

## Rookie Resources

### When is the Show?

April 23-25, 2025

### Where is the Show?

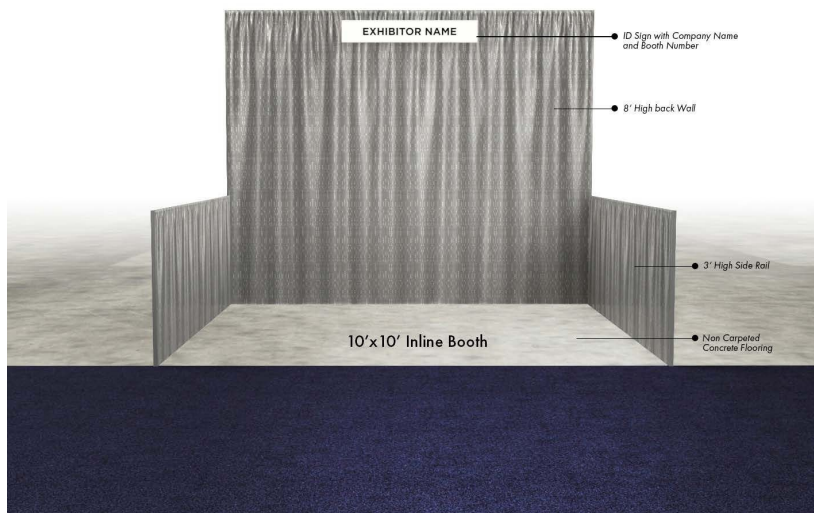
Mandalay Bay Convention Center, Las Vegas

### What is the booth pricing schedule?

Full booth payment is due by November 15, 2024

### What is included in a booth?

- Each 10' x 10' booth will be set with 8' high black and white back drape and 3' high black side drape. (except specialty areas and islands) .
- Booths 300 sqft or less will receive an identification sign. Booths larger than 300 sqft may receive an identification sign upon request.



- General lighting
- Badges: Each exhibitor receives five complimentary badges for the first 100 square feet of space purchased, and three badges for each additional 100 square feet of space
- Standard Listing on the 2025 Floorplan (company name, booth #, company description). Enhanced listing upgrade available for purchase

- Please NOTE: Carpet is required but is not provided. ISA requires all exhibitors provide flooring for their booth.

### **Expo 101 – What Do I Need?**

Here is a list of typical items that each exhibitor will need for a successful expo experience:

- [Exhibitor Resource Center \(ERC\)](#) – log in to see all pertinent information
- Purchase Booth carpet
- Purchase Electrical (booth does not include power, electrical must be purchased)
- Purchase Booth furnishings (table, chairs, waster baskets, etc)
- Register booth staff (launches October 15)
- Book Exhibitor hotel (launches October 15)
- Ship booth to advance warehouse

### **Who Do I Contact?**

Need assistance? Our support teams are here to help. Please use the contact details below based on the topic you need assistance with. For general show related questions, contact Alleeshia Williams at [alleeshia.williams@signs.org](mailto:alleeshia.williams@signs.org)

Additional service provider contact information is provided within the [Exhibitor Resource Center \(ERC\)](#)

### **Upcoming Launches and Deadlines**

Exhibitor registration and housing launches October 15, 2024.

Log into the [Exhibitor Resource Center \(ERC\)](#) to stay updated on upcoming deadlines and lau