



**REVERSE LOGISTICS**  
ASSOCIATION®

CONFERENCE & EXPO

# EXHIBITOR GUIDE

**20TH ANNUAL RLA CONF & EXPO 2024**

**FEBRUARY 6-8, 2024**

**THE MIRAGE, LAS VEGAS**

<https://rla.org/event/266>

**RLA Contact:**

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801-928-6320

## Welcome to the Reverse Logistics Conference and Expo – Las Vegas 2024!

We are looking forward to this event and recognize the important role our exhibitors play in ensuring a successful conference and show. Outlined below is the information you will need with regard to the show. Should you have any questions or concerns, please email us at [events@RLA.org](mailto:events@RLA.org).

### VENUE

The Reverse Logistics Conference & Expo will take place at the Mirage Hotel. The exhibit hall will be located in Grand Ballroom B, C, D, E, F, G, H. The Conference Presentation room will be in Grand Ballroom A. The exhibit hall floor plan and scaled drawing of the exhibit area can be found on pages 11 and 12 of this Exhibitor Guide.

### GENERAL BOOTH INFORMATION

Included in the Exhibitor's contracted price are the following:

- Wastebasket
- 2 chairs and one 6' white draped table.
- Daily cleaning (vacuuming and trash removal) of Booth Space
- There will be wireless internet available in the conference center for all attendees. Please use the Encore Order Form to order a direct highspeed internet line to your booth via [MirageExhibitorServices.com](http://MirageExhibitorServices.com)
- Exhibitors have to order electricity separately to power their booth lights, laptop computers, LCD/plasma monitors and other office equipment in their booths. Use the Electrical Services Form found here [MirageExhibitorServices.com](http://MirageExhibitorServices.com) to order electricity for your booth. Contact Mirage Exhibitor Services, [exhibitorservices@hrhclasvegas.com](mailto:exhibitorservices@hrhclasvegas.com)
- Each 10' x 10' booth will be set with 8' white back drape, 3' high white side dividers, one 6' white draped table.

### INSURANCE

As indicated in the contract, please email your certificate of insurance to [events@rla.org](mailto:events@rla.org) for:

Reverse Logistics Association

2300 Lakeview Parkway

Suite 700, Alpharetta,

Georgia 30009,

Main Number: +1 866.801.6332

If Exhibitor is using a contractor to set up their booth, the contractor should also provide a certificate of insurance to RLA. Certificate of Insurance must be received no later than 25 days prior to the event.

### SPONSORSHIP OPPORTUNITIES

There are several sponsorship opportunities available for this event. Sponsorships make your exhibiting experience more rewarding and give you additional visibility. Take advantage of these tremendous opportunities to implement event marketing strategies that will grab the attention of RLA Conference & Expo attendees before, during and after the event. For more information on sponsorship opportunities please visit our [Sponsor page](#) or contact RLA at [Events@RLA.org](mailto:Events@RLA.org).

## FLOOR PLAN AND BOOTH SELECTION

Referenced on page 11 is a sample floor plan of the exhibit hall. Please submit your 1st, 2nd, and 3rd preference for your booth location ASAP - if you have not already done so. Find the most up-to-date floorplan with reserved spaces here: <https://rla.org/resource/443>

## BOOTH SHIPPING/ DRAYAGE INSTRUCTIONS

Materials shipped via FREEMAN will arrive to the show site beginning at 8am on Monday 2/5. Please contact FREEMAN for any questions on drayage and additional services for your booth, [www.freeman.com](http://www.freeman.com) or +1 (702 ) 579 -1700 . Refer to the FREEMAN Exhibitor Kit for other detailed drayage and shipping information.

Online Freeman Online Link:

<https://www.freemanco.com/store/show/landing.jsp?nav=02&review=true&showID=524830>

Contact: Jailyn Trujillo at [jailyn.trujillo@freeman.com](mailto:jailyn.trujillo@freeman.com) +1 702 579 1531

## LAS VEGAS - THE MIRAGE HOTEL

For non-booth items and smaller shipments to the hotel, please use the hotel's FedEx Business Center (these shipments will need to be picked up at the Mirage FedEx Business Center and require pick-up fees):

### The Mirage FedEx Business Center:

Hold for Guest (Guest Name) (Guest Cell Number)

(Guest Company Name)

c/o FedEx Office at The Mirage Hotel & Casino

3400 Las Vegas Boulevard South

Las Vegas, NV 89109

(Event Name / Arrival Date / Meeting Room)

## SETUP AND BREAKDOWN TIMES

**Exhibitors can set up their booths on Tuesday, February 6th starting at 7:00am until 3:00pm.**

**Breakdown is scheduled for Thursday, Feb 8th at 12:00pm.**

If you are unable to set-up or breakdown during these scheduled times you are responsible for making alternate arrangements.

## EXHIBIT TIMES

The Exhibit Hall is open during the following times:

### Tuesday, February 6th

**3:30-7:00pm** - Exhibit Hall Opening Reception

### Wednesday, February 7th

**7:30 am - 7:00 pm** - Exhibit Hall Open

### Thursday, February 8th

**7:30 am - 12:00 pm** - Exhibit Hall Open

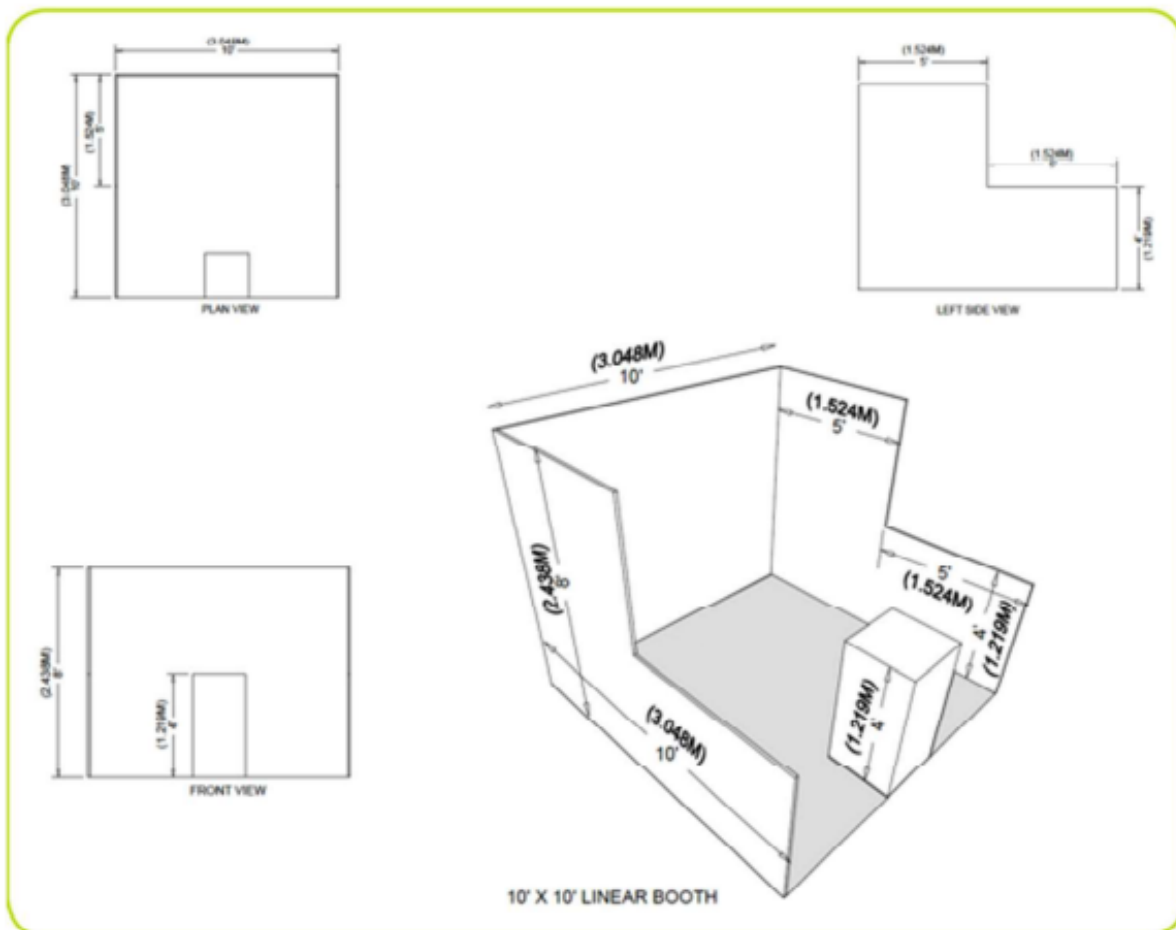
## BOOTH GUIDELINES

### In-Line Booth

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a in-line Booth Line-of-Sight setback rule. In-Line Booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

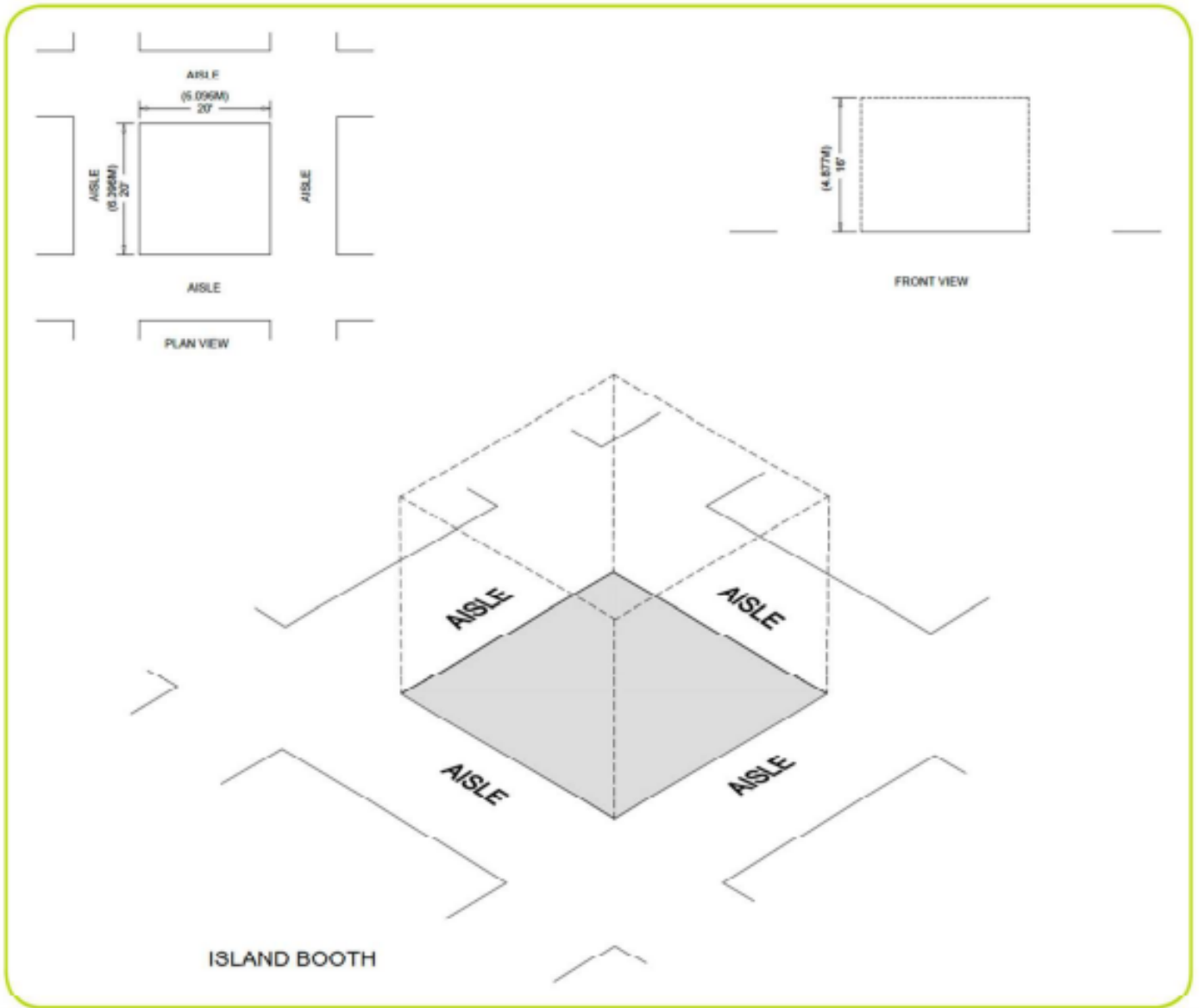
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, In-line Booths are most commonly 10ft wide and 10ft deep, i.e. 10ft by 10ft. A maximum back wall height limitation of 14ft is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 14ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



### Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Dimensions and Use of Space An Island Booth is typically 20ft by 20ft or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft, including signage.)



## BOOTH GUIDELINES

### CANOPIES AND CEILINGS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for In-Line Booths should comply with Line-of-Sight requirements. (See In-Line Booths). The bottom of the canopy should not be lower than 7ft from the floor within 5ft of any aisle. Canopy supports should be no wider than three inches 3in. This applies to any booth configuration that has a sight line restriction, such as a In-Line Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

### HANGING SIGNS & GRAPHICS

Hanging signs are only permitted for island booths. This signage should be a maximum height range of 20ft from the top of the sign to the floor. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. Hanging Signs and Graphics should be set back 10ft from adjacent booths and be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

### TOWERS AND MULTI-STORY EXHIBIT

A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required. A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as the Organizer because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. It is recommended that Organizers require exhibitors to provide engineering stamped documents for all Multi-story Exhibits and towers over 8ft in height. If engineering stamps are not required, exhibitors using these types of structures should, at a minimum, provide drawings for inspection

### DRONES

Please be advised that drones are not allowed to be operated anywhere on The Mirage property. There are very limited scenarios where this policy may be considered, however, prior review and approval (in writing) must be obtained from Risk Management Director and Convention Senior Leadership team. Any such requests must be made at least 60 days prior to any event to allow for sufficient review time. This policy also applies to any un-manned vehicles.

## **U.S. AMERICANS WITH DISABILITIES ACT (ADA)**

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at [www.ada.gov](http://www.ada.gov).

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length).
- Ramps should have a minimum width of 36 inches. Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance

## **STRUCTURAL INTEGRITY**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. It is recommended that all exhibits 20ft by 20ft and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

## **FLAMMABLE AND TOXIC MATERIALS**

All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

## **HAZARDOUS WASTE**

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

## ELECTRICAL

- Every exhibit facility has different electrical requirements. However, minimum guidelines are suggested:
- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

## LIGHTING

It is important to remember that facility lighting issues need to be identified as early as possible during the move-in process so they can be addressed while the necessary equipment is available and booths are accessible. Exhibitors should adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards. If this lighting is in your plans, please contact the Organizer for guidance.

## STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

- Aisles and exits as designated on approved show plans shall be kept clean, clear and free of obstructions. Easels, signs, etc. shall not be placed beyond the booth area into aisles. Exhibitors must keep their booths and displays within the designated perimeters. Any violators will be made to move their exhibits.



## **DEMONSTRATIONS**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.

## **SOUND/MUSIC**

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at [www.osha.gov](http://www.osha.gov) for more information.) Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to ASCAP, BMI and SESAC, collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

## **BADGE ACCESS/AGE RESTRICTIONS**

All exhibitors must have their badges before they will be allowed onto the Show floor. No one under the age of 18 will be allowed on the Show floor during set up and break down hours.

## **EXHIBITOR APPOINTED CONTRACTORS (EAC)**

If an exhibitor chooses to use a contractor to build and/ or setup their booth onsite the exhibitor must inform the Show Organizer (RLA) no later than January 10th to allow for review and approval by show management. The contractor should also provide a certificate of insurance to RLA. Certificate of Insurance must be received no later than 25 days prior to the event.

## RLA VEGAS EVENT APP

The event app will be shared and launched two weeks before the event start date. On the app, there will be a live map of the exhibit hall, plus details on each of the exhibitors. Exhibitors will be able to connect with attendees, send messages, and schedule meetings through the APP with attendees who log on.

**Please send the following content as soon as possible, but before January 12th, to [events@rla.org](mailto:events@rla.org) to make your company well represented as an exhibitor on the event app.**

- **Square image of your logo** - 1:1 Ratio / Minimum: 100px by 100px / Recommended: 500px by 500px / Maximum: 1000px by 1000px
- **Label/Subtitle:** One Short Sentence to highlight your company e.g: Leader in electronics and material lifecycle management
- **Company Description:** Grab your reader's attention with a great quote or use this space to emphasize a key point.
- **Booth cover image:** an image to represent your company when they click on the details of your booth. jpg or png 800px by 400px
- **Company contact info:** Website address, phone# and/or email
- **Other Content:** If you like you can share a link to a public YouTube or Vimeo video
- **Attachment:** A one-page brochure, or other docs you want the user of the app to see. formats: PDF, JPG, TIFF, PNG

## GIVE YOUR BOOTH VISIBILITY BEFORE, DURING, AND AFTER THE EVENT

Share your involvement at RLA Vegas 2024 on social media, on your company website, newsletters, emails and press releases. Be sure to use our 2024 hashtag **#RLAVegas2024** and tag us on these social media outlets:

**LINKEDIN:** Reverse Logistics Association <https://www.linkedin.com/company/reverse-logistics-association/>

**TWITTER:** @RL\_Association [https://twitter.com/RL\\_Association](https://twitter.com/RL_Association)

**FACEBOOK:** @ReverseLogisticsAssociation <https://www.facebook.com/ReverseLogisticsAssociation/>

## HOTEL/TRAVEL ARRANGEMENT INFORMATION

Planning to stay at the Mirage Hotel? Reservations should be made well in advance. To receive priority registration with a discounted rate, your staff should register with the hotel by **January 19th** using the Mirage/RLA online form. <https://book.passkey.com/event/50577891/owner/4940/home>

## GROUND TRANSPORTATION / PARKING

Ground Transportation to the hotel is available via taxi, public transportation, Uber or Lyft. Self parking and valet services are available at the Mirage Hotel. Guests can check-in at the front desk or use any of the self check-in kiosks in the front lobby.



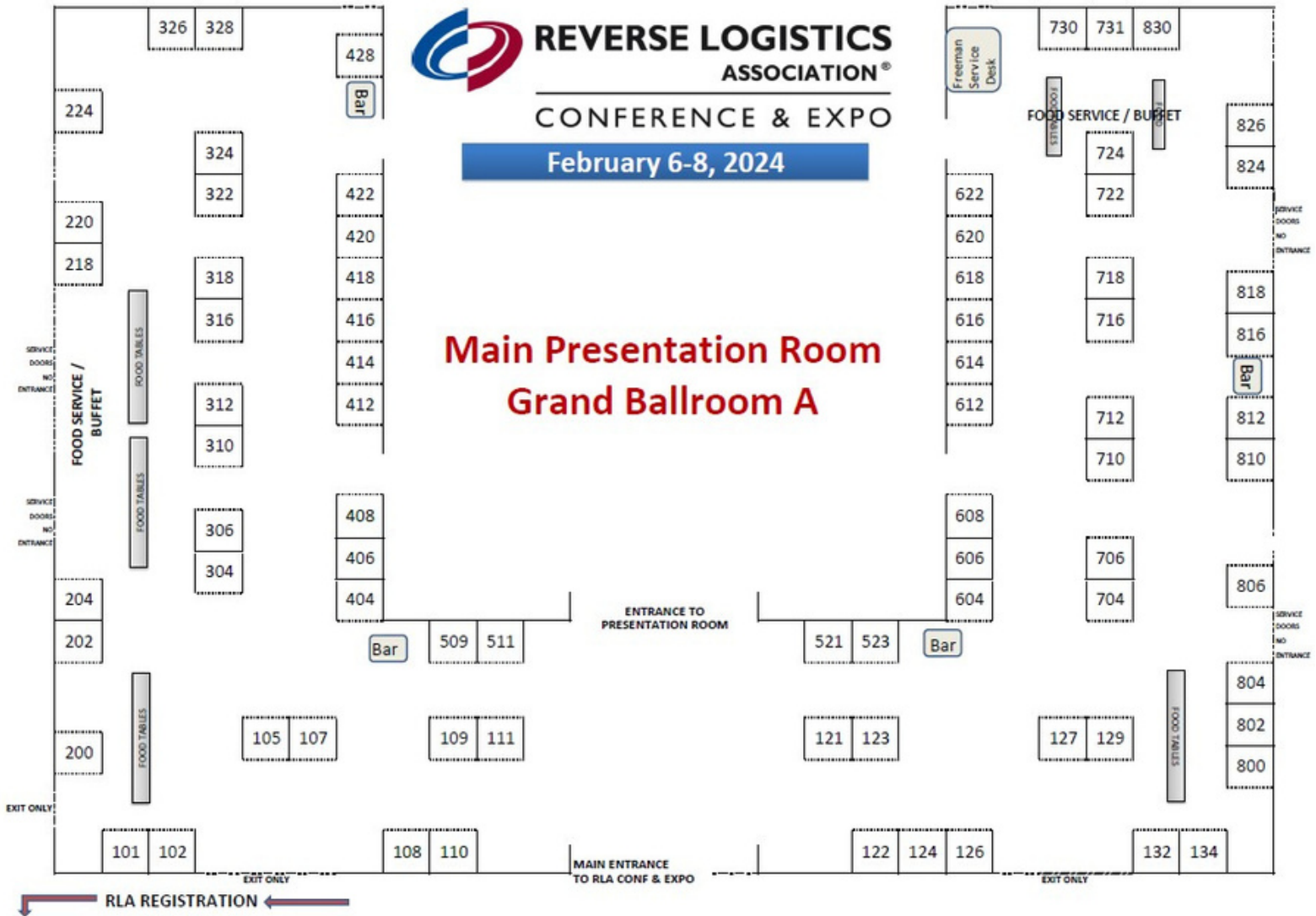
**MIRAGE LAS VEGAS RESORT HOTEL - 2024 EXHIBITOR FLOOR PLAN**

Visit the 2024 Exhibit Hall webpage to see what booths are currently available

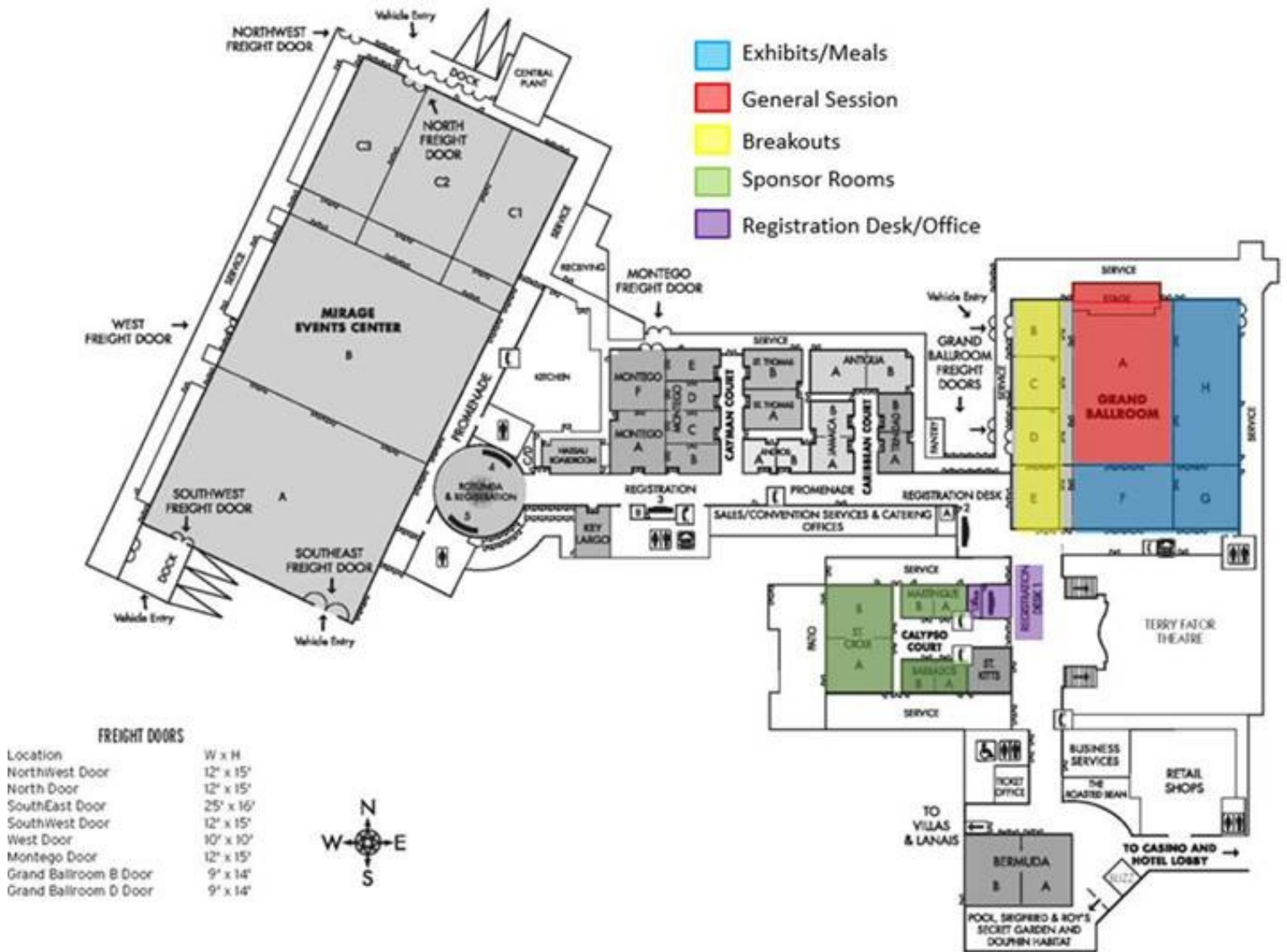
<https://rla.org/resource/443>



**Main Presentation Room  
Grand Ballroom A**



MIRAGE LAS VEGAS RESORT HOTEL - MEETING FACILITIES MAP



## RLA VEGAS 2024

### DEADLINES & CONTACT INFORMATION

#### EXHIBITOR & SPONSOR DEADLINES

- **December 1, 2023:** Update your profile in the RLA directory. Printed edition will be available at the 2024 show. (see <https://rla.org/resource/160> or contact michael@rla.org)
- **December 31, 2023:** Sponsor package title & panelist selection submission (contact your RLA Adviser for details)
- **January 9, 2024:** Freeman Discount Price deadline for Exhibitors - see [2024 Freeman Exhibitor Service Manual](#)
- **January 12, 2023:** Send RLA Sponsorship or Exhibitor Agreement and Exhibitor CIO to lori@rla.org
- **January 12, 2024:** Vegas 2024 Event App company content submission (see page 10 in this guide for info or contact michael@rla.org)
- **January 15, 2024:** Mirage Exhibitor Services discount price deadline - see [2024 Mirage Exhibitor Services Manual](#)
- **January 31, 2024:** RLA Early Bird registration prices end <https://rla.org/reservation/create?event=266>
- **January 31, 2024:** Last day for shipments to arrive to Freeman warehouse (start Jan 8 - Jan 31 arrivals) - See [Freeman Exhibitor Services Manual](#) for details
- **January 31, 2024:** RLA rates at Mirage Hotel end - book here: <https://rla.org/event/266#venue>

#### Venue:

##### The Mirage

3400 South Las Vegas Blvd

Las Vegas, NV 89109, US

Hotel Guest Room Reservations: <https://rla.org/event/266#venue>

#### Freeman Company (Exhibitor Drayage, Logistics, Furniture & Services)

Freeman Exhibitor Services Online Manual & Order Form: <https://www.freemanco.com/store/show/landing?showID=513529>

Contact: Jaily Trujillo at [jaily.trujillo@freeman.com](mailto:jaily.trujillo@freeman.com), +1 702 579 1531

#### Mirage Exhibitor Services (A/V, Internet, Electrical, etc.):

Mirage PDF: <https://rla.org/resource/446>

Mirage Online Ordering Link: <https://exhibitorservices.hardrockhotelcasinolasvegas.com>

Contact: [exhibitorservices@hrhclasvegas.com](mailto:exhibitorservices@hrhclasvegas.com)

#### Reverse Logistics Association - Conference Organizer

Felecia Przybyla

Director of Vegas Conference

[felecia@rla.org](mailto:felecia@rla.org)

m: 801-928-6320

CONTESTS



**BOOTH COMPETITION!**

REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

JUDGING BASED ON

- CREATIVITY
- INTERACTION
- LIGHTING
- DESIGN
- APPEARANCE
- ETC

CONTACT FELECIA@RLA.ORG WITH QUESTIONS

RLA Conf & Expo 2023 4  
Feb 6-8, Las Vegas  
<https://rla.org/event/266>



RLA CONF & EXPO 2024  
"BRING THE MOST GUESTS" CONTEST

REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

INVITE GUESTS USING OUR DISCOUNT VOUCHER CODES CUSTOM ASSIGNED TO YOUR COMPANY. THE COMPANY WITH THE MOST GUESTS USING THE ASSIGNED CODE WINS!

RLA Conf & Expo 2024 - Feb 6-8, Las Vegas  
<https://rla.org/event/266>

CONTACT FELECIA@RLA.ORG WITH QUESTIONS



**Furthest Travelled Contest**

The winner will be chosen the last day of the event and will be determined by the address used when registering for the event. The individual who travelled the furthest to Las Vegas will win.

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<https://rla.org/event/266>

REVERSE LOGISTICS ASSOCIATION CONFERENCE & EXPO

CONTACT FELECIA@RLA.ORG WITH QUESTIONS

**Winners will be announced on Thursday, February 8th during the last day of the event.**

contact felecia@rla.org for more details or questions