

## 2014 FICPA Mega Conference Exhibitor Tabletop Guidelines and Specifications

We are fortunate this year to pair up with Disney's Contemporary Resort in Orlando, FL. We have received a tremendous response through our registrations and feel our exhibitors will benefit greatly. If you are familiar with Walt Disney World theme parks and properties, you already know they run a tight ship in order to create uniformity throughout the Disney experience. Exhibiting at Disney's Contemporary Resort will fall under strict guidelines set forth by the resort's Fire Marshal.

In order to achieve a successful experience, each exhibitor shall adhere to the guidelines strictly enforced by the Fire Marshal. The parameters are listed below:

- 1) Exhibitors will have approximately 3 ft. between the neighboring exhibitor tabletop; the exhibitors will position themselves in front of their tabletops (inviting our attendees to learn about the benefits of your company and/or products in an up close and personal way). Fire Marshal regulations will not allow tables to be moved from their original placement.
- 2) Exhibitors have **12 ft. of vertical space** (from floor to ceiling) to place signage. The tables are 6' x 30" wide, and 30" high so any signage placed on the table should be **no taller than 112" in height. If you have a free standing display you would like to use in lieu of a table, it cannot exceed the space (footprint) of 6' x 30"**.
- 3) Any signage placed in the common space between each exhibitor tabletop and/or in front of the tables is prohibited by order of the Fire Marshal. This also includes any interactive activities some companies may use in order to draw attention to their exhibit (games, or activities that will extend outside of the allotted tabletop frontage).
- 4) There will be two chairs provided per tabletop booth and there are additional lounge areas throughout the vendor/attendee area to take breaks.

The exhibit area will be flooded with attendees during certain points throughout each day, providing you a great opportunity to promote your services and products. This amount of traffic will create a maximum occupancy level within the vendor area. In order for the FICPA to showcase our exhibitors in these high traffic areas, all exhibitors must adhere to the guidelines listed above. A diagram of the exhibit areas is available on page 7 of the Mega Conference's Exhibitor Prospectus (the prospectus can be viewed at [www.ficpa.org](http://www.ficpa.org)).

I strongly urge that this information accompany any representative(s) that will be onsite for this event. If you have any questions please contact Drew Miller at [millerd@ficpa.org](mailto:millerd@ficpa.org) or 850-224-2727, ext. 270.

We greatly appreciate your cooperation and look forward to an exciting and successful 2014 FICPA Mega Conference!!