



EXHIBIT SPACE

Confirmed exhibit space will be provided when exhibitor arrives for move-in and set-up the day of the event. It is highly recommended that exhibitors create professional and visible signage to market and promote its products and/or services to event attendees. Exhibitor is required to keep booth space neat and orderly at all times. PNE reserves the right to cancel or refuse exhibit space to any person or organization whose conduct, product or service is (in the opinion of PNE staff) incompatible with the image and objectives of the event.

REGISTRATION

Exhibitor is required to check-in at the PNE Registration Area and pass a visual exhibit space inspection the day of the event. Exhibitor will receive all event-related materials including event credentials, weekend benefits, paid-in full invoices, etc.

MOVE-IN, SET-UP, DISMANTLE

Exhibitor is responsible for assembling, decorating and arranging exhibit space. Any exhibitor that has not completed set-up may be denied participation without refund or recourse. PNE staff will inform exhibitor when dismantling exhibit area is appropriate. Exhibitors that (a) leave materials behind, (b) fail to clean exhibit area, (c) request to store materials overnight, or (d) fail to checkout will be charged a \$400 fee. Use link below for details (schedule, procedures, etc.).
<http://pneinfo.com/wp-content/uploads/2019/01/2019-Vendor-Set-Up.pdf>

SECURITY AND INSURANCE

The PNE will provide general, overall peripheral security during the PNE. The exhibitor is responsible for the security of property on site and may be required to carry its own insurance for all potential occurrences. Any private security personnel must register with PNE prior to the start of the event.

MEDIA

Various portions of PNE will be captured on video. PNE has the right to use all footage obtained for the primary purpose of marketing and promoting the business objectives of PNE. All player-owned or affiliated businesses will be required to participate in a 10- minute interview. Exhibitors desiring to photograph, film, tape or broadcast PNE must obtain advanced written permission from PNE.

FOOD AND BEVERAGE EXHIBITS

If your organization is requesting to serve sample size food and/or beverages during the event, please prepare for approximately 300 guests. Use your best judgment regarding quantities based upon your understanding of typical consumption at events of this nature. Exhibitor must (1) adhere to health and safety laws of the state where the event is taking place, (2) secure and pay for equipment, utensils, products, etc., and (3) submit a one-page menu detailing all sample food and/or beverages for final approval by PNE.

USE OF MARKS/LOGOS.

The PNE name and logo, and related marks and logos may not be used for any purpose (i.e. promotional literature, giveaways, etc.) without the express written permission of PNE administrators. It is agreed that the PNE may utilize exhibitor's marks/logos in connection with pre, post and future event advertising and promotions—including but not limited to—the use of photos, images, likeness, marks and logos in written, email, internet, radio and television forums. Exhibitor has no pass through rights for use of the PNE or event-related marks and logos. Any desired use must be requested in writing as an attachment to this agreement. Exhibitor marks may be used perpetually on the PNE website. Please email a high resolution JPEG or GIF logo to pne@troupe21.com.

DEMONSTRATIONS AND DISTRIBUTIONS.

All demonstrations and distributions of circulars and any other promotional materials must be confined to the limits of the exhibitor's booth. No exhibitor shall assign, sublet, or share space assigned without consent of the PNE administrator. Exhibitors must display products/ services manufactured or dealt in a regular course of business unless otherwise approved by PNE administrators.

BEST PRACTICES/SUGGESTED MARKETING APPROACH

- Two people located at your exhibit space at all times; two people roaming to attract guests to vendor area.
- Interactive experiences, food, treats, gifts, etc. typically increases vendor traffic.
- Bring enough literature, gifts, SWAG, etc. for approximately 300 people.
- Networking with other exhibitors to learn about products, services, marketing strategies, etc.
- Dress is business casual; showing some uniformity with your team is suggested.
- Collect business cards for post-event follow-up.
- Dedicate ten minutes for green room interviews with the PNE media; times scheduled day of event.
- Develop a 50 second pitch that may be captured and distributed by PNE.

CONTACT US SUPER BOWL WEEKEND

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