



EXPERIENTIAL MARKETING

SUMMIT 2026

MAY 18-20 | MGM GRAND, LAS VEGAS



Welcome to the **Experiential Marketing Summit 2026** Exhibitor Services Manual.

This year's Experiential Marketing Summit content theme is "Human Connection in the Digital Age," highlighting the power of what's *real*, and how in-person events and experiences serve brands and audiences in ways digital alone cannot. Our marketing creative this year highlights Event Marketer and the Experiential Marketing Summit as the meeting point for the events community through our tagline "We are Events." And you play a vital role in that.

As you prepare for the show, we encourage you to think about how your presence will spark genuine connection, showcase your expertise and inspire the experience builders and event strategists that visit your booth. Our attendees are innovators, organizational leaders, and passionate practitioners—think about how they will remember you.

This manual is intended to guide you through the planning process for exhibiting at EMS 2026. It includes important schedules, deadlines, helpful links to additional resources, online ordering portals, and downloadable order forms for your convenience.

The Table of Contents allows you to easily navigate the manual by clicking on any topic to jump directly to that section. Each page also features linked text at the top, enabling you to return to the Table of Contents with ease.

Please take the time to carefully review this document, with particular attention to the sections relevant to you and your booth. If you have any questions or need clarification, don't hesitate to reach out, we're here to help. We can't wait to see what you bring!

Sincerely,

The Event Marketer Team

ems@eventmarketer.com

TABLE OF CONTENTS

GENERAL INFORMATION	3
DATES & TIMES	3
IMPORTANT DEADLINES & QUICK LINKS	5
HOTEL ACCOMMODATIONS	7
BOOTH REGULATIONS	7
BOOTH PACKAGE	7
BALLOONS OR INFLATABLES	8
EXPOSED SURFACES	8
EXHIBIT HALL SPECIFICATIONS	8
HANGING SIGNS	8
INNOVATION CENTRAL	9
LEAD RETRIEVAL	9
“WIGGLE ROOM” FACTOR	10
FREIGHT & DELIVERIES	10
WAREHOUSE ADDRESS	10
SHOW SITE ADDRESS	10
BUSINESS CENTER	11
EXCESSIVE / BULK TRASH	11
STORAGE	11
TIPS FOR A SUCCESSFUL SHOW	11
SHOW INFORMATION & RULES (A-Z)	13
ADVERTISING	13
AISLE SPACE	13
ATTENDEE RESTRICTIONS	13
ATTENDEES WITH DISABILITIES	13
BADGES – ACCESS TO THE SHOW	13
BOOTH OPERATIONS AND DEMONSTRATIONS INCLUDING SOUND	13
BOOTH ANALYTICS	14
BOOTH SET-UP & EXHIBITOR BILL OF RIGHTS	14
CARPET & FLOOR COVERING	15
CLEANING	15
CODE OF CONDUCT	15
EARLY MOVE-OUT	15
EXHIBITOR APPOINTED CONTRACTOR (EAC)	15
EXHIBITOR EVENTS	16
FIRE REGULATIONS & FLAME PROOFING	16
FOOD & BEVERAGE	16
HAND-CARRIED ITEMS	16
HANDOUTS & LITERATURE DISTRIBUTION	16
INSURANCE	16
MUSIC & OTHER COPYRIGHTED MATERIAL	17
PARKING	17
PROMOTIONS	17
SECURITY & ACCESS CONTROL	17
FINAL AUTHORITY	17

GENERAL INFORMATION

Welcome! We are very excited to have you on board with us at the EMS 2026 event. The information in the pages below is designed to help guide exhibitors through the planning process at exhibiting at EMS 2026. Schedules and deadlines as well as links to additional information and online ordering sites are included for your convenience.

DATES & TIMES

Move-In Hours:

Sunday, May 17, 2026	8:00 AM – 5:00 PM
Monday, May 18, 2026	8:00 AM – 1:00 PM

All empty containers must be tagged by 11:00 AM

Networking Hours:

Monday, May 18, 2026	4:30 PM - 6:00 PM (Opening Reception – Exhibit Hall Open)
Tuesday, May 19, 2026	8:00 AM – 9:45 AM (Breakfast & Morning General Session – Exhibit Hall Closed) 9:45 AM – 10:45 AM (Networking Break – Exhibit Hall Open) 10:45 AM – 12:45 PM (Exhibit Hall Open – Sessions in Highmark Hub, Sustainability Studio & Clubhouse) 11:45 AM – 12:45 PM (NEW! Exhibitor Only Lunch Hour) 12:45 PM – 2:00 PM (Networking Lunch & Sessions – Exhibit Hall Open) 3:15 PM – 3:45 PM (Networking Break – Exhibit Hall Open) 3:45 PM – 5:00 PM (Exhibit Hall Open – Sessions in Highmark Hub, Sustainability Studio & Clubhouse) 5:00 PM – 6:45 PM (Happy Hour – Exhibit Hall Open)
Wednesday, May 20, 2026	8:30 AM – 10:00 AM (Breakfast & Morning General Session – Exhibit Hall Closed) 10:00 AM – 10:45 AM (Networking Break – Exhibit Hall Open) 10:45 AM – 12:45 PM (Exhibit Hall Open – Sessions in Highmark Hub, Sustainability Studio & Clubhouse) 11:45 AM – 12:45 PM (NEW! Exhibitor Only Lunch Hour) 12:45 PM – 1:45 PM (Networking Lunch & Sessions – Exhibit Hall Open) 1:45 PM – 3:00 PM (Exhibit Hall Open – Sessions in Highmark Hub, Sustainability Studio & Clubhouse) 3:00 PM – 4:00 PM (Closing Sessions – Exhibit Hall Closed)

PLEASE NOTE: The schedule outlined above is subject to change and should be used as a planning reference for staffing your booth during open hall hours. Educational content will be delivered throughout the event and venue, including programming on the show floor during concurrent breakout sessions.

Move-Out Hours:

Wednesday, May 20, 2026 3:00 PM – 8:00 PM
Thursday, May 21, 2026 8:00 AM – 11:00 AM

Exhibit Hall Location:

MGM Grand Conference Center

[ORDER ONLINE](#)

4701 Koval Ln.
Las Vegas, NV 89109
Hall of Ideas: Level 1, Grand Ballroom

Show Management:

Access Intelligence

9211 Corporate Blvd, 4th Floor, Rockville, MD 20850
Phone: (301) 354-1508
Business Hours: 9:00 AM – 5:30 PM EST

Diana Rich, Event Operations Director | drich@accessintel.com

Samantha Cosenzo, Senior Operations Manager |

scosenzo@accessintel.com

Official Decorator:

Freeman

[ORDER ONLINE](#)

Call or Text: 888.508.5054

Booth Equipment:

Each 10' x 10' booth will be set with 8' high black back drape, 3' high black side dividers, (1) 6' x 30" black draped table, (2) side chairs and (1) 11" x 17" one-line identification sign. **Please note:** the exhibit hall is already carpeted. To enhance the appearance of your booth, rental carpet is available through Freeman though not mandatory per show rules.

Innovation Central:

The Innovation Central Sponsorship includes:

- Kiosk (1M high x 2M wide x .5M deep) with vertical flag
- Two Stools
- Wastebasket
- Electrical (to power kiosk only)
- Custom graphic for the front of your kiosk

Kiosk Graphic Specifications:

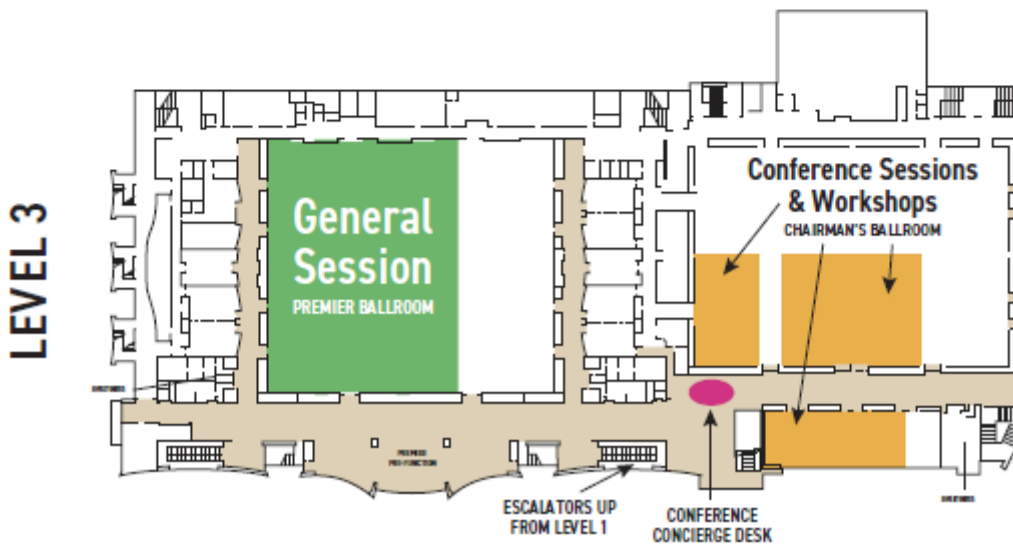
- Front Graphic:
 - Dimensions: 78.8125" wide x 29" high
 - File Type: Vector graphics as EPS or AI file
- Header Flag:
 - Dimensions: 10" wide x 30" high

PLEASE NOTE: The flag design is **not** customizable and will feature the show's look and feel, along with the company name & kiosk number once assigned.

ARTWORK DUE FOR FRONT GRAPHIC NO LATER THAN COB:
Friday, April 17, 2026. SUBMIT ARTWORK THROUGH [THIS LINK](#).

IMPORTANT DEADLINES & QUICK LINKS

ITEM	VENDOR	DUE DATE
Submit your company description and logo (upload here)		ASAP
NEW! Interested in booth analytics? Sign up here with FastSensor.	FastSensor	
Freeman Warehouse Shipping Begins (download warehouse label)	Freeman	April 17, 2026
Submit Intent to use EAC Form (if applicable) Submit Here		April 17, 2026
Looking for an Early Move-in? Request Here	Freeman	April 17, 2026
NEW! Submit Booth Design, Variance or Hanging Sign Request for approval. Submit Here	Show Management	April 17, 2026
Submit a copy of your COI to Rain Protection Need to Purchase? Order Online Email your COI to Sales@rainprotection.net	Rain Protection	April 17, 2026
Freeman Online Discount Price Deadline (booth furnishings, material handling, graphics) Order Online <i>**services ordered after this date are subject to higher fees**</i>	Freeman	April 20, 2026
Hotel Reservations Click here to book your room through our trusted housing partner Connections Housing.	MGM	April 23, 2026
Catering, Electrical, Booth Cleaning, Internet Order Deadline Order Online	MGM	April 27, 2026
Exhibitor Staff Registration Register Here	EventCitadel (Formerly CompuSystems)	May 8, 2026
Freeman Warehouse Shipping Deadline	Freeman	May 12, 2026
Freeman Show site Shipping Begins (download show site label)	Freeman	May 17, 2026



HOTEL ACCOMMODATIONS

Experiential Marketing Summit 2026 will be held at the MGM Grand Las Vegas, located at 3799 S Las Vegas Blvd, Las Vegas, NV 89109.

Make your hotel reservations at MGM Grand Las Vegas early by visiting the [Reservation Link](#). Quantities are limited and this discount will expire **on April 23, 2026 or until sold out**.

Connections Housing is the **only approved**, official housing vendor for EMS 2026. We understand that unauthorized housing companies may contact you and advertise cheaper rates or may imply or claim an affiliation with the event. If you are contacted by any company that is **NOT** Connections Housing, let us know at ems@eventmarketer.com.

BOOTH REGULATIONS

Show Management reserves the right to restrict exhibits that, because of noise, method of operation, materials or any other reason, become objectionable. Show Management is the sole judge in this regard and may prohibit or remove any exhibit, which, in the opinion of Show Management, detracts from the general character of the exhibition as a whole, or consists of products or services inconsistent with the purpose of the exhibition.

NEW! To ensure a smooth planning process and maintain consistency with EMS 2026 show rules and regulations, all exhibitors with **custom** booth designs **200 sq. ft. or larger** or those requesting a **variance or hanging sign** are required to submit their booth specifications for review and approval in advance. Please upload specifications that include measurements (width, height, length) through [THIS FORM](#) or by e-mail to Diana Rich (drich@accessintel.com).

BOOTH PACKAGE

Please refer to your contract to determine a size of either 10' x 10' or 10' x 20' space. ***If you'd prefer to opt out of any furnishings, please contact Diana Rich, drich@accessintel.com***

Each 10' x 10' booth will be set with:

- The exhibit space is 10 feet deep, 8 feet high and 10 feet wide
- 8' high black back drape
- 3' high black side dividers
- (1) 6' x 30" black draped table
- (2) side chairs
- (1) wastebasket
- 11" x 17" one-line identification sign

Each 10' x 20' booth will be set with:

- The exhibit space is 10 feet deep, 8 feet high and 20 feet wide
- 8' high black back drape
- 3' high black side dividers
- (2) 6' x 30" black draped tables
- (4) side chairs
- (2) wastebaskets
- 11" x 17" one-line identification sign

NEW! EMS 2026 Is Now a “Cubic Content” Show. Cubic content refers to the use of space rules in a standard booth space. Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 10 ft. Signs, logos, and graphics placed along booth edges **may not face** into adjacent booths. A line-of-sight booth design is no longer required.

Reminder that all booth materials **MUST** stay within the confines of your booth space.

BALLOONS OR INFLATABLES

Mylar balloons (and Mylar confetti) are not permitted. The use of helium balloons smaller than 36 inches in diameter are 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. 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 permitted. 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. Inflatables must be anchored, and exhibitors must have prior written approval by Show Management. Any cost incurred for removal of lost inflatables will be the responsibility of the exhibitor. Exhibitors are not permitted to hand out inflated balloons as giveaways. Helium balloons are not allowed in the hall.

EXPOSED SURFACES

All exposed exhibit components extending above the 3’ high side drape must be finished. Finished means **NO** company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable.

EXHIBIT HALL SPECIFICATIONS

The exhibit hall is located on Level 1, in the **Grand Ballroom**.

Ceiling Height: 26’-6” – 28’

Columns: Quantity of 4

Electrical: Pulled from the floor & columns, exclusive to **MGM Grand Exhibitor Services**

[MGM Grand Virtual Tour Link](#)

HANGING SIGNS

Hanging signs are not permitted in standard or inline booths. All hanging signs require advance show management approval. Please upload specifications that include measurements (width, height, length) through **THIS FORM** or by e-mail to Diana Rich (drich@accessintel.com).

INNOVATION CENTRAL

The Innovation Central Kiosk Sponsorship includes:

- Kiosk Counter (1M high x 2M wide x .5M deep) with vertical flag
- Two Stools
- Wastebasket
- Electrical (to power kiosk only)
- Custom graphic for the front of your Kiosk

Kiosk Graphic Specifications:

Front Graphic:

Dimensions: 78.8125" wide x 29" high

File Type: Vector graphics as EPS or AI file

Header Flag:

Dimensions: 10" wide x 30" high



PLEASE NOTE: The flag design is **not** customizable and will feature the show's look and feel, along with the company name & kiosk number once assigned. A production proof will be provided for final approval to ensure the correct company name is displayed for exhibiting.

ARTWORK DUE FOR FRONT GRAPHIC NO LATER THAN COB: **Friday, April 17, 2026.**

SUBMIT ARTWORK THROUGH [THIS LINK](#).

Display Regulations:

In order to present a uniform and tasteful Innovation Central area, all sponsors are required to use the custom kiosk provided.

Sponsors may display one free standing pop-up banner measuring 3' W x 8' H or smaller. No other backdrops or banners are permitted.

Sponsors may utilize one flat screen monitor on their kiosk. A monitor can be brought onsite by the sponsor or rented through Freeman AV online [HERE](#). Please note that additional electrical may be required to power the monitor. The electrical provided is to power the kiosk only.

We require that exhibit personnel, attendants, models and other employees confine their activities to the contracted exhibit space. All demonstrations or other promotional activities, i.e. literature handouts, roaming characters, etc. must be confined to your exhibit space and at no time will be allowed walking through the general areas.

LEAD RETRIEVAL

Each exhibitor receives (2) complimentary CompuLead Lead Retrieval App User Activations (downloads of the CompuLead App). **Additional user activations** can be purchased for \$99. An email confirmation with instructions to download and activate the app will be sent directly to you from **EventCitadel** (formerly CompuSystems).

Additional activations and equipment add-ons can be rented directly from **EventCitadel** (formerly CompuSystems). All equipment ordered may be picked up from the registration desks on-site.

Questions related to lead retrieval or to upgrade your order:

Email: exhibitor-support@csireg.com

Phone: 1-708-786-5565

“WIGGLE ROOM” FACTOR

The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3” less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables that must run between booths.

FREIGHT & DELIVERIES

Exhibitors have two options for shipping freight, to the Freeman Advance Warehouse or directly to show site. Whenever possible, it is recommended that exhibitor freight is shipped to the Freeman Advanced Warehouse, to ensure booth freight is delivered to the exhibitors’ booth when move-in begins for a timely set-up.

WAREHOUSE ADDRESS

Freeman will accept crated, boxed or skidded material beginning **April 17, 2026** at the below address. Material arriving after **May 12, 2026** will be received at the warehouse with an additional after deadline charge.

Please refer to the Freeman [QUICK FACTS](#) for additional information related to shipping.

Exhibiting Company Name / Booth Number

Experiential Marketing Summit 2026
C/O Freeman
6675 W Sunset Rd
Las Vegas, NV 89118
USA

Click [HERE](#) to download the advance warehouse shipping label.

SHOW SITE ADDRESS

Exhibiting Company Name / Booth Number

Experiential Marketing Summit 2026
MGM Grand Conference Center
C/O Freeman
4701 Koval Ln
Las Vegas, NV 89109
USA

Freight delivered to MGM Grand prior to **May 17, 2026** will be refused by the center.

Click [HERE](#) to download the show site shipping label.

SHIPPING DO’s

1. DO read the show contractor’s shipping guidelines
2. DO make sure your packages are labeled correctly WITH your booth number
3. DO make sure you are aware of the various deadlines and when places can start accepting shipments
4. DO bring the tracking information with you in case a problem comes up
5. DO plan accordingly and allow plenty of time for your shipment to arrive

SHIPPING DON'TS

1. DON'T forget to properly label all packages with your booth number
2. DON'T ship something at the last minute and expect it to show up in your booth right away. Please allow plenty of time for them to check the package in and prepare it for delivery or pick-up. This may take several hours.
3. DON'T, if at all possible, wait until the last minute to ship your booth materials.

BUSINESS CENTER

MGM Grand has a FEDEX Office located in the lobby of the Grand Ballroom, behind the escalators leading up to Level 2. If you plan to ship items directly to the hotel / business center and view package handling and storage fees and operating hours please click [HERE](#).

FedEx Office Print & Ship Center

MGM Grand Las Vegas
3799 Las Vegas Blvd. South
Las Vegas, NV 89109
USA5682@fedex.com

EXCESSIVE / BULK TRASH

Exhibitors promoting giveaways from their booths which generate excessive trash are required to order porter service for their booth through [MGM Exhibitor Services](#). Any wooden crates, exhibit structure and/or large containers left on the show floor (no labeled as empty storage) will be subject to an additional fee for dismantling or disposal.

STORAGE

Exhibitors are allowed to store empty containers or booth items within their booth space as long as it's not behind the booth drape or booth space. Storing items behind the booth drape is a fire hazard and storing items behind your booth is a tripping hazard in the show aisles.

If an exhibitor needs to store empty containers outside their booth space until show close, you may do so with Freeman, using the "empty" stickers or take the container offsite to the hotel.

TIPS FOR A SUCCESSFUL SHOW

WANT A SUCCESSFUL SHOW?

Communicate with show management at the Show Office if you have any problems whatsoever. Do not wait until after the show to report challenges that arose, whether it's regarding lost freight, damages to your booth, labor, other exhibitors, move-in/move-out, vendor issues, etc.

1. **EMS ATTENDEE ENGAGEMENT** - The attendees at EMS are a discerning crowd. They include trade show and exhibit pros that view event booths and engagement through a different lens. They are looking for inspiration in everything from storytelling and sustainability to heat mapping and ROI. Every aspect of your booth could be used as a conversation starter to engage.
2. **BOOTH INSTALLATION** – Exhibitors may install and dismantle their own exhibits (including laying carpet) as long as the company personnel carry positive company identification. If an EAC is hired to perform this work, they must have the appropriate credentials submitted to Show Management and the facility.

3. **HAND CARRIED ITEMS** – During Move-in, Exhibitors are allowed to hand-carry materials such as small cartons or packages and limited to a small two-wheel dolly or luggage fold out cart. Mechanical or four-wheel dollies are strictly prohibited.
4. **EXHIBIT INSIDE YOUR EXHIBIT SPACE** – Do require that your exhibit personnel, attendants, models and other employees confine their activities to the contracted exhibit space. All demonstrations or other promotional activities, i.e. literature handouts, roaming characters, etc. must be confined to your exhibit space and at no time will be allowed walking through the general areas.
5. **COMPETITORS & OTHER EXHIBITORS** – Do not obstruct the view of your neighbors by blocking them. This includes the placement of retractable signs – you cannot block the line of sight of your neighboring exhibitors.
6. **ATTIRE** – All booth personnel should dress professionally: business or casual business attire is encouraged. Models are restricted from wearing skimpy attire.
7. **NOISE** – The sound level in and around your booth must not exceed 85 decibels.
8. **FOOD & BEVERAGE** – No outside food or beverage is allowed within MGM Grand Las Vegas – all requests must go through MGM Grand Las Vegas Catering. They are the exclusive caterer for venue and are more than happy to work with you to assist on any special request.
9. **SECURITY** – Uniformed Security Guards will be stationed throughout the event and exhibit hall and will patrol the floor during non-show hours. Every reasonable effort is made to prevent losses. The final responsibility, however, lies with the exhibitor. It is advised that display materials of value and/or items such as laptops, small monitors, etc. be removed with the exhibitor at the end of each day.
10. **SUSTAINABILITY** - When possible, please make sustainable choices, and **tell us**. We like to provide our attendees with actions EMS is taking to reduce, reuse and recycle. To that end, any merchandise or booth furniture you would do not want to ship back, can be part of the EMS Swag Exchange at the close of the show. Please ask ems@eventmarketer.com for more information.
11. **INSURANCE** – Insurance is required. EMS, the facility (MGM Las Vegas) and affiliates (vendors) do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. Exhibitors agree to carry appropriate insurance to cover these risks along with **public liability** insurance against injury to the person or property of others. You are advised to consult your insurance broker for proper coverage on any of your display material from the time it leaves your Company’s premises until it returns. In most cases a rider can be added to your present policy for a nominal cost. You are required to submit your COI to our insurance partner, Rain Protection. If you wish to purchase insurance from Rain Protection, please click [HERE](#). If you want to use your existing coverage, please email your COI to Sales@rainprotection.net.
12. **VENDOR DEADLINES** – Do take advantage of Early Bird savings by ordering your vendor services (internet, lead retrieval, electrical, furnishings) **before** the due date noted in the ESM.

SHOW INFORMATION & RULES (A-Z)

ADVERTISING

All signs and graphics must be professionally lettered and in keeping with the professional atmosphere of the event. **Signs are limited to the booth area only and may not extend into the aisle or other areas within the venue.** Signs placed without show management's permission are subject to removal.

AISLE SPACE

Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed unless they are purchased as an official sponsorship.

ATTENDEE RESTRICTIONS

Because of insurance and safety limitations, no one younger than **18 years old** will be permitted in the exhibit hall during setup, event days or move-out.

ATTENDEES WITH DISABILITIES

Experiential Marketing Summit will provide reasonable accommodations to individuals with disabilities who make their situation known to Show Management personnel. It is the responsibility of the exhibitor to be aware of, and be in compliance with, the rules set forth in this Act and Exhibitors are encouraged to provide exhibits that are accessible to all and barriers to none. In the absence of accessibility, each exhibitor must assume the responsibility for making alternative arrangements to serve the needs of persons with disabilities.

BADGES – ACCESS TO THE SHOW

All attendees and exhibitors coming to the show **must** be registered and must wear a badge at all times on the show floor, in the meeting room areas and conference session rooms during the event. You must register yourself and any staff that will be present on the show floor at any time before, during, or after the event. You do not need to register Exhibitor Appointed Contractors (EACs); however, you will need to fill out the appropriate form found in this ESM if they will be assisting in either installation or dismantle. They may obtain a wristband from security upon arrival.

BOOTH OPERATIONS AND DEMONSTRATIONS INCLUDING SOUND

Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. This includes any roaming characters or models. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific booth space and during show hours only. If you have any type of interactive display, you must maintain a three-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope by Show Management is not permitted.

Please take into consideration the placement of speakers and theater presentations when designing your booth properties and face the speakers so as to direct sound into your booth rather than the aisle. The maximum allowable level of sound emitted from an exhibit booth or display will be **85 decibels**. If an exhibitor exceeds this level, he or she will receive three warnings to comply with said policy, and upon receipt of your third warning, Show Management reserves the right to disconnect power for the remainder of the day. Power can be permanently disconnected if ongoing problems ensue.

BOOTH ANALYTICS

NEW! EMS has partnered with **FastSensor** to bring you new booth analytics options. Exhibitors interested in participating in measurement at the Experiential Marketing Summit can learn more and sign up [here](#). Participating exhibitors will receive post-event engagement findings and insights designed to help better understand attendee behavior, activation performance and visitor interaction patterns across the exhibit hall.

BOOTH SET-UP & EXHIBITOR BILL OF RIGHTS

An Exhibitor Employee may perform work in a booth of any size. They can work within the booth using their own ladders or hand tools, cordless tools, and power tools. An exhibitor and exhibitor employees are prohibited at all times from using scooters, forklifts, genie lifts, pallet jacks, condors, scaffolding, scissor lifts, motorized dollies, or similar motorized or hydraulic equipment on Authority premises.

“Exhibitor Employee” is defined as any person who has been employed by exhibitor as a full-time employee for a minimum of 6 months before the show’s opening date. Proof of employment in the form of a W-2, payroll document or other documentation may be required upon request if deemed necessary.

More information about labor jurisdictions can be found [HERE](#). In addition, exhibitors may also perform the following work within their booth:

Exhibitor Permitted Activities:

- **Booth Installation and Dismantling:** Full-time employees of the exhibiting company are allowed to set up and dismantle their own booths. Union labor may be hired either through the general contractor or through an exhibitor appointed contractor. **Please note:** *Labor to assemble and hanging of all ground supported static lighting and truss, LED screens, lighting fixtures and any electrical apparatus that requires electrical and mechanical fastening to the exhibit or display must be ordered through **MGM Exhibitor Services**.*
- **Material Handling:** Exhibitors may hand-carry materials into the venue without assistance. However, the use of hand trucks, dollies, or four-wheeled carts is prohibited; only personal luggage/office supply dollies are permitted. When exhibitors choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas.
- **Electrical Connections:** Exhibitors can plug in their own equipment into standard 120V outlets and hang up to four small clip-on lights per 10x10 booth. However, any wiring or distribution of electrical services must be performed by union electricians and ordered through MGM Grand Exhibitor Services.
- **Product Placement and Maintenance:** Exhibitors are permitted to place their products on display, open cartons containing their products, and perform testing, maintenance, or repairs of their products within the booth.

Activities Requiring Union Labor:

- **Use of Tools:** Any task involving tools (e.g., screwdrivers, hammers, power drills) must be performed by union labor **unless** conducted by full-time employees of the exhibiting company or an exhibitor pointed contractor with proper identification.
- **Material Handling Equipment:** The operation of all material handling equipment, including forklifts, dollies, and hand trucks, is under union jurisdiction. Exhibitors are not permitted to use such equipment for moving materials.

- **Electrical Work:** All electrical work, including wiring, distribution, and connections beyond plugging into standard outlets, must be performed by union electricians.

These services include:

- Electrical distribution under carpet or concealed;
- Connection of all 208V or higher services;
- Hardwiring of any electrical apparatus;
- Condor-lift for installation of electrical signs and/or rotators under 200lbs;
- Assembly and hanging of all ground supported static lighting, truss and LED screens;
- Overhead power distribution;
- Assembling and rigging of overhead sign under 200lbs;
- Forklift for installation of electrical headers and/or light boxes;
- Installation, removal, maintenance & repair of all portable electrical wiring & electrical equipment;
- All electrical equipment, lighting fixtures and any electrical apparatus that requires electrical and mechanical fastening to the exhibit or display

CARPET & FLOOR COVERING

The MGM Grand Las Vegas is already carpeted so exhibitors have the opportunity to use the existing carpeting or supply your own carpeting or rent it from the show decorator.

CLEANING

Booth cleaning of exhibits and displays is not automatic. Exhibitors are responsible for maintaining their own booth in a tidy condition at all times. Booth cleaning services may be ordered through MGM Grand Las Vegas exhibitor services.

CODE OF CONDUCT

EMS values an atmosphere where attendees feel safe, respected, and able to participate fully in the event experience. All attendees, including exhibitors play an important role in upholding this standard.

To support this, we ask that all EMS attendees:

- Engage attendees in a respectful and non-intrusive manner.
- Avoid any physical contact without clear permission.
- Do not follow, pressure, or pursue attendees outside the exhibit hall or official meeting times.
- Immediately respect an attendee's request to disengage from a conversation or demo.

Behaviors that compromise attendee comfort or safety will not be tolerated. EMS reserves the right to take appropriate action, including removal from the event.

EARLY MOVE-OUT

All exhibitors must stay on the show floor until the close of the floor on the last day. Early dismantling is not allowed. Any exhibitor who does not comply may not be allowed to exhibit in the Experiential Marketing Summit 2026.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

An EAC is **any** contractor **NOT** listed in the Exhibitor Services Manual as an official EMS contracted vendor. Anyone other than those listed in the ESM will need to have the **[Notification of Intent to Use Exhibitor Appointed Contractors form](#)** completed and returned to Show Management **30 days (April 17, 2026)** prior to the event. A

certificate of insurance for the EAC must also accompany the form. Exhibitors using any service of an EAC are responsible for ensuring that the EAC conforms to all show rules and regulations. EACs may obtain wristbands from security upon arrival. **It is the exhibitor's responsibility to make sure the EAC form and Certificate of Insurance are submitted to show management.**

EXHIBITOR EVENTS

It is the Experiential Marketing Summit policy that exhibitors cannot plan events that interfere with exhibit hours or with the official events such as the various receptions on the show floor. If you have any questions about whether your event interferes with the Show scheduling, please contact Show Operations or your sales representative.

FIRE REGULATIONS & FLAME PROOFING

Exhibitors must make arrangements for accessible onsite storage if needed. Fire regulations prohibit storage of any kind behind exhibitors or in the utility channel at the back of the booth. This includes empty packing materials and supplies of literature. Exhibitor must conform to all standard fire codes of the Facility. Combustible materials or explosives are not permitted in or around the exhibit areas. Exhibitor shall not allow its display to block the view of, or impede access to fire alarm boxes, fire hose cabinets, fire extinguishers or other safety equipment. Smoking is prohibited in the MGM Grand Las Vegas Convention Space.

FOOD & BEVERAGE

All catering orders must go through the MGM Grand catering department and can be ordered online for your convenience through [MGM Exhibitor Services](#).

PLEASE NOTE: *All food dispensed from booths, including bottled water, must be purchased through MGM Grand Catering and may not be brought in from outside sources. Catering service is available and may be obtained for meeting rooms and exhibit booths.*

HAND-CARRIED ITEMS

As an exhibitor you may "hand carry" material. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry. Any mechanical assistance is limited to a small dolly. The assistance of any motorized device or pallet jack is not permitted. When exhibitors choose to "hand carry" they may not access designated material handling areas. Must use specified exhibitor hand carry areas or main entrance of the facility. The decorator has the right to stop any exhibitor and apply drayage charges if they find the exhibitor violating these rules. We will have a POV (Personally Owned Vehicle) area setup for those exhibitors needing to unload a car or SUV. Exhibitors will work directly with the decorator to unload the vehicle.

HANDOUTS & LITERATURE DISTRIBUTION

Literature, samples, or other promotional materials may only be handed out within the confines of the contracted booth space or designated area approved by Show Management. Any unauthorized materials placed elsewhere will be discarded.

INSURANCE

Show Management (Experiential Marketing Summit), the Facility (MGM Grand Las Vegas) and affiliates (vendors) do not provide any form of insurance to cover exhibitor activities and assumes no liability or responsibility for loss by any exhibitor from theft, fire, breakage or any other reason. Exhibitors agree to carry appropriate insurance to cover these risks along with **public liability** insurance against injury to the person or property of others. You are advised to consult your insurance broker for proper coverage on any of your display material from the time it leaves your Company's premises until it returns. In most cases a rider can be added to your present policy for a nominal cost.

You **Do Not** need to send a copy of it to show management, however, you are required to have a copy in your booth and send to sales@rainprotection.net.

MUSIC & OTHER COPYRIGHTED MATERIAL

Exhibitors shall be responsible for obtaining and paying for all necessary licenses, permits or approvals required under local or state law applicable to their activity at the exposition, which included any music licensing needed under ASCAP and BMI copyright laws. Pursuant to the Application and Contract for Exhibit Space, exhibitor indemnifies Experiential Marketing Summit for any and all liability arising from exhibitor's breach of this commitment.

PARKING

MGM Grand offers Valet & Self-Parking. For more information about parking, click [HERE](#).

PROMOTIONS

All demonstration or other promotional activities, i.e. literature handouts, roaming characters, etc. must be confined to your exhibit space. Booth personnel, including models, hostesses, etc. are not allowed to distribute literature or promotional items of any kind outside the confines of the contracted exhibit space unless express permission has been granted by Show Operations as part of a specific sponsorship. This restriction includes public areas outside the show floor and within the conference area. Failure to abide by this rule may result in the termination of the Exhibitor's Agreement and your removal from the show, and/or the prohibition from future exhibits. Theme costumes, special dress and all types of entertainment must be approved by Show Operations in writing 14 days prior to the show. This includes but is not limited to models, magicians and musicians. Show Management reserves the right to make determinations on appropriate apparel and entertainment.

SECURITY & ACCESS CONTROL

Uniformed Security Guards and Badge Checkers will be stationed throughout the event and exhibit hall entrances on a 24-hour basis and will patrol the floor during non-show hours. Every reasonable effort is made to prevent losses. ***The final responsibility, however, lies with the exhibitor.*** It is advised that display materials of value and/or items such as laptops, small monitors, expensive products, etc. be removed with the exhibitor at the end of each day. At the conclusion of the show, if you have any materials/items being shipped out, please remain in your booth until the decorator has picked up your boxes. Individual/Private booth security is available and optional for exhibitors.

FINAL AUTHORITY

Show Management is the sole and final authority as to the interpretation of these rules and their application. Show Management may issue specific variances or exceptions for special situations upon request. Such variances do not establish a precedent or permanent modification beyond the specific case involved. Show Management may make modifications to a booth without specific permission of the exhibitor and at his risk and expense, in order to satisfy the terms and intent of the Show Rules and/or the Fire Marshal. Furthermore, Show Management has the authority to establish penalties, including the removal from the current or future shows.

Experiential Marketing Summit 2026

May 18 - 20, 2026 • MGM Grand • Las Vegas, NV



LEAD RETRIEVAL

The smart way to collect leads

FREE FOR ALL EXHIBITORS

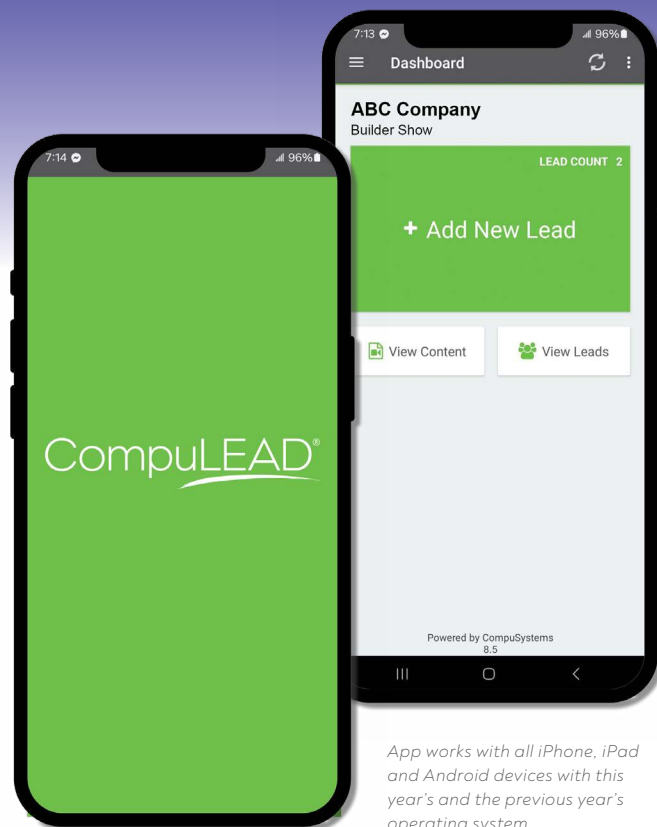
2 CompuLEAD App Activations

PROVIDED COMPLIMENTARY BY EMS

CompuLEAD Lead Retrieval App

- Scan badges on and off the show floor
- Qualify leads with survey questions
- Add notes to leads
- Transfer leads to your CRM for quick follow up

You will receive an email confirmation with instructions to download and activate the CompuLEAD App.



App works with all iPhone, iPad and Android devices with this year's and the previous year's operating system.

PRICING

CompuLEAD App 2 User Activation (173A)

- Download app to your smart phone or tablet to capture leads at your booth or anywhere else

+ Additional User Activations (173B)

COST

FREE

\$99

To upgrade your order, give us a call at 708.786.5565
or email us at exhibitor-support@csireg.com



EVENTCITADEL™
Formerly CompuSystems

EXPERIENTIAL MARKETING SUMMIT 2026

MAY 18-20 | MGM GRAND, LAS VEGAS



RAINPROTECTION INSURANCE
WHERE YOUR EVENT GETS INSURED

Rainprotection is an Authorized Official
Insurance Supplier for Access Intelligence.

Exhibitor Liability Insurance Program

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, May 16-21, 2026, naming Access Intelligence (9211 Corporate Blvd. 4th Floor, Rockville, MD 20850) as certificate holder. The following must be named as additional insured: Access Intelligence and MGM Las Vegas (MGM Grand, MGM Resorts).

Access Intelligence has requested that Rainprotection serve as their insurance management company. In addition to being able to provide exhibitors with insurance, we are also collecting and verifying that all insurance certificates, regardless of the insurer, are verified for compliance.

Rainprotection Insurance Program

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online.

Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- No Hassles – you will not need to go back and forth with your broker adding additional insureds and making your insurance compliant with show requirements.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and Inexpensive to purchase instantly online.
- Already pre-filled with all the proper show information.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

Make This Process Simple - Purchase Your Insurance Now and Forget About It

Click the link below to purchase your Liability Insurance for \$109
(plus any applicable taxes)

While completing the online application, DO NOT check any boxes unless it specifically relates to what you will be doing at your booth at the event

[https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=wMXf52mlxmM\\$](https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=wMXf52mlxmM$)

After reading the above information, if you still decide to use your own insurance, please make it compliant and then submit a copy to: Sales@rainprotection.net



MGM GRAND CONFERENCE CENTER

MGM Grand Exhibitor Services Welcomes

Experiential Marketing Summit 2026

Order Online!

Take advantage of discounted pricing until **April 27th**.

System offers easy ordering of:

- Food and Beverage
- Electrical
- Booth Cleaning
- Internet and Telecommunications
- Audio Visual, Rigging & Truss



Our online ordering system is quick, secure and easy to use. Step-by-step instructions are right on the screen, and assistance from one of our representatives is just a click away!

Order online today at mgmgrandexhibitorservices.com