



2024 Exhibitor Kit

May 28 - 31, 2024 | ARIA Resort & Casino | Las Vegas, NV

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Welcome!

Thank you for exhibiting at Identiverse 2024. We look forward to seeing you in person May 28 – 31, 2024 at the ARIA Resort & Casino in Las Vegas, NV. To learn more and keep abreast of this year's program, please visit the [Identiverse website](#).

Please note that this Exhibitor Kit contains important sponsorship details, onsite logistics and upcoming deadlines. To help make exhibiting a smooth process and ensure that you have a successful show, please review this kit carefully. All exhibitors agree to comply with the rules and regulations as outlined in this official Exhibitor Kit. A summary of all partner forms included in this kit can be [found here](#).

Follow us on Twitter [@Identiverse](#) and let your clients know you'll be at Identiverse by joining the conversation using the hashtag #Identiverse.

If you have any questions or concerns during your planning process, please do not hesitate to contact me directly. My contact information can be found below.

On behalf of the entire Identiverse team, we look forward to hosting you in May!

Cheers,

Aliyah Khan
Customer Success Manager
sponsors@identiverse.com

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At-A-Glance Key Deadlines

Action Item	Description	Due Date
Main Conference Session & Masterclass Session Details Due	Sponsors speaking in main conference to submit session details for content review through online platform	Friday, March 15, 2024
Tech Theater Session Details Due	Sponsors to provide confirmed Tech Theater/Briefing titles, speakers and descriptions to enable Identiverse to promote these	Friday, March 15, 2024
Start-Up Alley Turn-Key Kiosk Graphics Due	Deadline for submitting graphics for Start Up Alley kiosks to Freeman	Friday, April 19, 2024
Maximizing Attendee Engagement with Brella 1:1 Matchmaking Webinar (optional)	An overview and Q&A to review steps to set up and optimize Identiverse's 1:1 matchmaking tool, Brella for onsite, prescheduled meetings	Wednesday, April 24, 2024
Last chance to receive Identiverse special hotel room rates	Discounted room rates end and room block closes at the ARIA	Wednesday, April 24, 2024
Booth Design Form Due	Last day to submit Booth layout/design form for 20x20 booths	Friday, April 26, 2024
ATS Lead Retrieval Order Form Due (Early Bird)	Deadline to order additional lead retrieval units at the early bird rate	Friday, April 26, 2024
Freeman Services Deadline (Early Bird)	Last day to receive early bird pricing on furnishings/services	Monday, April 29, 2024
Freeman Advance Warehouse Ship Day	Freeman begins accepting shipments for the show at its warehouse	Monday, April 29, 2024
Booth Staff Registration Deadline	Last Day to register booth staff	Friday, May 3, 2024
Complimentary Customer Registration Passes Deadline	Last Day to use complimentary customer registration passes	Friday, May 3, 2024
ARIA Electrical Advance Deadline (Edlen)	Last day to receive Advance pricing through the ARIA portal	Tuesday, May 7, 2024
ARIA Internet/Telecom Advance Deadline	Last day to receive Advance pricing through the ARIA portal	Tuesday, May 7, 2024
ARIA AV Advance Deadline	Last day to receive Advance pricing through the ARIA portal	Tuesday, May 7, 2024
ARIA Booth Cleaning Advance Deadline	Last day to receive Advance pricing through the ARIA portal	Tuesday, May 7, 2024
Exhibitor Appointed Contractor (EAC) Form Due	Last Day to to submit EAC form. Please submit this form if you are using an outside contractor on the show floor. EAC badges will be availbe for pick-up at registration desk, only if this form is submitted.	Friday, May 10, 2024
ARIA Rigging Quote Deadline	Last day to place an request for a rigging request only for 20x20 booths and larger.	Monday, May 13, 2024
Freeman Show Site Ship Date	Freeman will be onsite to accept shipments being sent to the show site	Monday, May 27, 2024
SHOW TIME!	Day 1 of Identiverse	Tuesday, May 28, 2024

Event Venue

ARIA Resort and Casino

3730 S. Las Vegas Blvd.

Las Vegas, NV 89158

<https://ARIA.mgmresorts.com/>

Hotel Accommodations

A block of discounted rooms at a rate of \$179 per night (\$279 for Friday, May 31 based on availability) has been reserved at the ARIA. These rooms will be available to all registered and confirmed conference delegates, speakers and exhibitors until **Wednesday, April 24th, 2024**.

We encourage you to book your hotel room as soon as possible since Identiverse's room block sells out well in advance of the conference. [Click here](#) to register for your hotel stay. Please note new reservations can only be made online. Any changes to your reservations may be made online or by phone by contacting ARIA's Contact Center directly at 866-359-7757 or 702-590-7111. Please have your hotel confirmation number handy when calling.

Please Note: Identiverse is NOT associated with any third-party reservation agents. Making reservations through a third party may put your credit at risk of a compromise. To make your reservation, please use the hotel link provided above.

Identiverse Onsite Protocols

Identiverse continues to monitor and follow all guidelines provided by the CDC, ARIA, and local health partners to maintain the health and safety of our community. Identiverse's current onsite protocols (at the time of this kit being published) are below to enable our attendees, exhibitors, and speakers to plan with greater confidence. For the most current guidelines, [click here](#) to review in the event that protocols may have changed.

- Identiverse will align with the ARIA's Resort & Casino's guidelines and policies. At this time, masks are optional in indoor and outdoor common areas regardless of vaccination status.
- Identiverse will not require vaccines to attend the conference, but highly encourages attendees to be vaccinated.
- Identiverse fully supports any attendee preferring to wear a mask during the conference. Masks will be available upon request.

Updates and information regarding safety protocols including MGM's Health & Safety Commitment, CDC travel guidelines, as well as guidelines at the state and local levels can be found below:

[MGM Health and Safety Commitment](#)

[CDC Travel Guidelines](#)

[NV Dept of Health and Human Services Response to COVID](#)

In the meantime, please feel free to reach out to sponsors@identiverse.com with any specific COVID related questions or concerns.

Event Schedule

Exhibitor Orientation:

Tuesday, May 28 10:00 AM – 10:30 AM

Quick event overview provided to help you maximize your participation by an Identiverse representative including important times. Great opportunity to ask any questions you may have! Location: Tech Theater 1, Bristlecone Ballroom

Exhibitor Set Up/Move In:

Monday, May 27 8:00 AM – 5:00 PM

Tuesday, May 28 8:00 AM – 2:30 PM

It's Show Time! All exhibitors **must** be show ready by 2:30 PM on May 28.

Teardown/Move Out:

Thursday, May 30 2:01 PM – 6:00 PM

Expo Hall Schedule:

The Expo will open at 6:00 PM on Tuesday, May 28 and will be open for a full day on Wednesday and will close Thursday, May 30 at 2:00 PM. We suggest actively staffing your booths during meals and breaks at the times below, paying particular attention to the dedicated Expo hours that have no content running concurrently. All sponsors will receive an allotment of staff passes (# dependent upon sponsorship level) enabling your team to attend sessions as well as staff the booth.

Tuesday, May 28	6:00 PM – 8:00 PM	Opening Party in Expo
Wednesday, May 29	10:00 AM - 6:30 PM	Expo Open
	10:00 AM – 10:30 AM	AM Break; Dedicated Expo Hours
	12:30 PM – 2:00 PM	Lunch Served; Dedicated Expo Hours
	5:00 PM – 6:30 PM	Networking Reception/Beer Crawl in Expo
Thursday, May 30	10:00 AM - 2:00 PM	Expo Open
	10:00 AM – 10:30 AM	AM Break; Dedicated Expo Hours
	12:30 PM – 2:00 PM	Lunch Served; Dedicated Expo Hours
	1:00 PM	Passport to Prizes Announced
	2:01 PM	Expo closes

Exhibitor Registration Hours and Location:

Monday, May 27	8:00 AM – 5:00 PM (set up day)
Tuesday, May 28	8:00 AM – 8:00 PM
Wednesday, May 29	7:00 AM – 6:30 PM
Thursday, May 30	7:00 AM – 5:35 PM

Exhibitor badges can be picked up at Main Registration located outside the Mariposa Ballroom on Level 2 upon the entrance into ARIA's Convention Center. Additionally, a representative from American Trade Show (ATS) Services will also be available onsite to assist Exhibitors with any questions or issues related to lead retrieval services in the Expo.

Exhibitor Staff & Customer Registration

You should have already received an email from Aliyah Khan (sponsors@identiverse.com) with dedicated Exhibitor & Customer registration links along with personalized Access Codes tied to your allotment of staff & customer passes based on your sponsorship package. Please reach out to sponsors@identiverse.com if you need this email resent.

Exhibitor Staff Registration:

Exhibitor staff **MUST** be registered before the show prior to **Friday, May 3**. When registering each onsite staff member, please use this link below and then enter your personalized Access Code (sent under separate cover). Should you exceed your exhibitor staff allotment, the cost is \$995 per staff member. To register these additional team members, use this link below. No additional access code is required. Payment is collected online via credit card to finalize the transaction: <https://events.identiverse.com/sponsors/begin>

Exhibitor Staff registration acts as a Full Conference pass. In addition to access to the full conference sessions, the Exhibitor badge will grant access to the EXPO Floor during move-in & move-out. Badges must be worn in order to access all Identiverse activities, sessions, Expo and meals. Only registered attendees wearing a badge will be allowed access to elements of Identiverse. Passes are non-transferrable and designated for exhibitor staff only.

Badges can be picked up located outside the Mariposa Ballroom on Level 2 upon the entrance into ARIA's Convention Center. Badges will be required at all times for access into the Expo.

Complimentary Customer and Prospect Registration:

Please encourage your invited prospects and customers to register prior to the deadline of **Friday, May 3**. Your customers can register themselves! Have them select 'General Registration' and enter their code. When sharing your complimentary customer passes with your customers or prospects, please share the link below and the personalized Access Code (sent under separate cover). Should you exceed your customer allotment, we shared an additional 20% discount code (sent under separate cover) to share with your customers. Your customers can enter this 20% Discount code at the same link below:

<https://events.identiverse.com/identiverse2024/begin?>

For Sponsor staff wishing to attend the conference and staff the booth, please see Exhibitor Registration on page 7 for more information. Any sponsor staff using these codes designated for customers will be automatically converted against your exhibitor pass allotment and charged (if applicable).

Exhibitor Speaking Engagements

Sponsored Sessions & Masterclasses in Main Agenda

Only For sponsorships that include a speaking slot in the Full Conference agenda (Session or Masterclass)

Aliyah (sponsors@identiverse.com) sent out instructions on how to submit your session or masterclass through our Call for Papers portal. Please reach out to sponsor@identiverse.com if you haven't received this email.

Please visit Identiverse's online submission platform here:

<https://www.abstractscorecard.com/cfp/submit/login.asp?EventKey=HZTFJGPZ>

In order to access the site's functionality, please enter SPON24 as the passcode when prompted to submit your complete session & speaker details.

Please submit your complete proposed session and speaker details for review by our Content team. These details must be submitted and finalized no later than **Friday, March 15th** for program consideration. Once approved, your speaker will receive additional information regarding PPT deadlines and speaker logistics from speakers@identiverse.com. This email can also be used for any questions regarding speaker deadlines and deliverables.

Speakers receive a complimentary conference registration and will be automatically registered by the content team. This registration will not be counted toward the allocation you receive as part of your sponsorship package.

Speaker credentials can be picked up at Main Registration located outside the Mariposa Ballroom on Level 2 upon the entrance into ARIA's Convention Center.

Due to opt-in attendee privacy concerns, sponsors are not allowed to scan attendees at any Masterclass or Full Conference session. All attendee scanning must be done in the Expo at your booth.

Tech Theater & Power Breakfast/Lunch Sessions:

Only for sponsorships that include a Tech Theater Session or are hosting a Power Breakfast or Lunch Session

Aliyah will reach out with more details on your scheduled day and time as well as information regarding deadlines and deliverables for your speaking opportunity. Any questions can be directed to sponsors@identiverse.com.

Once your session details are finalized, please complete this [Briefing Form](#) to upload your session information no later than **Friday, March 15th**.

Tech Theater and Power Breakfast/Lunch Session Speakers **will not receive a speaker pass**. Your speakers will need to be counted within your complimentary staff passes. Please follow the same staff registration process outlined above on page 7.

Both the Tech Theater and Power Sessions **will not have staff scanning your session**. The responsibility to receive these lead scans will be on you. Please be sure to have your own staff and scanner arrive at the session to scan attendees. Please note: every sponsor must ask permission prior to scanning any attendee. All other attendee scanning must be done in your booth in the Expo.

Contractors and Show Services

Forms for a variety of services are included in this Exhibitor Kit. These forms should be completed and forwarded directly to the vendor specified on the form.

Exhibitors should check directly with show suppliers for the status of pre-show and onsite orders in addition to any changes and/or additions to orders. TIP: Make sure to keep and bring with you copies of all orders/tracking numbers for reference in the unlikely event of an issue.

Booth Furnishings & Packages:

All linear booths (10' x 10 and 10' x 20' booths) will be set with 8' high white back drape, 3' high white side dividers and a 11" x 17" company identification sign. Any request for specific drape colors will be at exhibitor's expense and obtainable from Freeman for a fee.

New for 2024, please note sponsors are responsible for ordering ALL booth furnishings including tables, chairs, etc. from Freeman.

20' x 20' Booths or larger

Any exhibitor with a 20' x 20' booth must submit a [Booth Design Form](#) to provide a detailed layout of the booth no later than **Friday, April 26**. Island exhibits will not be draped unless requested by the exhibitor.

NOTE: The Expo is carpeted with pre-existing carpet. To enhance the appearance of your booth, rental carpet is available through Freeman and will be installed on top of the existing hotel carpet.

Start Up Alley

Any sponsor selecting the turnkey package in Start Up Alley depicted below will need to submit their graphics to sponsor@identiverse.com by the deadline. The deadline for submitting graphics is **Friday, April 19th**. The customized panel is identified in blue on the graphic below. Failure to submit artwork by the deadline will result in your company's name and logo depicted on a white background.

Please note that this illustration below is meant only as a guide to provide graphic dimensions. It is not an accurately scaled model and should not be used to create production graphics. For tips and information on creating print-ready artwork, please reference Freeman's [Guidelines for Submitting Graphics Package](#). Adobe Illustrator templates are available upon request.

WATERFALL TABLE W/ CABINETS & PANEL - 2M x 41"H
18-98-1077

Overlay Graphic Panel | 38.779" x 62.921" | 3mm PVC



***Blue color represents available graphic area**

Freeman

[Click here for access to Freeman's Online Portal](#)

Freeman has been selected as the official Service Contractor for Identiverse 2024. To order booth furnishings including tables and chairs, carpet, or services like labor; please view their [forms here](#). You can also check out Freeman's quick facts for additional exhibitor assistance, pricing, and ordering information.

Take advantage of pre-show discounts, return completed forms prior to the deadline date of **Monday, April 29th, 2024**. Freeman will have a service desk onsite during move-in, throughout the show and move-out for any other services needed. Remember, when you order any services onsite, you will be charged substantially higher rates, so plan ahead and **ORDER EARLY!**

Booth Shipping Information

To ensure your booth materials arrive at the show on time, you may choose either to ship to Freeman's Advance Warehouse Shipping or Onsite Shipping. **Please refer to [Freeman Shipping Information](#) for details and to arrange shipping services.*

A. Advance Freight Receiving Start Date: Monday, April 29, 2024

Freeman Advance Warehouse Shipping Address below:

COMPANY NAME AND DESIGNATED BOOTH #

Identiverse 2024

C/O Freeman

6675 W. Sunset Rd

Las Vegas, NV 89118

Freeman will accept crated, boxed or skidded materials at its warehouse beginning **April 29, 2024** at the above address. Materials arriving after **May 20, 2024**, will be received at the warehouse with an additional after deadline charge. Warehouse freight will be delivered to the hotel prior to exhibitor set up.

Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W x 92"L.

Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 7:00 AM - 2:30 PM. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054.

B. Show-site Freight Receiving Starts: May 27, 2024

Freeman Show-site Shipping Address below:

COMPANY NAME AND DESIGNATED BOOTH #

Identiverse 2024

ARIA Convention Center

C/O Freeman

3730 Las Vegas Blvd

Las Vegas, NV 89158

Freeman will receive shipments at the exhibit facility beginning **Monday, May 27th, 2024**. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. Certified weight tickets must accompany all shipments. If required, provide your carrier with this phone number: (888) 508-5054. ***Please be cognizant of the Memorial Day holiday and schedule accordingly to prevent unforeseen delays by carriers not delivering due to the holiday.***

ARIA's Exhibitor Services Portal

The following services (if needed) below must be ordered directly through the ARIA. The ARIA has set up an online portal to enable you to order directly if you need the following services:

- 1. Audio Visual Equipment**
- 2. Electrical Services**
- 3. Booth Cleaning**
- 4. Food & Beverage (F&B)** Please note that per our contract agreement and for liability reasons, the ARIA is the exclusive provider for all food and beverage. Absolutely NO outside food and/or beverages may be served from your booth during this upcoming event. If you wish to serve these items, you must request permission via e-mail in advance, and a corkage fee will apply if your items are approved. To explore available options to serve from your booth as well as any F&B questions, please contact Allyson Hall at asoutham@aria.com.
- 5. Internet/Telecom Services** The convention space will have complimentary wireless internet. Please be advised that the Wi-Fi will not have unlimited capacity and is a shared resource. If your booth Internet needs are robust, consider ordering a dedicated line.

Exhibitors will receive information directly from the ARIA on regarding login instructions and information regarding a login and password. Once established, the portal can be accessed via this [link](#). For further questions regarding your link or any ordering assistance from ARIA, please email exhibitorservices@aria.com or call toll free 866-997-7007 directly. Advance Pricing Deadline for all ARIA Services is **May 7, 2024** (please note rigging is exempt from advance pricing).

Special note for returning 2023 Identiverse Sponsors: Your login information from 2023 is still valid and will enable you to access the portal if you still remember your credentials. Otherwise, you will need to create a new account.

New for 2024: Hanging Sign Ordering Policies (for sponsors with 20x20 booths or larger)

Requires a 2-part ordering process outlined below:

- 1. Exhibitors must order *both* assembly labor and rigging through Encore.**
 - This requires a custom quote (typically a 3-day turnaround) from Encore. Visit <https://www.encoreglobal.com/rigging-request/> for more information and to request your quote. Please note if you are only requesting a sign rigging quote, you only need to complete the items marked with the red asterisk * Last day to submit quote request is **Monday, May 13th**.
- 2. Exhibitors MUST ship hanging signs to Freeman's warehouse. Any signs shipped directly to show site can create delays and possibly extra costs.**
 - A special Hanging Sign Shipping Label must be used. These are available to download from Freeman's portal.

- These labels must be affixed to the outside of the crate.
- The hanging sign must be the only item in the crate. Assembly instructions are also required.

Lead Retrieval – American Tradeshow Services (ATS)

Lead retrieval services will be available through our partner, ATS. An ATS representative will be onsite throughout the show. Based on your sponsorship package, you automatically receive 1 lead retrieval scanner for scanning your booth visitors. To claim your scanner, you must complete and submit this [form](#) no later than **Friday, April 26th**.

ATS also offers exhibitors the ability to order additional scanners and App-only licenses for BYOD devices and mobile tablets. If you are interested in ordering additional scanners or licenses, you can also indicate your preferences and payment details on this same [form](#). Early Bird rates are available for additional units; Orders must be placed prior to **Friday, April 26th**.

ARIA Business Center

ARIA has a Business Center conveniently located on Level 2 in the West Conference Center and will be open to assist you with any onsite needs during the following hours:

- Saturday & Sunday 9:00 AM – 4:00 PM
- Monday, May 29 8:00 AM* – 5:00 PM (*Early hours due to Exhibitor Move-in)
- Tuesday – Friday 9:00 AM – 5:00 PM

Security

During non-Expo hours, security will be provided, but please take precautions with anything valuable, as Identiverse cannot be responsible for anything lost or stolen. You are responsible for any equipment and items you have at your exhibit. Please make sure you lock valuables in a secure place. Most thefts occur during the move-in and move-out process, especially the first ½ hour after the show closes. If you would like extra security for your booth, arrangements can be made by emailing sponsors@identiverse.com.

Taking these following precautions will help prevent a loss from your booth:

- After setting up your exhibit and at the end of the show each night, cover your materials with a sheet or some type of cover (it pays to follow the old saying “Out of sight, out of mind.”).
- Do not leave valuables unattended in your booth such as purses, laptops, etc.
- Make sure you put valuable materials away at night before you leave your booth.
- Hire specific booth security to guard your exhibit and materials.
- At the close of the show, pack your valuables first and do not leave them unattended.
- Do not indicate the contents of your boxes i.e. computer, laptop, etc.
- Make sure all arrangements to have booth and equipment shipped out have been made.

Exhibitor Rules and Regulations

Age Limit in Expo: No one under 18 years of age is allowed into Identiverse either as an attendee or as booth personnel. For reasons of safety and the professional nature of this event, this policy will be strictly enforced.

Announcements: Public address announcements in the Expo will only be made for emergencies and Show Management information. General announcements or prize winner announcements cannot be made unless approved by Show Management prior to the event.

Booth Changes: Booth locations may be subject to change at any time from the initial assignment through move-in. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire and noise levels may be made by Show Management at any time. Exhibitor's Booth space unoccupied by 1:00 PM on May 30 is subject to reassignment without notification.

Booth Design Form: Any exhibitor with a 20' x 20' booth must submit a [booth design form](#) to provide a detailed layout of the booth no later than **Friday, April 26th**. *Please refer to new shipping, assembly and rigging procedures for 2024 on page 12.*

Booth Sharing: Sub-leasing or multiple companies sharing of exhibit space is prohibited. Only those companies who have officially registered with Show Management and have contracted exhibit space will be allowed personnel and sales literature in a booth as well as receive exhibitor badges. Please contact your Sales Representative with any questions regarding booth sharing.

Certificate of Insurance:

Exhibitors must carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site and provide proof of such insurance upon request. Said property insurance is to be on a Cause of Special Loss Form. CyberRisk Alliance assumes no liability for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other causes whatsoever including COVID-19.

The exhibitor expressly agrees to defend, hold harmless and indemnify to the fullest extent permitted by law, CyberRisk Alliance, their management, agents, and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of CyberRisk Alliance. The policy requirements above are required to be procured through insurance carriers having an A rating or better, as rated by AM Best.

Content: Show Management reserves the right to exclude the showing or displaying of any content in booths which are deemed objectionable.

Decorations: Decorations are not permitted on ceilings, painted surfaces, columns, fabric and decorative walls of ARIA Resort & Casino.

Demonstrations: Demonstrations must be located so that crowds will comfortably be contained within the confines of an exhibitor's space and not blocking the aisles. Sound levels, glaring or flashing lights or other distracting demonstrations are subject to adjacent exhibitor and Show Management approval. We will ask you to turn down or turn off any sound system that is hindering your neighbor's ability to conduct business.

Distribution of Promotional Items: Exhibitors are encouraged to attract attendees to your booth and work with them in your area; however, exhibitors are not allowed to pass out brochures and information in areas other than your booth. Working in the aisles or approaching attendees outside your booth space is not allowed. This includes the registration area, common aisles, conference rooms and every area other than your booth. Solicitation of business or distribution of promotional materials from booth space is prohibited by anyone other than contracted exhibitors.

Exhibitor Appointed Contractor (EAC): Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the exhibitor and EAC comply with the requirements as set forth. Additionally, if exhibitor appoints a firm who is not the official service contractor, please download and complete the [Exhibitor Appointed Contractor \(EAC\) form](#) by **Friday, April 26th**. NOTE: EACs will not be allowed to proceed without the required documents and insurance information. All EAC COIs must be sent to sponsors@identiverse.com no later than **Friday, May 10th**.

Exhibit Construction: Sidewall construction, if used, may taper diagonally from 8' at the back wall to floor level at the aisle, or extend as a high panel 4' from back wall, the remaining side rail may not exceed 4' in height. These restrictions are intended to provide a clear view of the neighboring exhibits. Raw wood, cardboard, or similar materials for wings to booths or peninsula back walls must be covered or painted if they are visible to adjacent booths. The placement of high equipment must also conform to these rules. Show Management must approve in advance any special or unusual exhibit construction or installation.

Height Restrictions: There is a height restriction for all booths on the show floor. If you have a standard in-line booth, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape across the back and 3' drape on both sides. The height limit on standard in-line booths is 8'. If you have a perimeter booth meaning your booth is located on the perimeter of the show floor facing into the floor, your booth will most often consist of a 10' or 20' wide by 10' deep area with 8' drape in the back and 3' drape on both sides. The height limit on peninsula booths is 8'. If you have an island booth, which is a stand-alone booth with no other booths connected to it on any side, your booth will not have any drape included and the height limit on an island booth is 16'.

Hanging Signs: Hanging signs and graphics are permitted in all Island Booths (20' x 20' or larger) to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should

comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics should be received by **Friday, April 26th** as part of your booth design form. Drawings should be available for inspection. Once approved, this requires a custom quote (typically a 3-day turnaround) from Encore.

Visit <https://encoreglobal.com/rigging-request-form> for more information and to request your quote. The last day to submit a quote request to Encore is **Monday, May 13th**. *Please refer to new shipping, assembly and rigging procedures for 2024 on page 12.*

Material Display and Distribution: Display items include, but are not limited to counter cards, posters, magazines, business cards, etc. These items must be your product or your promotional material only. No second or third party displaying of materials is allowed. Working in the aisles or approaching people outside of your booth is not allowed. This includes the registration area, common aisles, conference rooms and every other area other than your booth.

Dress Code: Identiverse is a professional trade show and is committed to fostering a professional, respectful, and inclusive environment for all participants. Costumed booth talent cannot wear "solicitation-type graphics" such as a T-shirt with name and booth number of exhibitor, etc. outside their designated booth area, and Management will strictly enforce a dress code that upholds our standards.

Booth Changes: Booth locations may be subject to change at any time from the initial assignment through move-in. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, and noise levels may be made by Show Management at any time. Exhibitor's Booth space unoccupied by 1:00 PM on May 30 is subject to reassignment without notification.

Music and other Copyrighted Material: Exhibitors are responsible for applicable ASCAP/BMI music licensing fees as well as any additional licenses and permits to use music, photographs or other copyrighted material in the exhibitor's booth or display.

Photography and Video Recordings: Unauthorized photography or video taping of exhibits is prohibited. Exhibitors may photograph their own exhibits only. See Show Management for any exceptions to this policy.

Taxes and Licenses: Exhibitors are responsible for obtaining any licenses, permits, or approvals required under Federal, state, or local law applicable to their activity at Identiverse. The exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any governmental authority in connection with its activities at Identiverse.

Attendee Engagement/Exhibitor Marketing

1:1 Attendee Matchmaking & Meeting Tool

Identiverse has engaged Brella, an online platform enabling sponsors to preschedule in-person meetings (double opt-in) with attendees using AI that matches their targeted profile. These 15-minute meetings will be pre-scheduled at designated times and held in the Matchmaking Lounge during Expo hours. Identiverse will be hosting an optional webinar with sponsors interested in using this tool on Wednesday, April 24, 2024, at 2:00 EST. An invite will be sent closer to the date.

Conference Mobile App

Identiverse will be using Brella as our mobile app provider. The app is a great way to view the event's agenda, stay up to date with alerts and notifications and engage with conference attendees. Information will be sent once it's available for download from the App/Android store in late April/early May.

Sponsor Promotion Kit

Identiverse will provide various assets to help you easily share with your community that you'll be participating in Identiverse. We've created a kit to enable you to effortlessly promote your participation including a social card, banner ad, and event logo for you to incorporate in your social channels, website, and marketing materials. Click [here](#) to download marketing materials from the Sponsor Resource page. Be sure to spread the word about **#Identiverse** to your network and make sure they are all there with us!

Attendee Invites for Identiverse

Conference Registration Offers; Promote to your customer base and save on your 2025 sponsorship!

Identiverse has created a personalized 20% discount offer for Full Conference passes that you can send directly to your customers and prospects. Please reach out to Aliyah Khan (sponsors@identiverse.com) if you haven't received your 20% discount code information.

Following on the success from last year's onsite rebook process, we will be offering each sponsor a special incentive toward your 2025 sponsorship rebooking. Based on the number of paid conference registrations attributable to your personalized code, you are eligible to receive the following discount towards your 2025 sponsorship package (up to a maximum discount of \$7,500) based the following sliding scale:

- 6 – 10 Main Conference Registrations 5% discount
- 11+ Main Conference Registrations 10% discount

To be eligible for this offer, you must renew your 2025 sponsorship package onsite during the 2024 conference.

Company Logo and Description

We use sponsor logos and company descriptions in all relevant Identiverse materials. If you have not done so already, please email sponsors@identiverse.com with the following:

- A high-resolution vector logo in both color and black (no white logos please). The logos must be 300 dpi, vector art (eps or ai format). Please share one attachment of the logo you would like to use.
- A 50-word company description
- A URL you would like us to direct to. Otherwise, we will direct to your company landing page.

If updates need to be made to either your logo graphic or description, please send them to sponsors@identiverse.com

Passport to Prizes

For exhibitors whose deliverables include Passport to Prizes, attendees will come around to your exhibit booths and ask for a representative's initials on their passport after they have spoken to you. Once attendees complete their passports, they drop them into the prize drawing where we will pull an attendee for every sponsor prize. Winners will be sent directly to the booths to collect their prizes. Sponsors are not eligible to participate. Prizes are recommended to be valued at \$100. *Exhibitors are responsible for providing a prize and having it present for the drawing taking place on Thursday, May 30th at 1:00 PM.*

If your sponsorship contract includes Passport to Prizes, you are assumed to be participating unless otherwise noted. For sponsorships that include Passport to Prizes, please fill out the [Passport to Prizes form](#) to specify your company's prize(s) by **Friday, April 19th**.

Attendee Booth Leads

Any scanned leads collected in your booth lead retrieval devices can be downloaded through the ATS portal. All leads will be updated live. If you have any issues onsite, please head to the ATS Service Desk, in Bluethorn 1.