

Welcome to the **Experiential Marketing Summit 2027** Exhibitor Services Manual.

This year, the Experiential Marketing Summit is turning 25, and like all twenty-somethings—we're ready to party! Including you in our celebration is priority No. 1, so we are unleashing a couple of themes we'd love you to lean into as you develop your own creative approaches for our show. The first is our call to community: "United by Experience." A reminder to the entire event ecosystem that is part of a united marketing discipline that's rooted in real life experience and rises highest when it works together.

The second is a rallying cry: "Where marketing stops competing and starts connecting." In the Ven diagram of business and life, events are at the epicenter—smack in the convergence zone where business goals, humanity, emotion and brand loyalty all come together to create a spark (you know the one!) You will see this concept reflected across the show in colorful, converging shapes and circles that convey the idea that "events are here," right in the middle of it all, central to any brand's success and… here to stay. 🙌🏻

You play a vital role in all of it, so 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 and connect the dots between what you do, and their success.

This manual is intended to guide you through the planning process for exhibiting at EMS 2027. 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

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GENERAL INFORMATION

Welcome! We are very excited to have you on board with us at the EMS 2027 event. The information in the pages below is designed to help guide exhibitors through the planning process at exhibiting at EMS 2027. 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, April 25	1:00 PM – 5:00 PM* **Show Management Approval Required**
Monday, April 26	8:00 AM – 5:00 PM
Tuesday, April 27	8:00 AM – 2:00 PM ***All empty containers must be tagged by 11:00 AM, exhibitors may continue to merchandise within their booth space until 4:30 PM, although aisles must remain clear***

Networking Hours & Exhibit Hall Hours:

Tuesday, April 27	4:30 PM - 6:00 PM (Opening Reception – Exhibit Hall Open)
Wednesday, April 28	8:00 AM – 9:45 AM (Breakfast & Morning General Session – Exhibit Hall Closed) 9:45 AM – 6:45 PM (Exhibit Hall Open) • 9:45 AM – 10:45 AM (Networking Break) • 11:45 AM – 12:45 PM (**Exhibitor Only** Lunch Hour) • 12:45 PM – 2:00 PM (Networking Lunch) • 3:15 PM – 3:45 PM (Networking Break) • 5:00 PM – 6:45 PM (Happy Hour – Exhibit Hall Open)
Thursday, April 29	8:30 AM – 9:30 AM (Breakfast & Morning General Session – Exhibit Hall Closed) 9:45 AM – 1:00 PM (Exhibit Hall Open) • 11:00 AM – 12:00 PM (Brunch in the Hall)

Move-Out Hours:

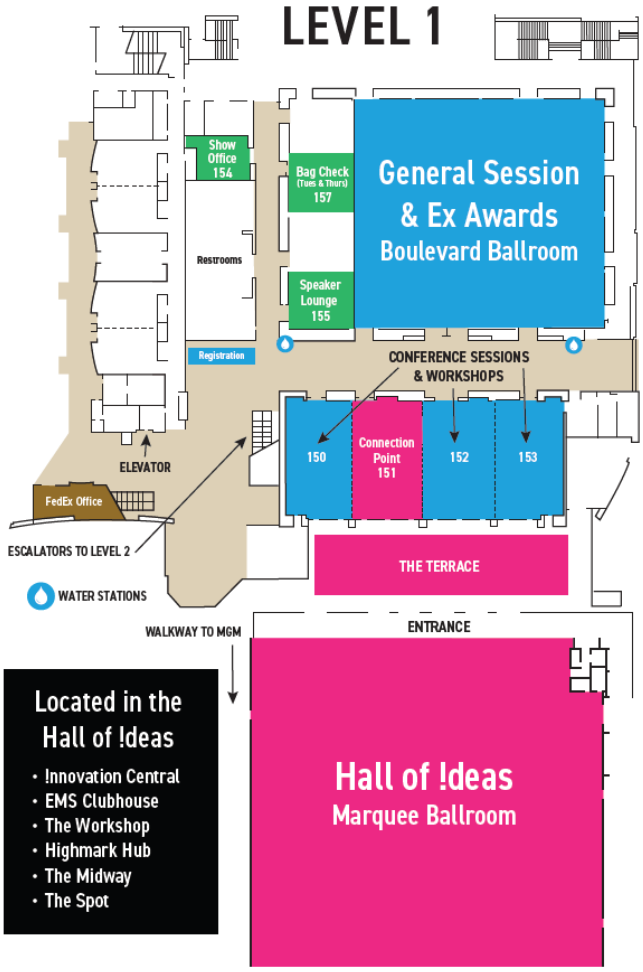
Thursday, April 29	1:00 PM – 8:00 PM
Friday, April 30	8:00 AM – 11:00 AM

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.

Exhibit Hall Location:	**MGM Grand Conference Center** **ORDER ONLINE** 4701 Koval Ln. Las Vegas, NV 89109 **Hall of Ideas:** Level 1, Marquee 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
Official Decorator:	**Shepard Exposition Services** **ORDER ONLINE** Email: orders@shepardes.com Phone: 866-366-7428
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) 7" x 44" one-line identification sign. **Please note:** the exhibit hall is already carpeted. To enhance the appearance of your booth, rental carpet is available through Shepard though not mandatory per show rules.
Innovation Central:	**The Innovation Central Kiosk 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: 66-3/4" wide x 35-1/8" high ○ Material: Fabric ○ File Type: High-Res Print-Ready PDF file of stagnant graphic **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, March 26, 2027. SUBMIT ARTWORK THROUGH THIS LINK.**

IMPORTANT DEADLINES & QUICK LINKS

ITEM	VENDOR	DUE DATE
Submit your company description and logo **Submit Here**		**ASAP**
Submit Intent to use EAC Form (if applicable) **Submit Here**		**March 25, 2027**
Shepard Warehouse Shipping Begins **Download Labels**	**Shepard**	**March 29, 2027**
Submit your booth design for approval (200 SQFT & above) **Submit Here**		**March 29, 2027**
Submit a copy of your COI to Rain Protection **Need to Purchase?** **Order Online** Email your COI to **portal@rainprotection.net**	**Rain Protection**	**March 29, 2027**
Hotel Reservations **Click here** to book your room through our trusted housing partner **Connections Housing**.	**Connections**	**April 1, 2027**
Shepard Online Discount Price Deadline (booth furnishings, material handling, graphics) **Order Online** ***Services ordered after this date are subject to higher fees***	**Shepard**	**April 5, 2027**
Catering, Electrical, Booth Cleaning, Internet Order Deadline **Order Online** E-mail: **exhibitorservices@mgmgrand.com** Call: 877-847-7007	**MGM**	**April 6, 2027**
Shepard Warehouse Shipping Deadline	**Shepard**	**April 22, 2027**
Exhibitor Staff Registration **Register Here**	**EventCitadel**	**April 23, 2027**
Shepard Show Site Shipping Begins **Download Labels**	**Shepard**	**April 25, 2027**





HOTEL ACCOMMODATIONS

Experiential Marketing Summit 2027 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 1, 2027 or until sold out.**

Connections Housing is the **only approved**, official housing vendor for EMS 2027. 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 2027 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
- 7" x 44" 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
- 7" x 44" one-line identification sign

EMS 2027 is 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.

Reminder that all booth materials **MUST** stay within the confines of your booth space. Exhibitors are responsible for ensuring that any custom booth build out remains within the booth space and does not extend into the aisles.

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 **Marquee Ballroom**.
Ceiling Height: 23' – 27'- 10"
Columns: N/A
Electrical: Pulled from the floor, 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).

Encore is the exclusive rigging service provider within the Marquee Ballroom. A diagram with dimensions and weights must be submitted through MGM Exhibitor Services. More information and to begin the process directly with Encore, **CLICK HERE**.

Questions related to labor, specifications and requirements can be directed to MGM Exhibitor Services by email at **exhibitorservices@mgmgrand.com** or by phone at 877.847.7007.

INNOVATION CENTRAL

The Innovation Central Kiosk includes:

- Kiosk Counter (1M high x 2M wide x .5M deep) with vertical flag (flag will be EMS branded with company name & assigned kiosk # - this is not customizable)
- Two Stools
- Wastebasket
- Electrical (to power kiosk only)
- Custom graphic for the front of your Kiosk



Kiosk Graphic Specifications:
Front Graphic:
Dimensions: 66-3/4" W x 35-1/8" H
Material: Fabric
File Type: Print-Ready PDF file of stagnant graphic

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: **Monday, March 29, 2027.**
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 Shepard Exhibitor Services 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 Shepard Advance Warehouse or directly to show site. Whenever possible, it is recommended that exhibitor freight is shipped to the Shepard Advanced Warehouse, to ensure booth freight is delivered to the exhibitors' booth when move-in begins for a timely set-up.

WAREHOUSE ADDRESS

Shepard will accept crated, boxed or skidded material beginning **March 29, 2027** at the below address. Material arriving after **April 16, 2027** will be received at the warehouse with an additional after deadline charge.

Please refer to the Shepard **QUICK FACTS** for additional information related to shipping.

Exhibiting Company Name / Booth Number
Experiential Marketing Summit 2027
C/O Shepard Exposition Services
5845 Wynn Road, Suite G
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 2027
MGM Grand Conference Center
C/O Shepard Exposition Services
4701 Koval Ln
Las Vegas, NV 89109
USA

Freight delivered to MGM Grand prior to **April 25, 2027** 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 Conference Center
4701 Koval Lane
Las Vegas, NV 89109
702-388-1132
USA5684@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 Shepard, 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 by placing booth materials or signs outside of the confines of your booth space.

6. **ATTIRE** – All booth personnel, including promotional staff, should wear attire appropriate for a professional event. Business casual and branded apparel are welcome. These guidelines apply equally to everyone staffing a booth.

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 portal@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. EMS is open to registered attendees age 18 and older. Alcoholic beverages are available **only** to guests age 21+ with valid government-issued identification.

ATTENDEES WITH DISABILITIES

Experiential Marketing Summit will provide reasonable accommodations to individuals with disabilities who make their situation known to Show Management personnel with as much advance notice as possible. 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 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

ANY questions related to exclusive services to the MGM Grand can be directed to their e-mail at exhibitorservices@mgmgrand.com or by phone at 877-847-7007.

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 2027.

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 (March 25, 2027)** 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 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 **portal@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 entrance 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

EXPERIENTIAL MARKETING SUMMIT 2027
APRIL 27-29, 2027 | MGM GRAND, LAS VEGAS

RAINPROTECTION.INSURANCE
WHERE YOUR EVENT GETS INSURED

Experiential Marketing Summit 2027: Exhibitor Liability Insurance Requirements

Rainprotection's Exhibitor Insurance Program

As a standard requirement for all our show exhibitors, you are ***required*** to carry general liability insurance coverage for our show, including all relevant additional insureds with minimum policy limits of $1,000,000 per occurrence and $2,000,000 aggregate. **Insurance coverage is not optional.**

To simplify this process, Access Intelligence, LLC has set up a program with Rainprotection Insurance to provide you with a hassle-free, zero-deductible policy that meets all show requirements and covers domestic and international exhibitors. Best of all, your policy is automatically submitted to show management upon purchase.

Click the button below to purchase compliant liability insurance for just $109 *(taxes may apply).*

Buy Insurance Instantly Online

Note: While completing the online application, DO NOT check any boxes unless they specifically relate to what you will be doing at your booth at the event.

Submitting Your Own Insurance

If you choose to provide your own insurance instead, you must coordinate with your broker to ensure that your policy is fully compliant with all show requirements. It must meet the following strict criteria:

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. This insurance must be in force during the lease dates of the event (April 25-30, 2027), naming Access Intelligence, LLC (9211 Corporate Blvd, 4th Floor, Rockville MD 20850) as the certificate holder. The following must be named as additional insured(s): Access Intelligence, LLC and MGM Las Vegas (MGM Grand, MGM Resorts).

Access Intelligence, LLC has requested that Rainprotection serve as our insurance management company. As such, they will be verifying that all Certificates of Insurance (COIs), regardless of the insurer, are compliant. To view a sample COI, please refer to the following page of this document.

If, after reading the above, you still choose to provide your own insurance, please submit a copy of your compliant COI to portal@rainprotection.net. To avoid processing delays, **you must include** the official show name and year in the body of your email. Example: I will be exhibiting at the Experiential Marketing Summit 2027.

Please reach out to sales@rainprotection.net with any **questions** you may have.
We look forward to seeing you at the show!

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Rainprotection Insurance
39 Ryder Avenue
Dix Hills, NY 11746
www.Rainprotection.net

CONTACT NAME:
PHONE (A/C, No, Ext):
FAX (A/C, No):
E-MAIL ADDRESS:

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Insurance Company Name	
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED SPORTS AND RECREATION PROVIDERS ASSOCIATION (PURCHASING GROUP) AND ITS PARTICIPATING MEMBERS:

Exhibitor Name
Street
City, State, Zip Code

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE / X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY / PRO-JECT / LOC	X		Policy Number	04/25/2027	04/30/2027	GENERAL AGGREGATE PRODUCTS - COMP/OP AGG PERSONAL & ADV INJURY EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 2,000,000 $ 1,000,000 $ 1,000,000 $ 1,000,000 $ 300,000
	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS / SCHEDULED AUTOS HIRED AUTO / NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$ $ $ $
	UMBRELLA LIAB / OCCUR EXCESS LIAB / CLAIMS-MADE DED / RETENTION $						EACH OCCURRENCE AGGREGATE	$ $
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A					WC STATU-TORY LIMITS / OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	$ $ $ $
							AD&D MAXIMUM MEDICAL DEDUCTIBLE TERMS OF PAYMENT	

SAMPLE

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
Additional Insured: Access Intelligence, LLC and MGM Las Vegas (MGM Grand, MGM Resorts).
As respects to claims arising out of the operations of Exhibiting Company at Experiential Marketing Summit 2027.

CANCELLATION

CERTIFICATE HOLDER

Access Intelligence, LLC
9211 Corporate Blvd, 4th Floor,
Rockville MD 20850

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Rainprotection Insurance

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MGM GRAND CONFERENCE CENTER

MGM Grand Exhibitor Services Welcomes

EXPERIENTIAL MARKETING SUMMIT 2027

Experiential Marketing Summit 2027

Order Online!

Take advantage of discounted pricing until **April 6, 2027**



System offers easy ordering of:

Food and Beverage
Electrical
Booth Cleaning
Internet
Monitors

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 https://www.mgmgrandexhibitorservices.com

Experiential Marketing Summit 2027

April 27 - 29, 2027 • MGM Grand • Las Vegas, NV

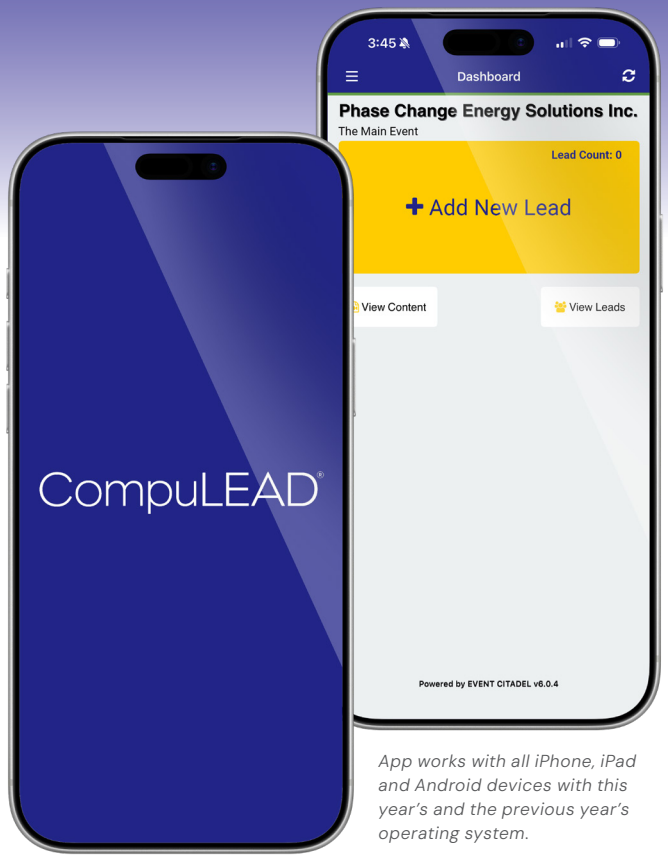
LEAD RETRIEVAL

The smart way to collect leads

FREE FOR ALL EXHIBITIORS

2 CompuLEAD App Activations

PROVIDED COMPLIMENTARY BY EMS



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

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.

PRICING	COST
CompuLEAD App *2 User Activation* (173A) • Download app to your smart phone or tablet to capture leads at your booth or anywhere else	FREE
+ Additional User Activations (173B)	$99

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

CompuLEAD®

EVENTCITADEL™
Formerly CompuSystems

MGM Grand Conference Center Shipping Instructions

Preparing Your Shipment

FedEx Office is committed to providing you with an outstanding experience during your stay. All guest and event packages being shipped to the property must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive four days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s). Please do not address shipments using property employee names unless the items are specifically for their use (e.g., hotel specifications, rooming lists or signed documents); this includes arranging for deliveries to all areas on the property.

If a package has not been picked up by the recipient and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office business center at **702.388.1132**
Package deliveries should only be scheduled after the recipient has completed the check-in process.

Package Labeling Standards and FedEx Office Contact

(Guest Name) (Guest Cell Number)
c/o FedEx Office at MGM Grand Conference Center
4701 Koval Lane
NV., 89109
(Convention / Conference / Group / Event Name)

Box ____ of ____

FedEx Office Business Center
MGM Grand Conference Center
4701 Koval Lane
NV., 89109
Phone: 702.388.1132
Fax: 725.207.3886
Email: usa5684@fedex.com

Operating Hours
Mon.–Fri.: 8:00 a.m. - 6:00 p.m.
Saturday: 8:00 a.m. - 4:00 p.m.
Sunday: 8:00 a.m. - 4:00 p.m.

Shipments With Special Requirements

Meeting and event planners, exhibitors and attendees are encouraged to contact FedEx Office with any specific questions in advance of shipping their items. If you have any special needs (e.g., refrigeration requirements, after-hours delivery requests or changes to your meeting dates or rooms), please work directly with your Event Manager, who will communicate these needs to FedEx Office in advance of your event.

On-Site Package Delivery

In most cases, FedEx Office will complete delivery or pickup of packages within the conference and meeting rooms, lobby area and guest suites, but please consult with a FedEx Office team member for specific delivery limitations that may exist. In cases where a drayage company or a meeting decorator is used, FedEx Office team members will work closely with those vendors for proper package routing and release items directly to those vendors if they are on the property when the shipments arrive. Any decorator or drayage packages requiring overnight storage by FedEx Office will be assessed a handling fee. If your meeting/event is being handled by a drayage company or decorator, please ensure your shipments are being sent directly to the drayage company's or decorator's specified address. Items that require extra handling, such as pallet/crate breakdown or build up, multiple pickup or delivery points, or collecting or disposing of packaging materials, will be assessed an additional fee of $70.00 per hour with a minimum of $35.00 for 30 minutes. This fee will be assessed for each FedEx Office team member dedicated to perform these additional services. Please note that FedEx Office team members cannot lend out any moving equipment, which includes pallet jacks, dollies and flatbed carts.

Package Delivery to Guest Suites/Meeting Rooms

In most cases, FedEx Office will complete delivery or pickup of packages to guest suites, but please consult with a FedEx Office team member for any specific delivery limitations that may exist. FedEx Office is not authorized to leave packages unattended in guest suites and/or meeting rooms. A guest with authorization to sign for the delivery and approve any charges for handling and delivery fees must be present in guest rooms and/or meeting rooms.

MGM Grand Conference Center Shipping Instructions

Upon Your Arrival

Packages will be available for pickup at the FedEx Office business center; a handling fee will apply. Packages, pallets, crates, display cases and other heavier items may be scheduled for delivery by contacting our staff at **702.388.1132** ; a delivery fee will apply. Package deliveries should only be scheduled after the recipient has completed the check-in process. In order to maintain the proper chain of custody, FedEx Office requires the package recipient's signature before a package can be released from FedEx Office. Release signatures are captured at the time of package pickup or package delivery to the recipient.

Upon Your Departure

FedEx Office offers pack and ship services and packaging supplies, such as boxes, tape, etc., which are also available for purchase at the FedEx Office business center. All outbound packages must have a completed carrier airbill affixed to each package. FedEx Express® shipping boxes and airbill forms are available and are complimentary. Outbound packages and freight to be picked up by a third-party courier should be coordinated directly with those vendors, and communication should be sent to FedEx Office indicating when those items will be picked up. FedEx Office will not make arrangements for freight or third-party courier transportation and/or pickup. Outbound handling fees will be applied to all packages and freight, regardless of carrier, in addition to shipping/transportation fees.

Package Handling and Storage Fees

Package weight	Package pickup or dropoff by guest	Package pickup or delivery by FedEx Office
Envelopes up to 1.0 lb.	$7.00	$17.00
0.0–1.0 lb.	$7.00	$17.00
1.1–10.0 lbs.	$10.00	$20.00
10.1–20.0 lbs.	$15.00	$25.00
20.1–30.0 lbs.	$25.00	$35.00
30.1–40.0 lbs.	$30.00	$40.00
40.1–50.0 lbs.	$35.00	$45.00
50.1–75.0 lbs.	$55.00	$65.00
75.1–100.0 lbs.	$65.00	$80.00
100.1–150.0 lbs.	$90.00	$110.00
Pallets & crates*	–	$250.00 or $0.80/lb. > 312 lbs.

Package weights will be rounded up to the nearest pound.
* For inbound/outbound pallets or crates, the receiving and delivery charges are consolidated into a single fee of $250.00 or $0.80/lb. > 312 lbs., which is applied to each pallet/crate handled.

Package weight	Storage fee after 5 days
Envelopes up to 1.0 lb.	No charge
0.0–10.0 lbs.	$5.00
10.1–30.0 lbs.	$10.00
30.1–60.0 lbs.	$15.00
60.1–150.0 lbs.	$25.00
Pallets & crates	$50.00
Over 6.5' in size	$25.00

A one-time package storage fee will apply to each package received and stored for more than five (5) calendar days. Items measuring over 6.5 feet in size are considered oversize and will be assessed an additional oversize fee if stored for more than five (5) calendar days.

Additional Services

Items that require extra handling, such as pallet/crate breakdown or build up, multiple pickup or delivery points, or collecting and disposing of packaging materials, will be assessed an additional fee of $70.00 per hour with a minimum of $35.00 for 30 minutes. This fee will be assessed for each FedEx Office team member dedicated to perform these additional services. Please note that FedEx Office team members cannot lend out any moving equipment, which includes pallet jacks, dollies, and flatbed carts.

Terms and Conditions

Receiving, delivery and storage charges are payable at the time of delivery. Recipient may be required to present government-issued photo identification and sign for delivery. Shipper must comply with all applicable local, state and federal laws, including those governing packing, marking, labeling and shipping. OBTAIN FIRE, CASUALTY AND ALL OTHER INSURANCE ON PACKAGE CONTENTS PRIOR TO SHIPPING. Neither the Property nor FedEx Office and Print Services, Inc. provide such insurance. Neither the Property nor FedEx Office and Print Services, Inc. nor the employees, agents or contractors of either firm will be liable for any damages, whether direct or indirect damages, relating to or arising out of any loss or damage to any package or its contents, unless a package is lost after receipt on the Property, in which case such liability shall be limited to the lesser of $100 or the liability of the carrier indicated above. By sending your package to the Property, you agree to be bound by any additional terms and conditions that the Property or FedEx Office and Print Services, Inc. may establish from time to time for receiving and delivering of packages.

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