



2021

# EXHIBITOR PACKET

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September 21-23, 2021 | Dallas, TX

**Last Update: June 14, 2021**

As business and travel policies change over the next few months, the SUBTA team will continue to update our COVID policies on our [website](#). We are committed to looking out for the safety of our community, and we appreciate your patience as our plans continue to evolve. If you have any questions, please contact [info@subsummit.com](mailto:info@subsummit.com).

# WELCOME

Thank you for choosing to be a proud sponsor at the 6th Annual Subscription Summit at the Sheraton Dallas Hotel in Dallas, TX on Tuesday, Wednesday, and Thursday September 21st through the 23rd, 2021.

## EXHIBITOR MOVE IN

For more information & helpful hints on pre-show procedures and move-in check

[Pre-Show FAQ.](#)

### Monday Sept. 20

Exhibitor Move-In:  
**12:00 PM – 7:00 PM**

### Tuesday Sept. 21

Exhibitor Move-In:  
**7:00 AM – 10:00 AM**

## EXHIBITOR MOVE OUT

For more information & helpful hints on post-show procedures and move-out check

[Post-Show FAQ.](#)

### Thursday Sept. 23

Exhibitor Move-Out:  
**1:00 PM – 5:00 PM**

We will begin returning empty containers at the close of the show.

## 2021 EXHIBIT HALL HOURS

Tuesday, Sept. 21

**11:00am – 7:00pm**

Wednesday, Sept. 22

**8:30am – 5:00pm**

Thursday, Sept. 23

**9:00am – 12:30pm**

## IMPORTANT NOTE

There is NO moving in or out during SubSummit program hours

## Dismantle & Move-out Information

All exhibitor materials must be removed from the exhibit facility by 5:00 PM on Thursday, September 23rd, 2021. Any materials remaining in the facility will be re-routed via GES's choice or returned to the warehouse to await disposition at exhibitor's expense. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline please have all carriers check-in by 1:00 PM on Thursday, September 23rd, 2021.

## Exhibitor Badges

Exhibitors must be pre-registered prior to the event and will receive their additional SubSummit tickets in advanced according to your sponsorship level. If you have not registered your attendees or have questions or concerns on how to do so, please contact us me at [john@subta.com](mailto:john@subta.com).

## Cleaning Services

General Housekeeping including cleaning and trash removal can be ordered through GES and will be done during move-in, event hours, and move-out. Any excessive trash which consists of display materials, carpet, padding, crates and/or pallets will be disposed of and charged both a handling fee and disposal fee during exhibitor move-in. Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out that is not labeled for an outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include Installation & Dismantle Labor, Forklift/Rigging Labor, and/or Dumpster Fee.

Please note, for services such as electrical, plumbing, telephone, cleaning and drayage, no service provider other than the Official Service Contractor will be approved. This regulation is necessary due to licensing, insurance and work done on equipment and facilities owned by parties other than the exhibitor. Exhibitors shall provide only the material and equipment they own and those materials are to be used only in their exhibit space.

## Security

Security will be provided by the Sheraton Dallas Hotel during all times. The Subscription Summit site will be locked each night to ensure all exhibitor belongings are untouched. Additional security may be requested through the Subscription Summit, please contact us in advance for this request.

# GENERAL SCHEDULE

Tuesday, Sept. 21 - Thursday, Sept. 23, 2021.

**Monday  
Sept. 20**

Move-In: 12:00pm - 7:00pm

**Tuesday  
Sept. 21**

Move-In: 7:00am - 10:00am

Exhibit Hours: 11:00am - 6:00pm

Pitch Competition: 5:00pm - 5:45pm

Welcome Reception: 6:00pm - 7:00pm

**Wednesday  
Sept. 22**

Summit Hours: 8:30am - 5:00pm

Cube Awards Cocktail Hour: 6:00pm - 7:00pm

Cube Awards Dinner: 7:00pm - 9:00pm

After Party: 9:00pm - 11:00pm

**Thursday  
Sept. 23**

Exhibit Hours: 9:00am - 12:30pm

Move-Out: 1:00pm - 5:00pm

# SHIPPING AND RECEIVING INFORMATION

## GES Logistics

GES Logistics is a one-stop-shop for all your exhibitor needs. Let them handle all your shipping needs and enjoy priority move-in/move-out and more. GES will accept crated, boxed or skidded material beginning **Tuesday, August 17th, 2021**, at the below address. Materials shipped to the advance warehouse should be delivered by **September 15th, 2021**. Warehouse receiving hours are 8:30 a.m. - 4:30 p.m., Monday - Friday. Looking for a quote, please [click here](#).

## Warehouse Shipping Address

C/O GES  
SubSummit  
Exhibiting Company Name / Booth #  
4050 Valley View Lane, Ste 100  
Irving, Texas 75038

**Please Note:** Shipments arriving before Tuesday, August 17th, 2021 will incur a storage fee, and shipments arriving after Wednesday, September 15th 2021 will incur a Late to Warehouse Fee.

## Cost Saving Information

All exhibit materials must be sent in advance to the GES warehouse. Direct to exhibit site shipments will not be accepted at the Sheraton Dallas Hotel. The Sheraton Dallas Hotel does not have the capabilities to receive nor does it have adequate storage space for Exhibitor materials. Any materials shipped to the Sheraton Dallas Hotel will be consigned to GES and the exhibiting company will be billed the appropriate material handling charges by GES.

## Post Show Paperwork & Labels

Global Exhibitor Services Department will gladly prepare your outbound Material handling agreement and labels in advance. Be sure your carrier knows the company name and booth number when making arrangements for shipping your exhibit at the close of the show. [Click here](#) for outbound address labels.

# DRAYAGE SERVICE CONTRACTOR CONTRACTS AND INFORMATION

## Booth Equipment

Each 10' x 10' booth will be set up with 8' high black back drape, 3' high black side dividers, one 6' black draped table, and 1 wastebasket. All Booths will receive a 11" x 17" one-line identification sign indicating both booth number and company name.

## Furniture & Exhibit Rental

GES sets the stage for success with temporary furnishings that make lasting impressions. With high-quality furniture in shapes and styles that suit your budget and design needs, GES always provides an ideal solution for your exhibit.

GES has created an online ordering website called "[Expresso](#)". Expresso offers exhibitors a simple, intuitive and seamless way to order everything needed including exhibit products, labor services, shipping labels, important dates and much more. Please contact us directly at (800) 801-7648 with any questions or concerns or if you are having any troubles navigating through the online ordering process.

## Booth Lighting & Electrical

All electrical services including Video/Audio Equipment, power supply, additional internet capabilities are done through PSAV Presentation Services. Please fill out the following [form](#) to request any addition electrical/audio visual.

## Service Provider Contact Info

Sheraton Dallas Hotel - PSAV  
400 North Olive Street  
Dallas, TX. 75201  
Phone: (214) 303-4166  
Fax: (214) 303-4148

## Wi-Fi

We offer Wireless Internet to all exhibitors free of charge. The Wi-Fi password is: **Summit2021**

# ASSISTANCE

GES will maintain an Exhibitor Servicer<sup>®</sup> which will serve as the focal point in the coordination of all details during the entire period of the convention and will function as the supply center for exhibitor services.

## Labor Services

GES specialists are ready to assist you with all of your exhibit requests, from beginning to end. And when it comes to installing and dismantling exhibits, we make no exceptions. Whether it's shipping and storage, emergency on-site repairs, basic installation and dismantling or support service coordination, including electrical, furnishings and more, GES has the resources and capabilities to ensure the most successful show experience possible. [Learn more](#) about labor and equipment through GES.

Union Labor may be required for your exhibit installation and dismantle. Please carefully read the UNION RULES AND REGULATIONS to determine your needs. Exhibitors supervising GES labor will need to pick up and release their labor at the Labor Desk. Refer to the order form under Display Labor for Straight time and Overtime hours.

## Refunds through GES

Due to unexpected changes on a global scale, exhibiting in today's environment is more challenging than ever before. GES is dedicated to providing excellent customer service and ensuring exhibitor satisfaction. We are here to support our exhibitors in successfully managing their exhibiting experience, no matter what happens. Our exhibitors don't have to worry about refunds for products and services, if unable to attend a show. With that in mind, we are sharing our cancellation policy, 100% Exhibitor Refund Guarantee. Click [here](#) to learn more.

# COVID 19 EXHIBITOR GUIDE

## INTRODUCTION

Our exhibiting partner, GES, extends their support to clients, partners and vendors impacted by the current Novel Coronavirus health crisis. The health and safety of our clients, event participants, partners, vendors and employees are our top priority. We are monitoring the areas impacted around the world and following closely the recommendation from the Centers for Disease Control & Prevention (CDC) and World Health Organizations (WHO).

As event organizers, SUBTA takes care of your health and safety. Therefore, we pay utmost importance to the safety of the exhibition that we will organize following the COVID-19 pandemic. The SUBTA team will adhere to all policies mandated by the [Office of the Texas Governor](#), as well as the guidance provided by the [CDC](#) (Center of Disease Control & Prevention), and [WHO](#) (World Health Organization). We will be closely monitoring these policies for changes and updates.

We will also adhere to any policies mandated by our Venue (Sheraton Dallas and Marriott Properties). You can check out [travelguidance.marriott.com](https://travelguidance.marriott.com) and Marriott's updated [COVID protocols and practices](#).

## What safety measures can I expect to be implemented at this event?

Below is a list of our minimum planned protocol for SubSummit '21:

- Colored Lanyards indicating social distancing comfort level (i.e. red, yellow, or green)
- One-way traffic in exhibit hall
- PPE (Personal Protective Equipment) will be provided and encouraged, as needed. This includes, but is not limited to masks, hand sanitizer, and plexi-glass dividers for food stations
- Ability for attendees and staff to signal that they've been vaccinated via badge stickers
- We will encourage and enforce social distancing, where possible
- We will encourage and enforce mask wearing, if mandated
- We will require temperature checks prior to daily conference entry upon check-in
  - If an attendee is exhibiting two or more symptoms of COVID-19, or is running a fever, we will offer a self-administered rapid COVID test.
- We will require each attendee to complete a health screen questionnaire and disclaimer form



## Booth Construction and Design

- Due to Hotel COVID Guidelines and Policies, it is required for you to wear a mask at all times.
- It is important to design an exhibition booth with all health and physical distancing measures in mind.
- During the construction of the booth, it is recommended to provide space for disinfection of hands, including using installed dispensers or wet wipes.
- We recommend you make your planning in a manner to have lowest number of workers for stand construction and create your booth design accordingly.
- In order to minimize physical contact during booth construction, stand materials may be brought to venue by parts instead of all at once.
- You could have an info desk with plexiglass to protect your staff or host/hostess who will greet the visitors coming to your booth in the first place.
- You may consider having physical separators in areas where you are planning to have face to face meetings with your clients or team.
- Instead of displaying the products of your whole products range, you may prefer displaying some by digital exhibiting via screens on your booth walls.
- The calculation of the number of exhibitors, visitors and all other people, being at the stand simultaneously, their arrangement/seating is carried out taking into account the norms of physical distancing.
- It is recommended to provide space for disinfection of hands at the booth (at the entrances/exits and other places of possible congestion of visitors, including using installed dispensers or wet wipes.
- You may provide free masks and gloves in your stand when asked by anyone including visitors. Please be sure to make sure that these protectors meet the required standards and are kept in hygienic conditions.

## Booth Hygiene

- Exhibitors are responsible for the hygiene measures for their own stands. Therefore, the first control you could take may be having hand sanitizers in your stands where your visitors could reach easily. SUBTA will have sanitizer stations throughout the event as well.
- We recommend ensuring that your staff and visitors in your stand are making use of sanitizing properly.
- Please organize disinfection with a frequency of treatment every 2 hours of all most-contacted surfaces at the booth.

- Before the beginning of each exhibition day, we kindly ask you to carry out sanitizing of the places for personnel and common areas at the booth.
- We recommend that you set the intervals between presentation sessions at your booth at least 15 minutes to ventilate premises and disinfect contact surfaces.
- Please organize the collection of used masks of your staff and visitors of the event in trash cans at your booth area that will be provided to you by SUBTA and cleaned every night.
- You could organize informing your staff and guests of your standby sending out emails in advance, posting text, audio / visual information on the websites of your company, at the entrance to the stand, including using digital posters, about the need to comply with measures to prevent the spread of COVID-19.

## Promotional Gits and Printed Materials

- In order to prevent spread of the virus, you are recommended to have fewer printed materials in exhibition. If possible, it would be convenient to bring your materials as prepared and packed prior to show.
- You may find digital or cyber ways of informing your visitors instead of printed brochures and catalogues.
- Ensure that you brief your team, including your contractors, on all measures the organizer is putting into place prior to the event arrival.
- Brief your team about the control measures you have decided to set out before they travel to the venue. Share your plans in advance in order to help them feel comfortable about the ways in which you have reduced the risks.
- Your staff should also be briefed on safety precautions to prevent the spread of COVID-19, including the use of disinfectants.
- You may appoint one of your staff as responsible for making sure your control measures are implemented, including the use of PPE by your staff during the show.
- In case your personnel accommodate in hotel, you may need to make sure that they are aware of and comply with the measures and policy of the hotel.
- Every day, before admission to the venue, the body temperature of staff involved in the preparation and conduct of the event is monitored, with the obligatory suspension of persons with an elevated body temperature and / or signs of an infectious disease from being onsite.
- Please remember: your responsibility and orderliness are the guarantee of your health and the health of others, and level the risk of being held accountable for violation of sanitary and epidemiological rules provided for by the current national legislation.

## Additional Resources

[Daily Situation Reports from the World Health Organization \(WHO\)](#)

[How Coronavirus Spreads – U.S. Centers for Disease Control and Prevention \(CDC\)](#)

[Prevention and Treatment – CDC](#)

[Guarding Against Stigma Related to Coronavirus – CDC](#)

[Information for Travelers – CDC](#)

[U.S. Travel Association - Emergency Preparedness and Response: Coronavirus \(COVID-19\)](#)

[Live statistics and Coronavirus news](#)

[U.S. Chamber of Commerce - Coronavirus Resource Page](#)

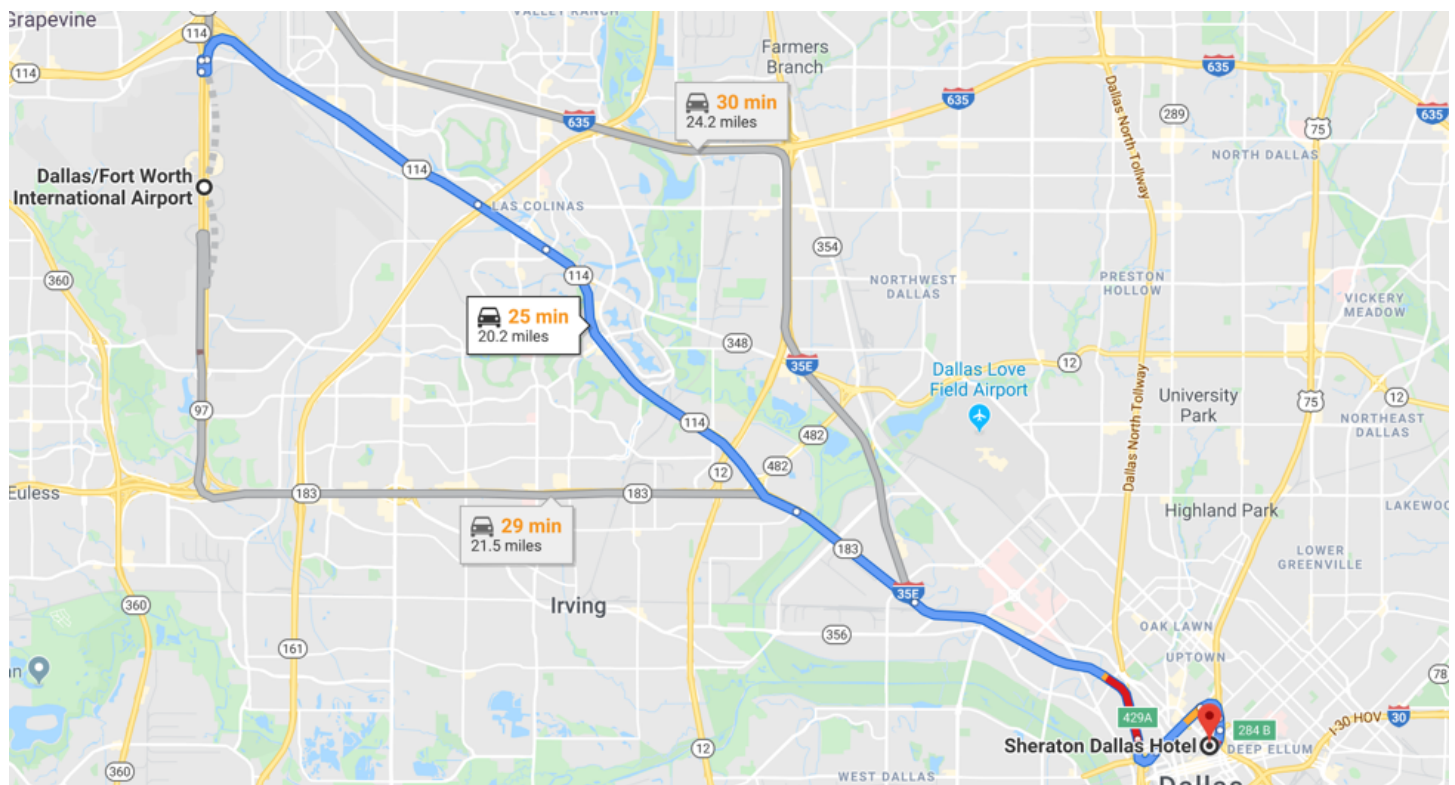
[Coronavirus event planning guide](#)

# TRAVEL ARRANGEMENTS

There are many transportation options in Dallas including Uber and Taxi services.

## Limousine Service

Limousine service is a preferred luxury transportation service provider for Dallas Fort Worth International Airport. AAA Limousine has over 20 years of experience and is a trusted service whose goal is to eliminate every potential problem associated with getting you to or from your flight. Please visit <https://www.dfwairport.com/transport/> for more information on transportation services at Dallas Fort Worth International Airport.



- Head south on International Pkwy
- Use the 2nd from the left lane to stay on International Pkwy **(0.2 mi)**
- Use the left lane to stay on International Pkwy **(0.2 mi)**
- Use the right 2 lanes to merge onto TX-114 E toward Irving/Downtown Dallas **(4.8 mi)**
- Keep right at the fork to stay on TX-114 E **(1.2 mi)**
- Keep right at the fork to stay on TX-114 E **(5.4 mi)**
- TX-114 E turns slightly right and becomes TX-183 E **(2.1 mi)**

- Merge onto I-35E S **(4.0 mi)**
- Use the right 2 lanes to take exit 429A-Singleton Blvd toward I-45/US-75 **(0.6 mi)**
- Merge onto TX-366 Spur E **(0.9 mi)**
- Use the right lane to take the exit toward I-45 S/Houston **(0.4 mi)**
- Use the right lane to merge onto US-75 S **(0.2 mi)**
- Take exit 284 B to merge onto Live Oak St **(0.2 mi)**
- Merge onto Live Oak St – **Destination on your right**





SPORTS AND RECREATION PROVIDERS ASSOCIATION (PURCHASING GROUP) AND E / m EPE m E N/8 R8 yR c  N	Insurance Company Name
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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.

A	Description	V	4	Ss	09/20/2021 12:01 AM	09/24/2021 12:01 AM	Coverage	Limit
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							PRODUCTS - COMP/OP AGG	\$ 1,000,000
							PERSONAL & ADV INJURY	\$ 1,000,000
							EACH OCCURRENCE	\$ 1,000,000
							FIRE DAMAGE (Any one fire)	\$ 300,000
							MED EXP (Any one person)	\$ 5,000
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							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
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							OTH - ER	\$
							E.L. EACH ACCIDENT	\$
							E.L. DISEASE - EA EMPLOYEE	\$
							E.L. DISEASE - POLICY LIMIT	\$
							AD&D MAXIMUM MEDICAL DEDUCTIBLE TERMS OF PAYMENT	

Subscription Trade Association, LLC, Sheraton Dallas Hotel, and Element5 Digital. As respects to claims arising out of the operations of Exhibiting Company at SubSummit 2021 – September 20-23, 2021.

CERTIFICATE HOLDER

CANCELLATION

Subscription Trade Association, LLC  
 901 Wilshire Dr. STE 190 Troy  
 MI 48084





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*

# BOOTH DISPLAY SPECIFICATIONS

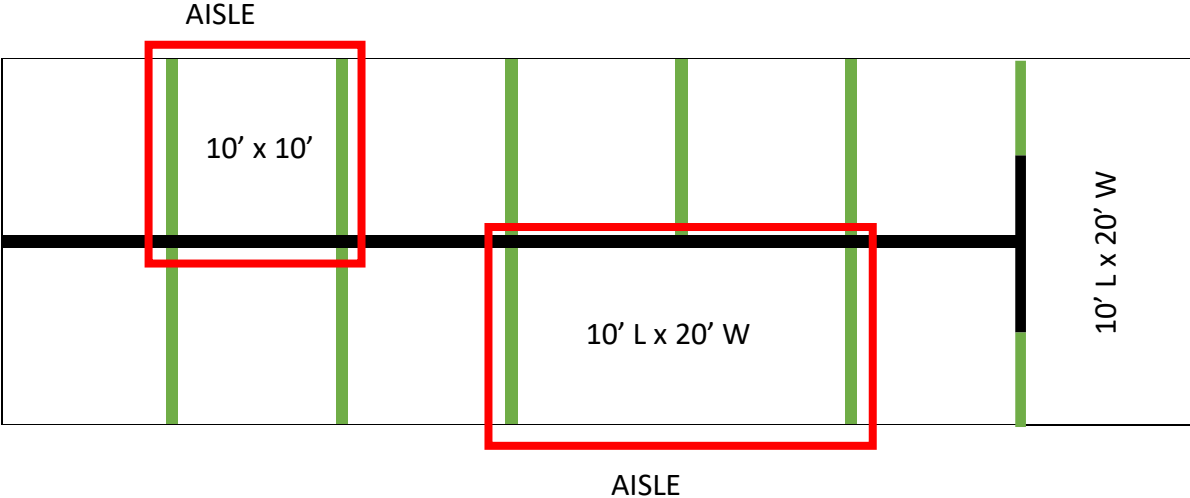
## KEY / LEGEND

- 10' long side wall at 3' height 
- 10' long back wall at 8' height 
- 5' long walls coming off aisle at 3' height with 10' long wall at 8' height in between 
- 5' long wall coming off aisle at 3' height with 5-10' long wall at 8' height connecting to linear booths 

## Linear or In-Line Booth

Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear Booths are 10ft wide and 10ft deep, i.e. 10'x10'. The maximum back wall height limitation is 8ft.

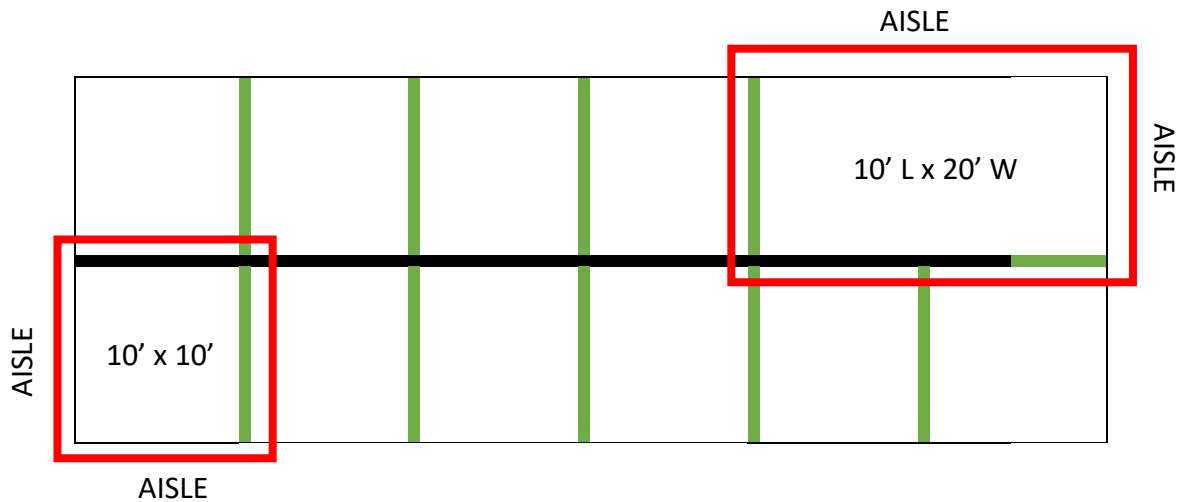
Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear of the booth space, with a 4ft height limit imposed on all materials in the remaining space forward to the aisle. (Note: When 2 or more Linear Booths are used in combination as a single exhibit space (10'x20'), the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.



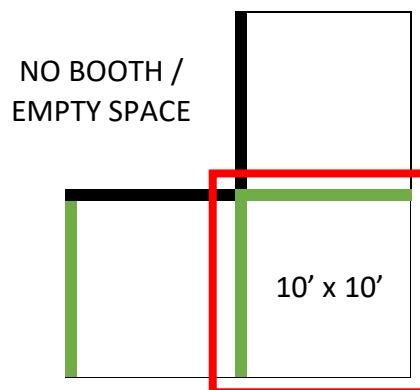
## Corner Booth

A Corner Booth is a Linear Booth that is exposed on two sides of the aisle. Corner booths are typically 10' wide and 10' in depth.

Corner booths that are 20' wide and 10' in depth have perimeter wall dimensions. Backwall consists of 3' wide wall from aisle with 3ft in height connected to 15ft wide backwall with 8ft height. The sidewall is placed 10ft away from the nearest linear booth and is 10ft in depth with 3ft height.



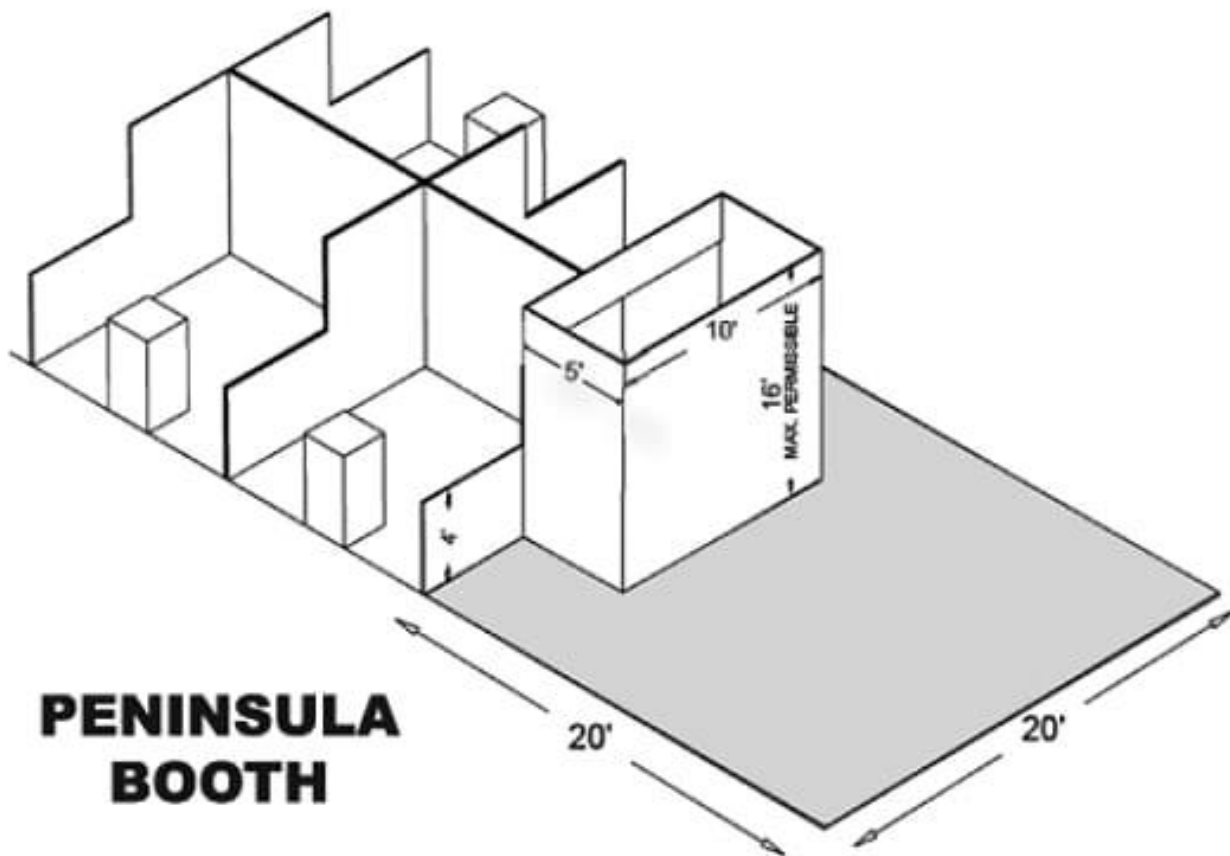
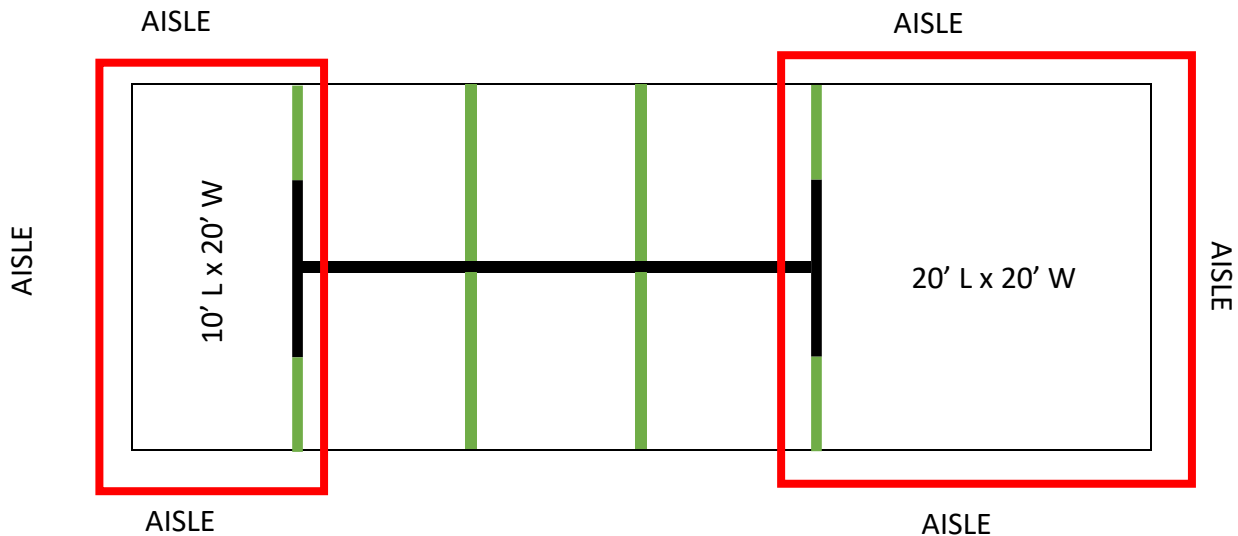
Corner L – A Corner L Booth is a 10' x 10' corner booth with two sides exposed to aisles and two sides connected to other booths. Each wall connected to adjacent booth is a 10' wide wall with a height of 3' each. Backdrops used in this type of booth must be placed on angles and should not be placed in front of each side wall.





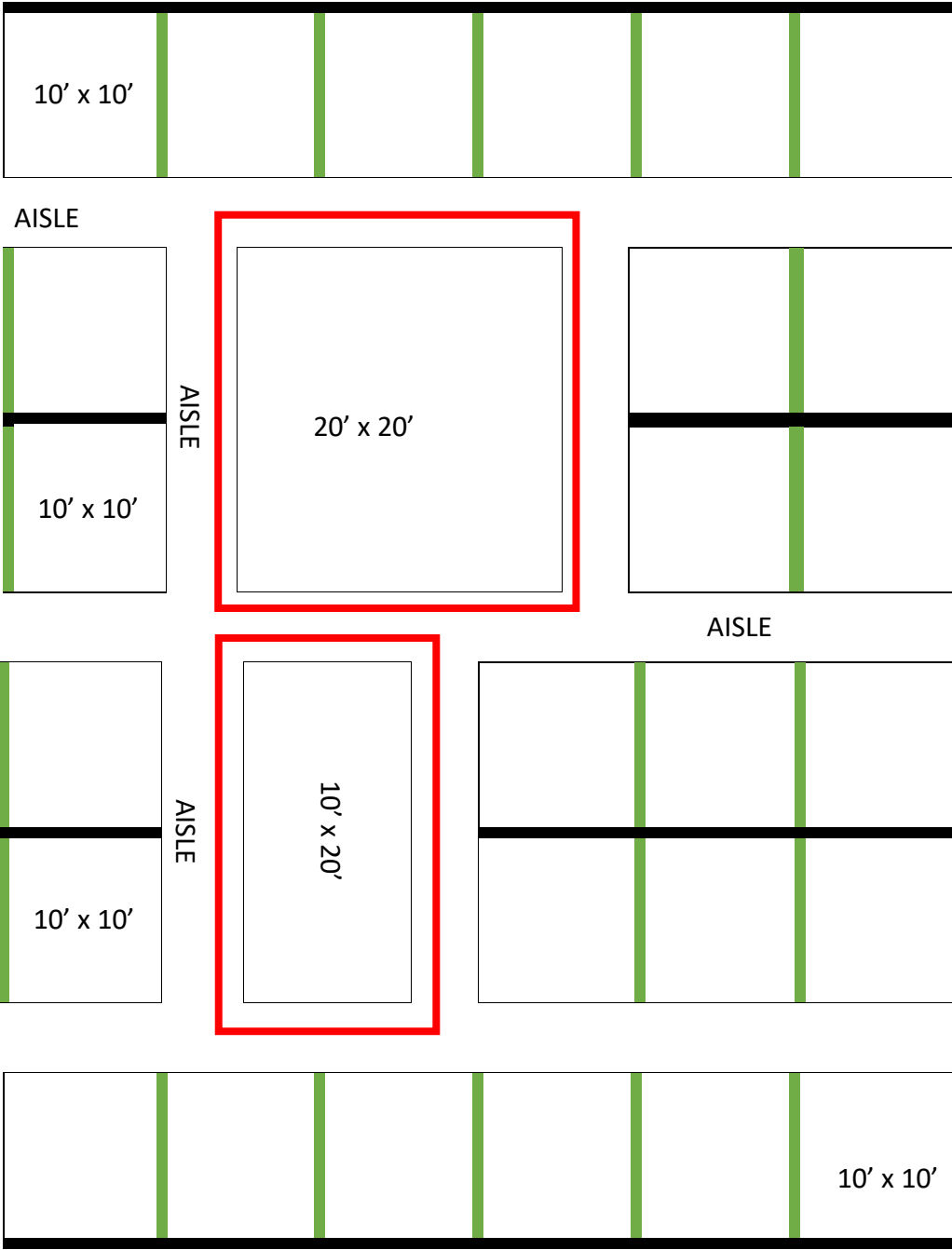
## Peninsula Booth

A Peninsula Booth is exposed to aisles on 3 sides and composed of 2-4 booths. A Peninsula Booth is 10'x20' or 20'x20'. The same principles apply regardless of booth size. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 3ft high within 5ft of each aisle and from the back wall, permitting adequate line of sight for the adjoining Linear Booths. 12ft is the maximum height allowance, including attached signage for the center portion of the back wall (10ft wide) and the remaining area of the booth. Double-sided signs, logos, and graphics shall be set back 10ft from adjacent booths.



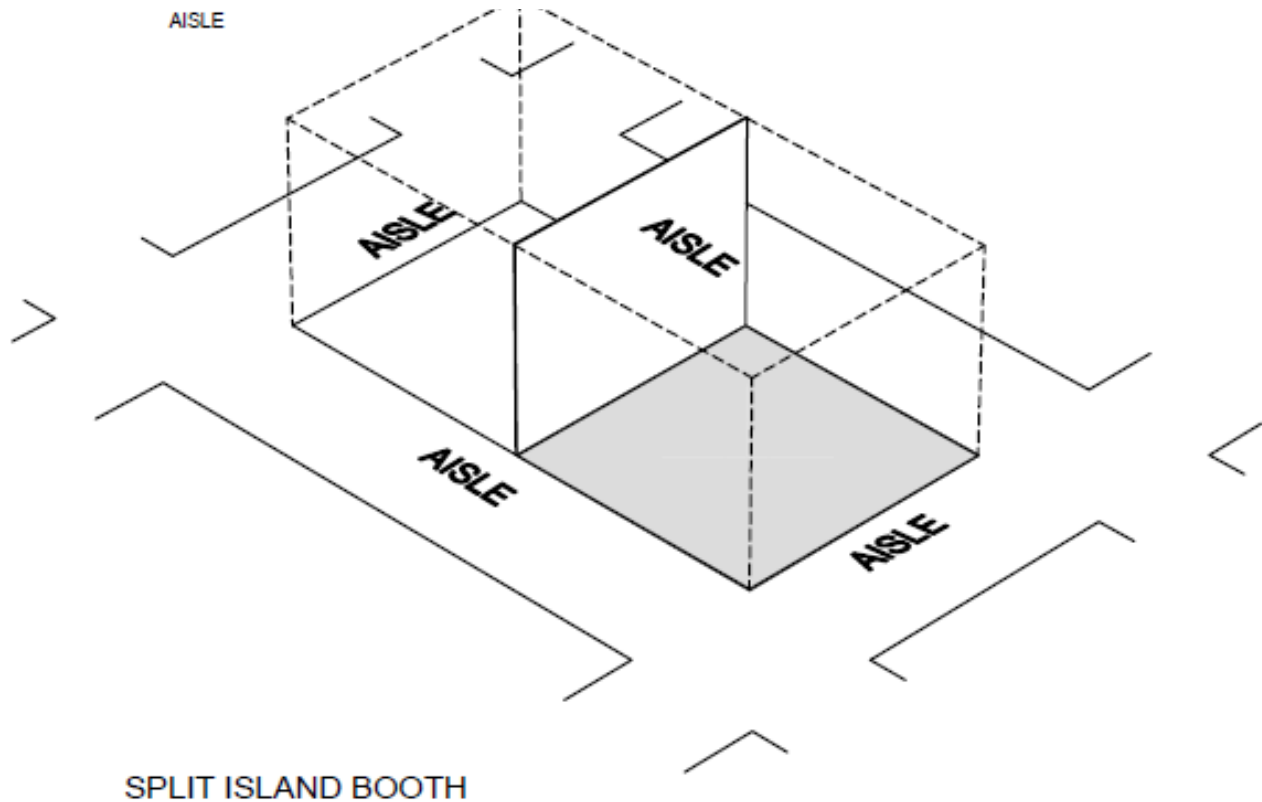
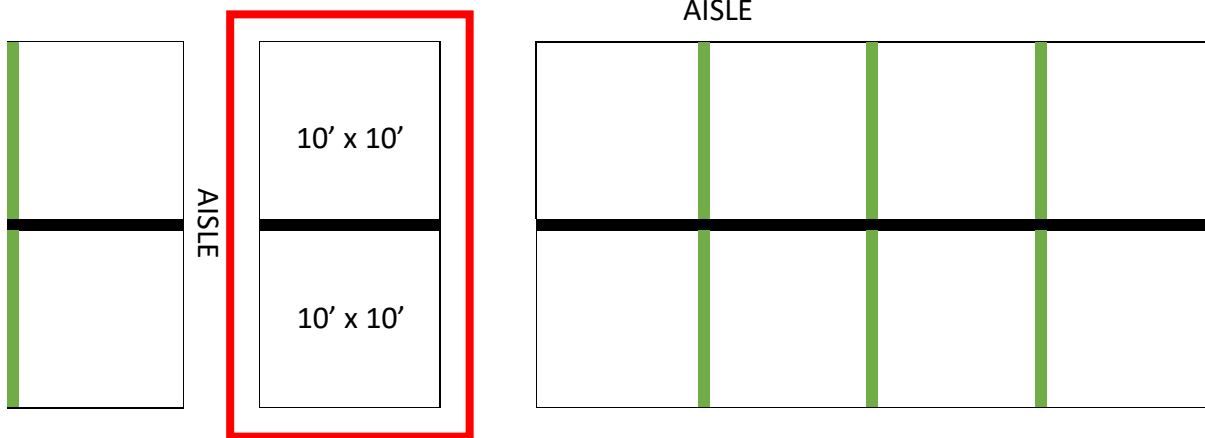
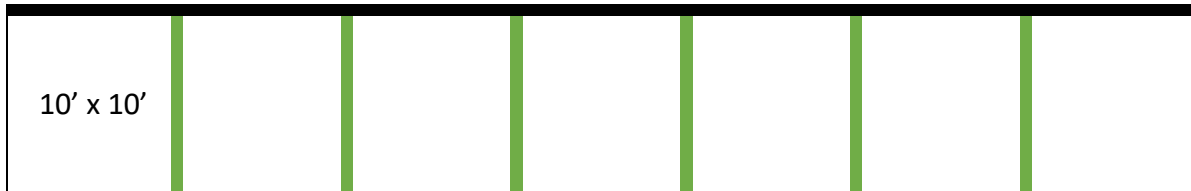
# Island Booths

An Island Booth is any booth exposed to aisles on all four sides. An Island Booth is 10'x20' or larger. The entire cubic content of the space can be used up to the maximum allowable height of 20ft including attached signage.



## Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, which is 20ft including attached signage, without any back-wall line of sight restrictions. A Split Island booth is 10'x10' or larger. Double-sided signs, logos, and graphics shall be set back 10ft from adjacent booths.



# SEE YOU IN DALLAS

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September 21-23, 2021 | Dallas, TX



[subsummit.com](https://subsummit.com)