



**REVERSE LOGISTICS**  
ASSOCIATION®

CONFERENCE & EXPO

# EXHIBITOR GUIDE

**21ST ANNUAL RLA CONF & EXPO 2025**

**MARCH 11-13, 2025**

**WORLD OF HYATT RIO, LAS VEGAS**

<https://rla.org/event/330>

**RLA Contact:**

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801-928-6320

## Welcome to the Reverse Logistics Conference and Expo – Las Vegas 2025!

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 World of Hyatt RIO. The exhibit hall will be located in the Amazon Ballroom. The Conference Presentation room will be in the Brasilia Ballroom. The exhibit hall floor plan and scaled drawing of the exhibit area can be found on pages 15 and 16 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 hotel WiFi 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: [Encore Services](#)
- 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: [Encore Services](#)
- 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:

National Retail Federation

1101 New York Ave NW

Suite 1200

Washington, DC 20005

1-202-626-8100 / 1-800-673-4692

If Exhibitor is using a contractor to set up their booth, the contractor should also provide a certificate of insurance to NRF. 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 15 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/LV25FloorPlan>

## BOOTH SHIPPING/ DRAYAGE INSTRUCTIONS

Materials shipped via FREEMAN will arrive to the show site beginning at 8am on Monday 3/10. 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?nav=02&showID=535449>

Contact: Courtney Jones, [courtney.jones@freeman.com](mailto:courtney.jones@freeman.com), Mobile:+1 808-313-0312

## LAS VEGAS - THE WORLD OF HYATT RIO HOTEL & CASINO

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 RIO FedEx Business Center and require pick-up fees):

### The Rio FedEx Business Center:

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

(Guest Company Name)

c/o FedEx Office at Rio Hotel and Casino

3700 W. Flamingo Road

Las Vegas, NV 89103

(Event Name / Arrival Date / Meeting Room)

Box \_\_\_ of \_\_\_

Phone: 702.247.4046

**SETUP AND BREAKDOWN TIMES**

Exhibitors can set up their booths starting on **Monday, March 10th 3pm-6pm** and on **Tuesday, March 11th starting at 8:00am until 3:00pm.**

Breakdown is scheduled for **Thursday, March 13th at 11:15am.**

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, March 11, 2025**

Set up 8am-3:00pm Security at Expo only allowing Exhibitors in

**OPEN 3:45-6:00pm Startup Pitch Competition & Opening Reception**

**Wednesday, March 12, 2025**

Closed during Breakfast, Opening Keynote & Presentation (7:30-9:45am). Security at Expo only allowing Exhibitors in

**OPEN 9:45-4:00pm Breaks, Lunch, Breakouts**

Closed during Keynote & Awards Ceremony (4:00-5:00pm). Security at Expo only allowing Exhibitors in

**OPEN 5:00pm-6:00pm Reception**

**Thursday, March 13, 2025**

**OPEN 8:00am-11:15am (Breakfast, Keynote, Presentation and Morning Break)**

Expo Hall officially closes at 11:15am for breakdown.

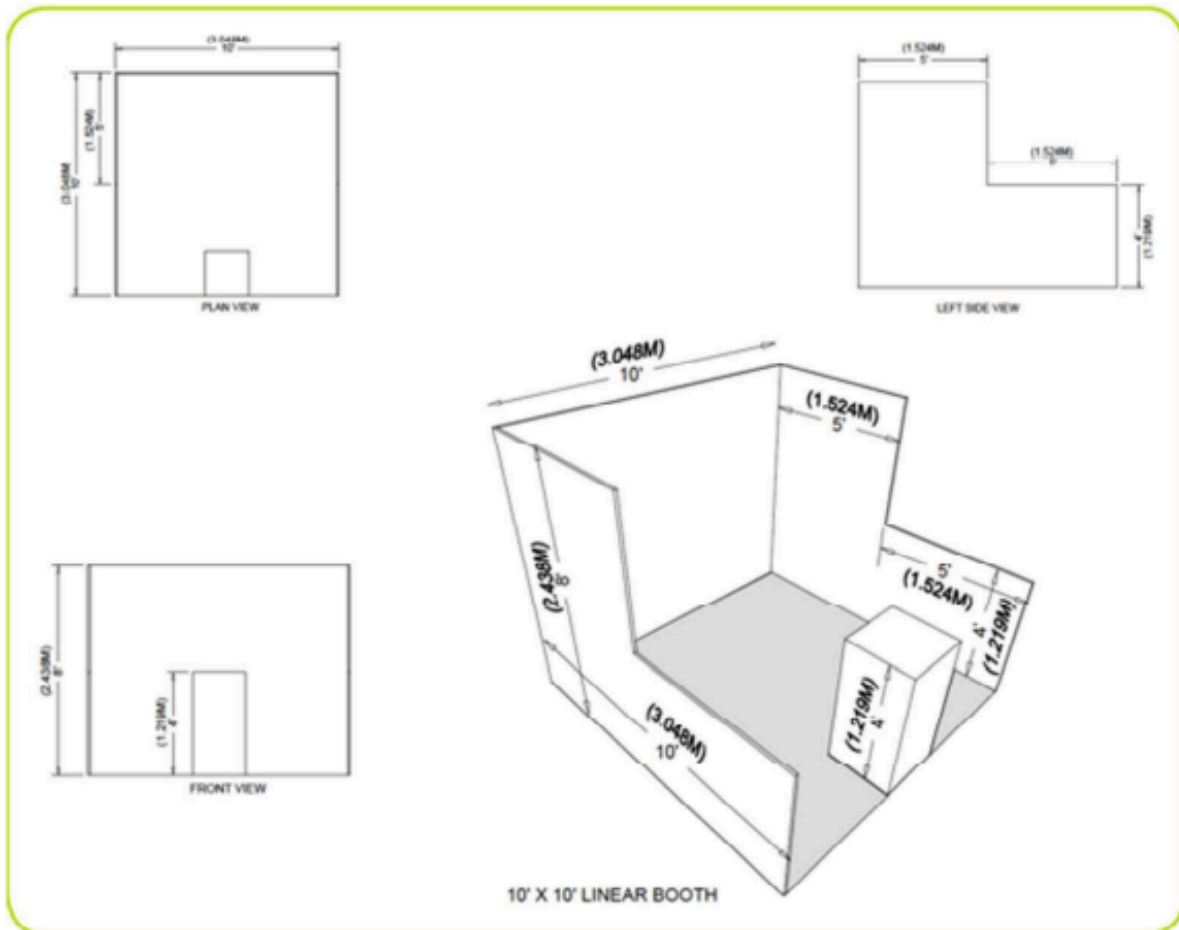
## BOOTH GUIDELINES

### 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.

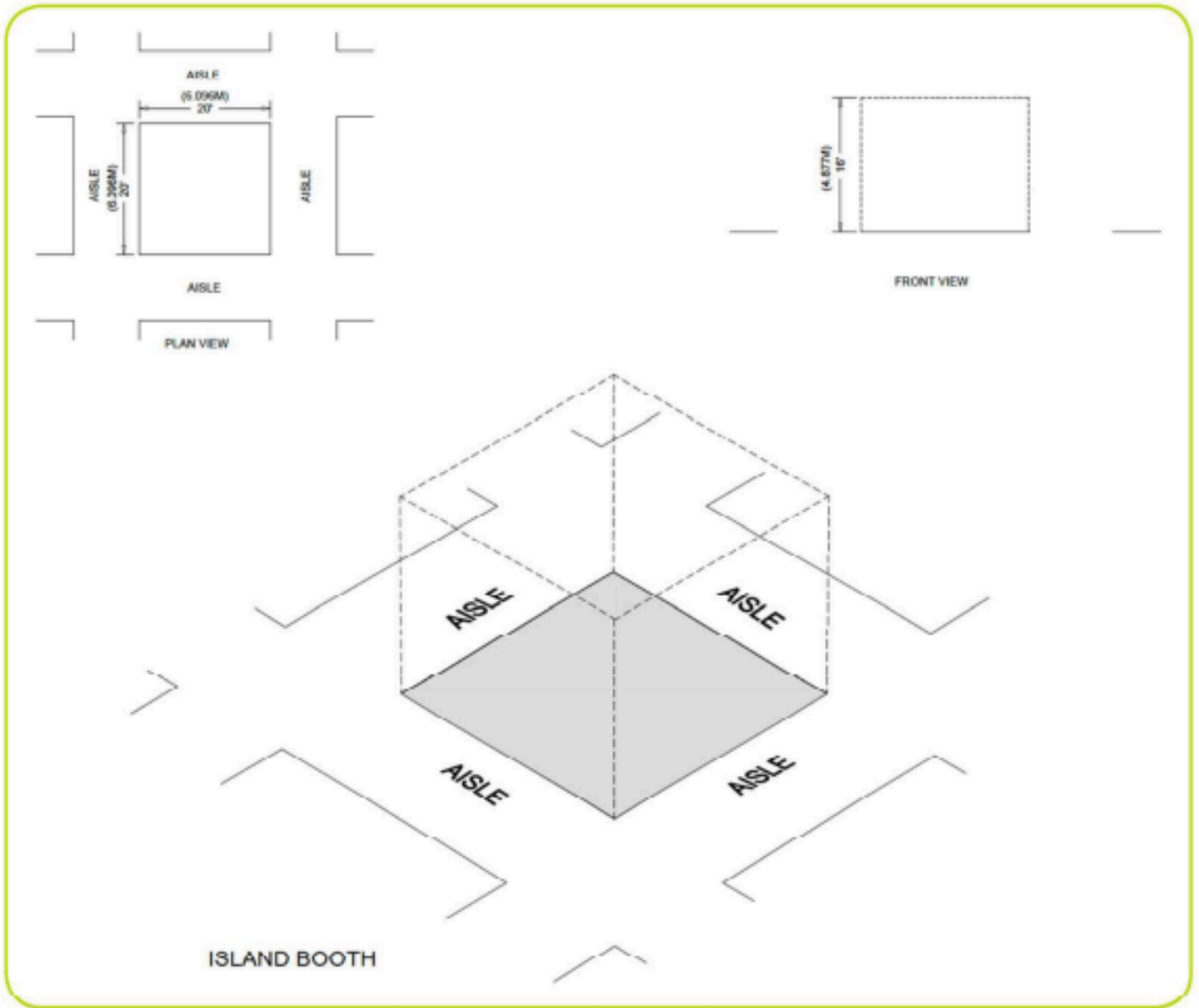
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, In-line Booths are most commonly 10ft wide and 10ft deep, i.e. 10ft by 10ft. 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**

### **AUTOMOBILES**

Automobile or other fuel-powered vehicles of any nature must follow the following guidelines: 1. Gasoline tanks at 1/8th full 2. Batteries disconnected 3. Fuel-filler caps locked or taped 4. Non-flammable drop cloth placed under the engine 5. Ignition keys removed 6. A set of keys must be turned over to the Hotel 7. Propane tanks to be removed 8. Each vehicle must be equipped with its own fire extinguisher.

### **ANIMAL GUIDELINES**

Permission for any domesticated animal (cats and dogs) to appear in a convention or trade show must first be approved by RLA and then by the RIO/RLA CSM. Additional insurance may be required. Non-domesticated/exotic animals will be considered on an individual basis. Consult your CSM regarding any non-domesticated/exotic animal requests. In accordance with the ADA, service animals are always permitted.

### **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.

### **BALLOONS**

The use of helium balloons smaller than thirty-six (36) inches in diameter is not allowed, but smaller air-filled balloons may be used for decoration and/or handouts. Large helium-filled balloons may be used only if they are securely anchored. No helium balloons or blimps may be flown inside the building. Mylar balloons are not allowed anywhere on property. Helium gas cylinders must be secured in an upright position on safety stands with gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building is allowed. Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee may apply should the balloons be left on property after the event. Please advise your CSM should you be using balloons.

**CATERING POLICIES**

All food and beverage items must be supplied and prepared by Rio Hotel & Casino. Food items may not be removed from the premises or transferred to guest rooms or hospitality suites as per the Health Department Regulations. No outside food or beverage may be brought into Rio Hotel & Casino by a guest or attendee including exhibitors. Please contact Felecia at RLA with questions or further clarification on this policy.

**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.

**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.



**DRONES**

Please be advised the Rio Hotel & Casino property has an exclusive drone provider and operator. Any requests must be made at least sixty (60) days prior to any event to allow for sufficient review time. This policy also applies to any unmanned vehicles. Please consult with your Convention Services Manager for pricing.

**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.

**FIRE RESISTANCE**

Combustible materials must not be displayed in exhibit booths at any time. All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo plastic cloth and similar decorative materials shall be flame-retardant to the satisfaction of the Fire Department and 9 | P a g e State Fire Marshal. Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame-retardant. All drapes, hangings, curtains, drops, exhibit booth construction materials and all other decorative material, including Christmas trees, shall be made from non-flammable material, or treated and maintained in a flame-retardant condition. Oil cloth, tar paper, sisal paper, nylon, Orlon, and certain other plastic materials cannot be made flame-retardant, and their use is prohibited. ALL MATERIALS MUST BE ACCOMPANIED BY AN OFFICIAL FIRE-RESISTANCE CERTIFICATE. If substitutions of original materials must be made, such labor and materials as required to bring the work up to code standard shall be provided by the group at no additional expense to hotel. If a group is unable to comply, said convention should be cancelled by hotel without liability to hotel.

**FIRE SAFETY GENERAL COMPLIANCE**

Compressed gas cylinders are prohibited unless prior approval is obtained from the Fire Marshal. Approved cylinders must be stored in an upright position. Helium canisters are permitted but must be stored in a secured upright position. Any use of two wire extension cords is prohibited. Multiple outlets and electrical cords must be grounded and must not be used to exceed their listed amp rating. Areas enclosed by solid walls and ceilings must be provided with approved smoke detectors and a "fire watch" during off hours. Any covered area exceeding 800 sq. ft. will require a temporary sprinkler system. Electrical panels must have a 30" clearance in front. All other electrical (cords, plugs, etc.) must be of the approved type and in accordance with the Uniform Fire Code and the National Electrical Code. Any bleacher system setup will require approval from the Clark County Building Department. Smoking is prohibited in all convention areas, always. It is the responsibility of the exposition or production company to enforce this policy with their personnel. Displays involving flammable or combustible liquids or materials and pyrotechnic displays must be demonstrated to the Clark County Fire Department for issuance permit. Anyone found violating the above requirements would be subject to full prosecution of the law. Should you have questions, please contact the Clark County Fire Department at (702) 455-7316 or view more information at: [www.co.clark.nv.us/fire/firedept.htm](http://www.co.clark.nv.us/fire/firedept.htm)

**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.

**HAZING, SMOKE, FOG, PYROTECHNICS**

Any smoke, fog, haze, or pyrotechnics (including rehearsals) must first have Fire Marshal and Hotel Life Safety approval. The Life Safety staff at the Rio Hotel & Casino must be notified at least two (2) weeks in advance of the event. Fog machines must be water based. Rio Hotel & Casino facilities will disable the fire activation devices in the hotel. A technician must remain in the Fire Control center while the system is disabled. A fire watch fee of \$250.00 per hour is required for this service when fire alarms are disabled.

**RIGGING, BANNERS, SIGNAGE**

Rigging is an exclusive service of Rio All-Suite Hotel & Casino. Two riggers, one high and one ground, are required for both load-in and load-out of all equipment that is to be hung in or attached to the ceiling. Rates are available upon request. All rigging equipment (i.e., chain motors, span sets, shackles, steel, deck chain, etc.) must be supplied by Encore Event Technologies for liability reasons. Rates are available from your Encore Event Technology Sales manager upon request. All signage brought in must be professionally made and meet the requirements of Hotel Management. Signs or banners may not be taped, stapled, nailed, tacked or otherwise affixed to any hotel doors, walls, columns, or other parts of the buildings or furnishings. The hotel is not responsible for signage or promotional materials left unattended or left behind at the conclusion of your event. Banners more than six (6) feet should include a rigid support for best results. Always include grommets when purchasing a banner. All signs and banners connected to the hotels' walls or ceilings must be hung and removed by Encore Event Technologies staff only and the load should not exceed 75 lbs. per running foot. Arrangements should be made with your primary contact at least seven (7) days before your event, and labor charges will be assessed. Convention Services must approve all hanging signs. The hotel reserves the right to refuse signage that does not meet the minimum qualifications set forth in these policies. Signage and easels are permitted in the convention area at the discretion of the Convention Service Manager. Department signage and easels for functions will be limited to one sign outside of each meeting room and are not permitted in the casino, hotel lobbies, sleeping room hallways or in elevator banks. Easels are available through the Convention Services Department.

**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.

**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.

**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.

**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.

**AMERICANS WITH DISABILITIES ACT**

Pursuant to the Americans with Disabilities Act (ADA) of January 26, 1992, Group agrees to provide proper ramp access to all elevated exhibit booths and/or non-permanent staging used for either exhibit or special event purposes. The ramp will meet ADA guidelines for seeing and mobility-impaired persons. The group will comply with all other ADA and OSHA requirements.

## 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 February 14, 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 2025 on social media, on your company website, newsletters, emails and press releases. Be sure to use our 2025 hashtag **#RLAVegas2025** 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/>

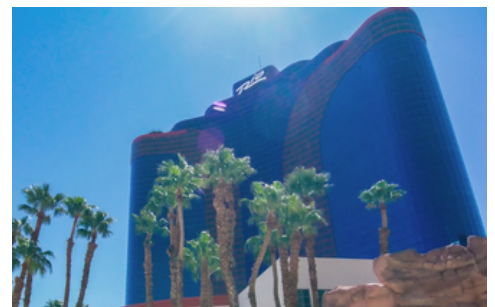
## HOTEL/TRAVEL ARRANGEMENT INFORMATION

Planning to stay at the World of Hyatt RIO? Reservations should be made well in advance. To receive priority registration with a discounted rate, your staff should register with the hotel via the link provided on our website.

<https://rla.org/event/330#venue>

## GROUND TRANSPORTATION / PARKING

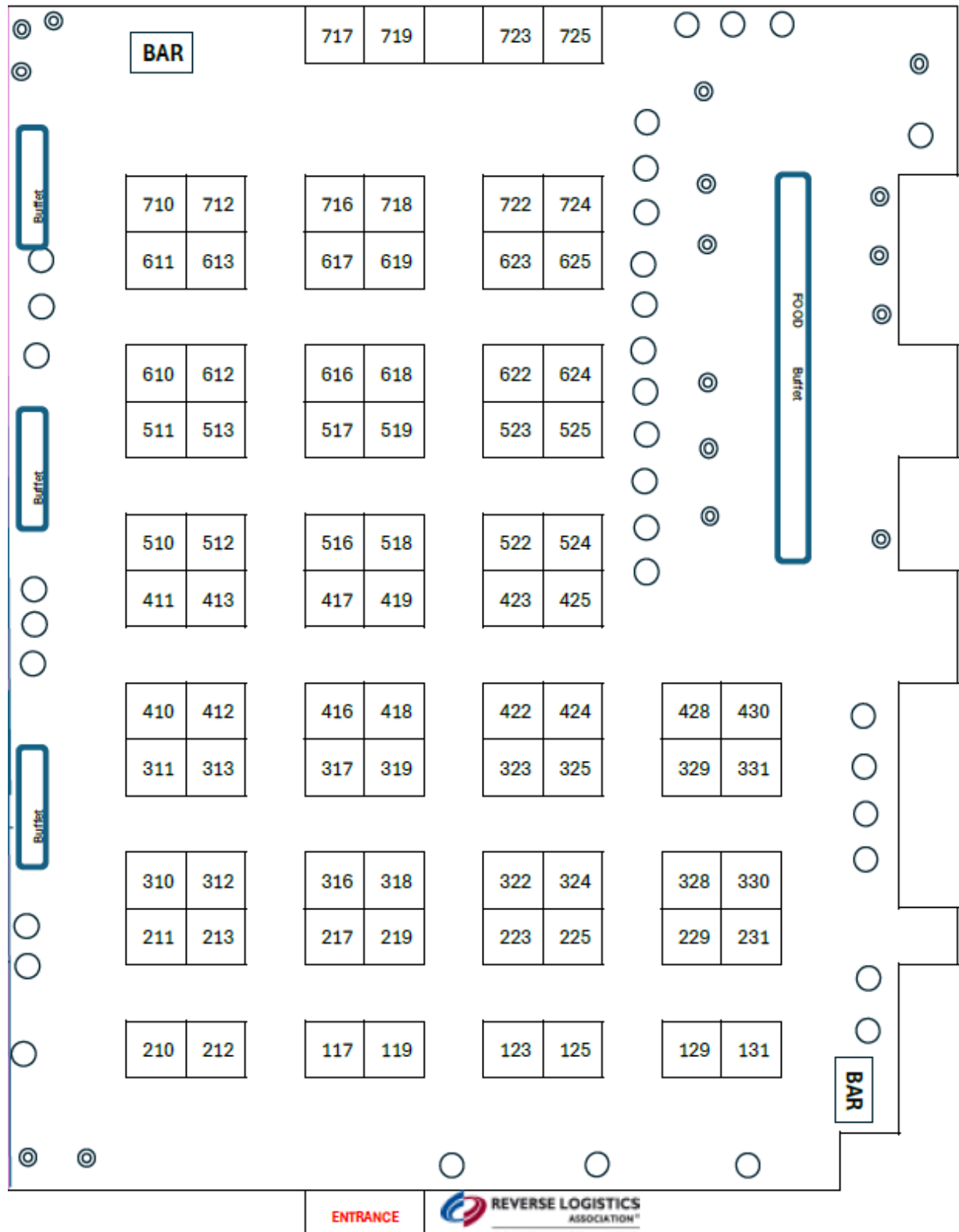
Ground Transportation to the hotel is available via taxi, public transportation, Uber or Lyft. Self parking and valet services are available at the World of Hyatt Rio. As your drive to drop you off at the Convention Drop Off or Pavilion Drop Off Area for easy access to the RLA conference area.



**World of Hyatt RIO RESORT & HOTEL - 2025 EXHIBITOR FLOOR PLAN**

Visit the 2025 Exhibit Hall webpage to see what booths are currently available

<https://rla.org/resource/LV25FloorPlan>



**WORLD OF HYATT RIO HOTEL - MEETING FACILITIES MAP**





## RLA VEGAS 2025

### DEADLINES & CONTACT INFORMATION

#### EXHIBITOR & SPONSOR DEADLINES

- **February 10, 2025:** Freeman Discount Price deadline for Exhibitors - see [2025 Freeman Exhibitor Service Manual](#)
- **February 14, 2025:** Sign your RLA Sponsorship or Exhibitor Agreement via Gatekeeper and submit your Exhibitor CIO to [lori@rla.org](mailto:lori@rla.org)
- **February 14, 2025:** Vegas 2025 Event App company content submission (see page 14 in this guide for info or contact [michael@rla.org](mailto:michael@rla.org))
- **February 28, 2025:** Update your profile in the RLA directory. (see <https://rla.org/resource/160> or contact [michael@rla.org](mailto:michael@rla.org))
- **March 4, 2025:** Last day for shipments to arrive to Freeman warehouse (start Feb 10-March 4 arrivals) - See [Freeman Exhibitor Quick Facts](#) for details

#### Venue:

##### **The RIO Hotel & Casino**

3700 W Flamingo Rd  
LAS VEGAS, NV 89103  
United States

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

Freeman Exhibitor Services Online Manual & Order Form: <https://rla.org/resource/2025VegasQF>

Contact: Courtney Jones, [courtney.jones@freeman.com](mailto:courtney.jones@freeman.com), Mobile:+1 808-313-0312

#### RIO Encore Services (A/V, Internet, Electrical, Rigging, etc.):

RIO Encore PDF: <https://rla.org/resource/2025VegasExpoKit>

RIO Encore Online Ordering Link: [https://eventnow.encoreglobal.com/myevents/result/index/show\\_id/0955b784-2f80-ef11-ac20-6045bdd63ce7/](https://eventnow.encoreglobal.com/myevents/result/index/show_id/0955b784-2f80-ef11-ac20-6045bdd63ce7/)

Contact: [ryan.atkins@encoreglobal.com](mailto:ryan.atkins@encoreglobal.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 2025  
March 11-13, Las Vegas  
<https://rla.org/calendar/expo>

**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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CONTACT FELECIA@RLA.ORG WITH QUESTIONS

**Winners will be announced on Thursday, March 13th during the last day of the event.**

contact felecia@rla.org  
for more details or questions