

Salt Lake City

March 21-24, 2024

Important Dates

Please note the important dates and deadlines below.

Action Item	Due Date	X
Final Payment Due to ISE	Dec. 1, 2023	
Decorator Discount Deadline – Order Carpet, Chairs & Tables	Mar. 7, 2024	
Electrical Discount Deadline – Bulk Space & Additional Booth Power	Mar. 7, 2024	
Hotel Discount Deadline	Mar. 1, 2024	
Review Exhibitor Display Regulations & Limitations	Mar. 1, 2024	
Obtain Sampling Permit for Selling Food	Mar. 1, 2024	
Send ISE Food Sampling Insurance Information	Mar. 1, 2024	
Product Restocking Trailer Request to ISE	Mar. 1, 2024	
Open Flame or Candle Permit Application; if required	Mar. 7, 2024	
Review Exhibitor Information for Move-In Time	Mar. 15, 2024	
Print Copies of Seller Permit, Tax License & Food Handler's Permit	Mar. 15, 2024	
Start Show Move-In	Mar. 19, 2024	

General Information

Show Management

International Sportsmen's Expositions

Phone: (800) 545-6100

Email: Service@SportsExpos.com

Web: www.SportsExpos.com

Facility

Mountain America Expo Center

9575 S. State Street

Sandy, UT 84070

([Click Here](#) to view on Google Maps)

Phone: (385) 468-2260

Website: www.visitsaltlake.com/mountain-america-expo-center/

Public Show Hours

Thursday	11:00am – 7:00
Friday	11:00am - 7:00pm
Saturday	10:00am - 7:00pm
Sunday	10:00am - 4:00pm

Exhibitor entrance is at the Hall 3 lobby.

Credentials are required for entry on all days the show is open to the public.

Exhibitor credentials allow for show floor access at 8:00am on Thursday and one-hour prior to show open on Friday, Saturday and Sunday.

Exhibitor Requirements

Payment

Payment in full for all exhibit space is required by December 1st. No exhibitor credentials will be issued at registration unless full payment has been made.

Terms & Conditions of Exhibiting in ISE Shows

The [Terms and Conditions](#) on the Application/Contract for Exhibit Space will be enforced at ISE Shows. Please review and contact ISE if you have any questions.

Local Laws and Regulations

To ensure public safety, exhibitors must follow local and facility regulations. We are required to comply with all federal, state and municipal laws and administrative rules, including but not limited to those relating to licenses and permits, property protected by copyright, work hours, work conditions, safety standards and payment of wages and taxes.

Booth Staffing

- Staffing your exhibit during all public show hours is a requirement in the terms and conditions of your exhibit-space contract.
- Exhibits must remain in place until 4pm on Sunday.
- Any unstaffed exhibits or removal of exhibits before 4pm on Sunday may result in the loss of exhibit space at future shows.

Animal Policy

Animals that are necessary to exhibit space must be confined to the exhibit space or kept in a portable kennel. During transit, animals must be on a leash or rein. No pets are allowed.

Child Safety

For safety purposes, ISE requests children under the age of 15 not participate with show move-in and move-out.

Alcohol Consumption

Alcohol distribution to the public is state license controlled and not permitted by exhibitors. Consumption of alcohol in exhibit space is prohibited. In the event an exhibitor would like to provide food or beverages, please contact show management and arrangements will be made for these services.

Building Security Staff

Security staff are employed to protect exhibitor property and to ensure show rules are enforced. Adequate security staff is scheduled during the hours that the building can be accessed; please observe these hours.

Security

24-hour show security is provided for the duration of the event. ISE and Facility Management are not responsible for losses of any kind. Exhibitors are responsible for carrying general liability insurance for their exhibit and business.

Potential theft can be greatly reduced by:

- Avoid leaving small items of value in booths.
- Cover display with a flameproof drop cloth overnight.
- Run wire or cable through exhibit and lock at night.
- Report any theft immediately to ISE Registration/Information staff.

Emergency Procedures

- Please do not call 911. Emergencies are responded to by Facility Emergency Services Staff.
- In the event of an emergency please contact ISE staff on the floor or at the ISE Registration/Information desk. We will direct services to the location of the emergency.

Display Regulations & Limitations

In-line Exhibit Space Amenities

- Assigned booth location
- Drive-in and drive-out setup and teardown
- Scheduled move-in and move-out
- 8-foot-high backdrop and 3-foot side-rail drape
- 500 watts of electricity (standard booths only)
- Exhibitor credentials
- Discounted guest passes
- Online exhibitor listing (with web link)

In-line Booths



Exposed to aisle on the front side with neighboring booths to left, right and typically behind.

- Maximum height of 10 feet in back of booth.
- Maximum height of 4 feet for front of booth.
- No rear-facing signage. Signs should only be viewable from the aisle in front of booth.
- No canopies or canopy frames allowed.
- Do not hang items on or damage drape fabric.
- Merchandise must be hung on a solid back wall or stand.
- All displays are subject to management approval.

Endcap Booths



Exposed to aisles on three sides and composed of two standard in-line booths.

- Maximum height of 10 feet in back center of booth and within 5 feet of the two side

aisles. (See diagram.)

- Maximum height of 4 feet for front of booth.
- No rear-facing signage.
- No canopies or canopy frames are allowed.
- All displays are subject to management approval.

Bulk Space

Indoor/outdoor space with no drapes, dividers or electricity provided - exhibitor must order.

- Maximum height of 4 feet within 3 feet of the aisle.
- No canopies or canopy frames that impede or block line-of-sight.
- All signage must be hung securely. When secured to building, signs must be approved by ISE and hung by Decorator.

Fire Marshal Summary of Rules

- ISE and all exhibitors are required to follow the event facility Fire Marshal rules. [Click Here](#) for Current list of Sandy Fire Department Rules and Regulations.
- The Fire Marshal requires an 'open burn permit' for any open flame or candles. Permits cost \$114.00 and must be obtained through the fire department. Call (801) 201-2943 to arrange or [Click Here](#) to apply online.

Electrical Cord Requirements

- All electrical devices with three-wire supply cords shall utilize "UL" ground receptacles.
- All extension cords must be of heavy-duty three-wire construction.
- All power cords must be kept behind display with nothing placed on top of cords.

Indoor Display Vehicles or Motorized Display Items

- Before you drive in the building ISE must verify that the following tasks have been completed:
 - Fuel level must not exceed ¼ tank and/or less than 3 gallons.
 - Once inside exhibit area, negative battery terminal must be disconnected and fuel tank cap taped/locked.

Propane and Helium

- Used propane tanks are not allowed indoors.
- New propane tanks must have original factory seal.
- Helium is not allowed indoors.

Flammable and Combustible Materials

- All materials used indoors for display or decoration should be made of flame retardant materials and certified as flame-retardant. This includes booth decorations such as vegetation, straw, grass, etc.
- Fire regulations prohibit excess literature and product or empty packing containers from being stored behind back drapes or display wall.

Aisles, Exits and Obstructions

- Aisles must be kept clear of all displays and equipment.
- Entrance and exit doors are required to remain unobstructed at all times.
- Facility fire extinguishers and firehose cabinets are required to remain visible and

accessible at all times.

Tent Demos

Constructed tents used for demo and display must be approved by show management prior to show. Please email your account representative with photos for approval. All covered exhibits require a battery-powered smoke detector and fire extinguisher in exhibit space. When required, the Fire Marshal will inspect for these safety items.

Sound

- Maintain audio volumes that are not disruptive to other exhibits.
- Game-calling exhibitors must follow ISE game-calling policy.
- Exhibitors should be aware that pre-recorded music is subject to copyright laws and fees as per ASCAP, BMI and SESAC.

Firearm Display Requirements

- All gun displays of any type must have prior written approval from ISE.
- No firearms sales and ammunition, powder or primer are allowed on site.
- All firearms must have a visible chamber safety flag or plug installed at all times while on-site. (ISE Exhibitor Registration will have additional flags available.)
- An authorized representative of your company must be present at the exhibit space for inspection by the Sandy City Police.

Move-in, Registration, Move-out Procedures

Move-In Procedures

Move-in will begin Tuesday prior to the show at 1:00pm with drive-in and carry-in access. To avoid congestion, move-in is encouraged for Tuesday afternoon if possible. Please read through the following information and contact your Account Representative with any questions.

NOTE: ISE does not provide forklifts, hand trucks, dollies, brooms or vacuums during move-in. Please contact the decorator to arrange scheduling and payment.

Bulk Exhibits

- Bulk spaces are designated by a "B" in your exhibit space number, such as B3550.
- Bulk drive-in set-up is on Tuesday and Wednesday. See schedule below.

LIFO (Last in, First out) Exhibits

- LIFO spaces are designated by an "L" in your exhibit space number, such as L2424.
- These spaces block drive-in access and must be the last to set-up and first to move-out.
- LIFO spaces can set-up on Wednesday after 3:00pm and prior to show open on Thursday.

Carry-in Access

- Carry-in access is available from the front parking lot and lobby. Parking in this lot during move-in only.

Type of Display	Bulk Exhibit (Space number begins with "B" or "W")	Standard Booth (All in-line and corner booths)	LIFO Booths (Booth number begins with "L")
Tuesday – 3/19/24			
Drive In	1pm - 6pm	1pm - 6pm	None
Carry In	1pm - 7pm	1pm - 7pm	None
Wednesday – 3/20/24			
Drive In	9am - 11am	9am - 3pm	3pm - 5pm
Carry In	9am - 11am	9am - 8pm	3pm - 8pm
Thursday – 3/21/24			
Drive In	None	None	None
Carry In	None	8am - 10am	8am - 10am

Drive-in Access

- Registration is required prior to set-up.
- Park in the front of Mountain America Expo Center and follow the signs to Registration in front of Hall 3.
- After you receive your registration information, all vehicle access to the dock and freight doors will be from the south end of the Expo Center.
- Drive through the freight door closest to your exhibit space.
- To avoid congestion, unload and remove your vehicle from the building before setting up your display.
- Drive-in for standard in-line booths ends at 3:00pm on Wednesday. No exceptions.

Exhibitor Registration

ISE Registration/Information is located in the front of Hall 3 near the center lobby.

Registration is required before setting-up your exhibit space. ISE staff will confirm your exhibit space location, payments, applicable licenses, permits and provide your required exhibitor credentials.

Credentials

- Exhibitors will receive wristbands at Registration.
- Standard inline booths receive up to 4 wristbands. Contact your Account Representative to discuss your needs.
- Wristbands are designed to be worn on the wrist for the duration of the show; they must be fastened to the wrist, no looser than two fingers and are void if removed.
- Wristbands can be exchanged for exhibitor one-day passes to accommodate shift workers.

Guest Passes

Invite your customers! Discounted guest passes can be purchased at the ISE Registration/Information Desk during the show.

Will Call

The Will Call Desk is located at the expo entrance. Will Call is open one hour prior to show opening and closes one hour before show close. The ISE Registration/Information desk has the necessary envelopes and can assist you with leaving tickets and exhibitor credentials at Will Call.

Exhibitor Show Parking

- Exhibitors must park in the spaces at the north end of the building, or in the dock area.
- Please reserve the parking in front of the building for attendees.
- Parking is free.

Restocking & Empty Trailers

- Restocking trailers can be parked in dock spaces behind the Exhibit Halls.
- Restocking trucks or trailers may not be parked in public parking areas.
- See ISE Registration/Information Desk for onsite instructions and Restocking or Empty Trailer Parking Passes.

Move-Out Procedures

Sunday/Monday tear-down and move-out schedule:

Sunday	4:10pm - 10:00pm
Monday	8:00am - Noon

NOTE: No early tear-down! As advertised to the public, all exhibits must stay intact and fully staffed until 4:00pm. Failure to do so may result in the loss of exhibit space at future shows.

Tear-Down

- Tear-down can begin as soon as all the public have exited the building.
- Please be careful and avoid damaging doors and door frames.

Move-out Vehicle Access

- Exhibitors may line up vehicles at the Guard Gate beginning at 4:00pm on Sunday.
- Exhibit Hall Freight Doors will open for LIFO (Last-In, First-Out) at 4:10pm
- Vehicle access for all other exhibitors will begin shortly after LIFO exhibitors are allowed entry.

Carry-out Access

Carry-out access is available through the main lobby.

Tax License & Permits

City of Sandy

City of Sandy tax permit is not required. Exhibitors are covered under the ISE license.

State of Utah

7.25% - subject to change

ALL Exhibitors selling tangible items at the show must obtain a Temporary Sales License and Special Return Form from the Utah State Sales Tax Commission.

- All Utah and out-of-state businesses selling tangible goods are required to Print and Fill

- Out the [Utah State Temporary Sales Tax Application](#).
- [Email](#) completed form to SpecialEvent@utah.gov.
- If the Special Events team has any questions, they will contact you.

For questions contact:

Utah State Tax Commission

Phone: (801) 297-6303

Email: specialevent@utah.gov

Website: www.tax.utah.gov/sales/specialevents

Vehicle & Trailer Sales Permit

- All businesses selling vehicles or trailers are required to update their Motor Vehicle Business License to include the facility as an off-site sale location.
- [Click Here](#) for Utah State Tax Commission Form TC-758. Follow instructions for off-site license. (\$26 fee.)
- Businesses from out of state will need to obtain a UT Dealer's License. [Click Here](#) for more information.

Food Sales & Sampling Requirements

Sodexo is the exclusive food services contractor for the Mountain America Expo Center.

- Please read, print and fill out the [Sodexo Sampling Policy](#) and return to the email address below.

For questions contact:

Sodexo/Centerplate

Alisi Kaihau

Email: Alisi.Kaihau@sodexo.com

Additionally, email to ISE by March 1, 2024:

- A copy of the Sampling Form.
- A copy of the Certificate of Insurance for \$1,000,000 Liability Insurance naming International Sportsmen's Expositions as additionally insured.

Sampling of food *cooked at the show, or if refrigeration is necessary*, will require a Temporary Event Permit from the Environmental Health Department. Permits must be obtained in person at the Environmental Health Department in Murray, Utah.

For questions contact:

Environmental Health Division

788 East Woodoak Lane (5380 South)

Murray, UT 84107

Phone: (385) 468-3845

Email: healthfood@slco.org

Special Permits & Notification

As an exhibitor, you must obtain prior written approval from ISE and apply for a special permit (submitted 15 business days in advance of show) if you intend to display, operate or use any of the below items:

- Internal-combustion engines.
- Flammable liquids, compressed gasses or dangerous chemicals.
- Electrical, mechanical or chemical devices deemed hazardous by the Fire Department.
- Fuel-powered heaters, barbecue, heat-producing or open-flame devices, candles, fuel powered-lamps, lanterns, etc. (see open-flame section above for these items).

Decorator, Electrical & Internet Services

Decorator

Table, chairs and carpet are not provided in your booth - you can bring your own, or order through the decorator, JP Display. You will receive an email from the decorator with instructions to order. Please contact JP Display with any questions:

JP Display

327 West Redberry Road
Draper, UT 84020
Customer Service
Phone: (801) 523-7083
Email: orders@jpdisplay.com

Electrical Services

- ISE provides one 500-watt outlet for each standard in-line booth space.
- ISE does not provide power for bulk space exhibits.

Additional power can be ordered through the decorator, JP Display.

Telephone and Internet Services

- Wireless and hardline internet services available.
- Wi-Fi can be purchased on-site by turning on device and selecting "MAEC Premium."
- Hardline and special orders can be ordered through [Mountain America Online Ordering Service](#).

Hotels, Lodging & RV Parks

The following accommodations have special group rates for ISE Exhibitors. Rooms are limited and special rates are on a first-come, first-serve basis. For all hotels, special group pricing is under the group name "International Sportsmen's Exposition."

NOTE: ISE does not contract with any third-party accommodation service and does not authorize any accommodation service to contact you on ISE's behalf. For ISE special pricing, contact the hotel directly or use the reservation links below.

Fairfield Inn

12117 S. State St.
Draper, UT 84020
Phone: (801) 572-1200
Reservations: [Click Here for reservations](#)

Pets: No

Amenities: Complimentary breakfast and internet access, gym/fitness center use, nearby restaurants.

ISE Group Rate: \$109.00 plus tax

Rate Expires: March 1, 2023

Courtyard by Marriott - Sandy

10701 S Holiday Park Drive

Sandy, UT 84070

Phone: (801) 571-3600

Reservations: [Click Here for reservations](#)

Pets: No

Amenities: Complimentary Wi-Fi, fitness center, pool, nearby restaurants.

Show Shuttle: Available by reservation only. Please contact hotel.

ISE Group Rate: \$129 plus tax

Rate Expires: March 1, 2023

Residence Inn by Marriot - Sandy

270 West 10000 South

Sandy, UT 84070

Phone: (801) 561-5005

Reservations: [Click Here for reservations](#)

Pets: No

Amenities: Complimentary breakfast and Wi-Fi, fitness center, nearby restaurants.

Show Shuttle: Available by reservation only. Please contact hotel.

ISE Group Rate: \$129 plus tax

Rate Expires: March 1, 2023

Mountain Shadows RV Park

(Located 4.8 miles south of Mountain America Expo Center)

13275 South Minuteman Drive

Draper, UT 84020 (Google Map)

Phone: (801) 571-4024

Reservations: Phone or online

Website: <https://mountainshadowsutah.com/>

Standard Published Rates - see website