

ANY ITEMS NOT REMOVED WILL BE STORED BY FREEMAN DECORATING AND YOU WILL BE CHARGED FOR THAT SERVICE.

BOOTH CONTENT

SIZE: Single/Standard 10 x 10
Single/Premium 10 x 10
Endcap/Premium 10 x 20
Center island 10x10
Center Island 10 x 20
Center Island 20 x 20

DRAPE: 8' Back Drape – Black, White, Blue
36" Side Drapes – Blue
Aisle carpet – Midnight Blue Tweed

ID SIGN: Company Name
Booth Number(s)

EXHIBITOR REGISTRATION

PROCEDURES

1. Badge Registration will open Feb 3 and a link will be sent to each exhibitor. Each exhibitor **MUST GO ONLINE** to complete an Exhibitor Personnel Name Badge Form. Deadline is March 31.

Any additional names that need to be added to the Exhibitor Personnel Roster after March 31 will need to register on-site the day of the show.

If you do not pre-register you will have to register at the show which will take you longer to get your badge.

2. All exhibitors **MUST** pick up their name badge at the Exhibitor Registration Counter inside the main entrance to Market Hall the day of the show. Badges will be available for pick-up **after 10am at the registration area in the MAIN ENTRANCE.**

DALLAS MARKET CENTER
MARKET HALL
EXHIBITOR FOOD SAMPLING PERMISSION FORM

I _____, of _____,
request to serve samples of _____ in exhibitor booth _____
for the upcoming _____ trade show.

I understand that all food and beverage sampling must be pre-approved two weeks prior to the date of the show by the Levy Restaurants Food and Beverage Division Market center and comply with the food sampling requirements outlined below. All food and beverages samples must be given away and not sold by the Exhibitor. Levy Restaurants at Dallas Market Center Food & Beverage is the exclusive caterer at Market Hall.

Any Restaurant wanting to sell their products at market Hall is required to pay 30% Commission on Sales.

A Temporary Food Establishment permit must be purchased through the Health and Human Services Office of Dallas either by the Exhibitor or Tradeshow Management Company no later than 48 hours prior to the date of the show; however, Exhibitors distributing manufactured pre-packaged food samples do not require a Temporary Food Establishment permit. Failure to display required permit during the show will result in omitting the food or beverage item offered in the exhibit. You can contact The Dallas Health Department at 214-670-8083 for detail requirement.

Per the Texas Alcoholic Beverage Commission, all alcoholic beverages must be purchased through Levy Restaurants at Dallas Market Center Food and Beverage.

Please comply with the following approved maximum food and beverage sample sizes.

- Maximum 2 fluid oz. Liquid Food Sample (yogurt, chili, etc)
- Maximum 1” Cube Food Sample
- Maximum 4 fluid oz. Non Alcoholic Beverage Sample

NAME: _____

SIGNATURE: _____

ADDRESS: _____

PHONE: _____

Please email this form to : Levy Restaurants at Dallas Market Center
214.749.5493
mcomo@levyrestaurants.com

CONTEST INFORMATION

GRAND PRIZE CONTEST:

This contest is solely for AAGD Trade Show attendees and is sponsored by (50) Trade Show Exhibitors (first-come, first-served). All Owner/Management personnel who attend the 20254 AAGD Trade show will receive a "bingo card" at registration, with each Grand Prize Sponsor listed. The attendee must visit all 50 booths to receive a "stamp". Once they have visited all 50 sponsors and each square on their "bingo card" has been stamped, they are eligible for one of three Grand Prize drawings. Cost to participate is: \$400. Following is the Grand Prize drawing schedule and the dollar amount each winner will win if their name is drawn from the tumbler:

Grand Prize Drawing #1	5:45 P.M.	\$ 750.00
Grand Prize Drawing #2	6:15 P.M.	\$1,250.00
Grand Prize Drawing #3	6:45 P.M.	\$2,000.00

Please note: Due to the popularity of this contest, participating sponsors should consider hiring or designating one individual in each participating booth as the official "stamper."

SECURITY TIPS

Protecting your Goods . . . Security Tips for Trade Show Exhibitors

Nothing will ruin a successful exposition experience like the loss or theft of expensive equipment or products. Here are some basic steps you can take to prevent theft:

1. AAGD will provide exhibit hall security, around the clock, from Thursday, April 3 at 8:00 am until Friday, April 4 at 10a. Please note that while AAGD will provide basic exhibit hall security, *only you and your staff are responsible* for your valuables.
2. Don't identify the product or manufacturer on the outside of boxes/cartons. Mark boxes numerically to indicate the total. If you are shipping merchandise, include your company's name and booth number inside your cartons/boxes.
3. Escort your merchandise and/or goods to your booth if at all possible. The greater risk of theft or loss occurs during setup and teardown. Be especially alert during these times.
4. Televisions, computers, and other electronic devices are particularly vulnerable to theft. Under no circumstances should such goods be left unattended or overnight in your booth.
5. At the close of business, if you are not taking your product, cover all display tables. This establishes a barrier to curiosity-seekers and other would-be thieves, who might otherwise use the opportunity to select items to steal at a later time. Store excess supplies in a facility outside the hall. Never store your excess merchandise or supplies under tables or displays. That's the first place a thief will look!
6. During teardown, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed, and properly labeled.
7. Obtain proper insurance coverage for your goods, including transit to and from the show site. Low-cost exhibitor insurance is also available.