



November 7, 2024 | The Fillmore Philadelphia
EXHIBITOR SERVICE MANUAL

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Welcome to the **PizzaCon 2024** Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at PizzaCon 2024. Schedules and deadlines as well as links to additional information.

The **Main Menu** is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual.

We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth and ask questions for any areas you need further clarification on.

GENERAL INFO

DATES & TIMES

Move-in

Wednesday, November 6, 2024	10:00 a.m. – 6:00 p.m.	***Exhibitors may <i>NOT</i> stay past posted move-in hours
Thursday, November 7, 2024	7:00 a.m. – 9:30 a.m.	***AJAX exhibitors – please be show ready by 8:15 a.m.

Show Day

Thursday, November 7, 2024	10:00 a.m. – 6:30 p.m.
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Move-out

Thursday, November 7, 2024	6:30 p.m. – 10:59 p.m.	***Exhibitors may <i>NOT</i> stay past posted move-out hours
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Registration Hours

Please pick-up your badge at registration located directly within the Fillmore, past the Courtyard during the following times:

Wednesday, November 6, 2024	1:00 p.m. – 5:00 p.m.
Thursday, November 7, 2024	8:00 a.m. – 6:30 p.m. (Show Day)

SHOW LOCATION

The Fillmore Philadelphia
[29 E Allen St.](#)
[Philadelphia, PA 19123](#)

SHOW MANAGEMENT CONTACTS

Deven Diamantis – Operations Coordinator | deven.diamantis@emeraldx.com
 Diana Rich – Operations Director | diana.rich@emeraldx.com
 General inquiries – pizzaoperations@emeraldx.com

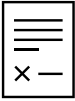
Click [HERE](#) to contact your Account Executive.

VENDORS


Only the companies listed in the Exhibitor Service Manual are approved by Show Management to provide exhibitors with products and services. Click on the official vendors below to get more information.



HOUSING
[ARES TRAVEL](#)
(trusted partner)



INSURANCE
Marsh/Total Event
[PURCHASE ONLINE](#)
[SAMPLE COI](#)
[UPLOAD COI](#)



LEAD RETRIEVAL
Maritz Global
[ORDER FORM](#)
[EMAIL](#)

INSURANCE

PizzaCon 2024 does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to PizzaCon 2024 before the show. **Please upload insurance documents [HERE](#).**

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor’s obligations under this paragraph.

NEED GENERAL LIABILITY INSURANCE?

Marsh/Total Event Insurance offers General Liability Insurance for \$65 + tax. Click [HERE](#) to purchase!

The following three types of insurance are required:

- **Workers’ Compensation (for domestic Event Partners only)** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker’s compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading and unloading operators. Auto coverage is **only required** if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald (Show Management), Fillmore Philadelphia (Facility), and Live Nation Worldwide, Inc. (facility). If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [CLICK HERE FOR AN EXAMPLE](#)

“Producer” – Name, Address, and Phone Number of the insurance carrier

“Insured” – Company Name, Address, Phone Number, and Booth Number

“Description of Special Items” – “Emerald – PizzaCon 2024, Fillmore Philadelphia, Live Nation Worldwide, Inc. (facility) and each of its subsidiaries, affiliates, officers, employees, agents, and representatives” must be listed as additional insured for the dates of November 6-7, 2024.

Certificate Holder Information should be listed as:

PizzaCon 2024
31910 Del Obispo, Ste 200
San Juan Capistrano, CA 92675

REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

BOOTH REGULATIONS

CONSTRUCTION/DESIGN

Due to the unique nature of the space of the Fillmore Philadelphia, each designated space varies with its capabilities. Please reach out to Deven Diamantis, deven.diamantis@emeraldx.com to receive photos, dimensions and specific information related to the space that’s been contracted. Below are general guidelines and limitations at Fillmore Philadelphia.

Hanging Signs & Airborne Objects

Not allowed.

Lighting/Truss

No lighting, fixtures, lighting trusses, or overhead lighting are allowed within the venue. Sufficient event lighting is provided throughout the space, however, plug in lights or light bars are permitted within contracted spaces. Lighting should not project onto other spaces or within the event space.

Balloons or Inflatables

Inflatables must be anchored. Any cost incurred for the removal of lost inflatables will be the responsibility of the exhibitor. Helium/mylar balloons are allowed, however helium tanks of any sort are not permitted inside of the venue.

FREIGHT & DELIVERIES

Advanced shipping is **NOT** available for PizzaCon 2024. Fillmore Philadelphia will begin accepting deliveries at 8:00 AM on Wednesday, November 6th. Please note that there is no formal receiving dock or front desk at the facility to sign for packages. Exhibitors and sponsors are to ship at their own risk. PizzaCon staff will be available at the building to accept packages during posted move-in times on exhibitors’ behalf. **Hand carry is highly encouraged.**

Direct to Facility Address

Exhibiting Company Name

PIZZACON 2024

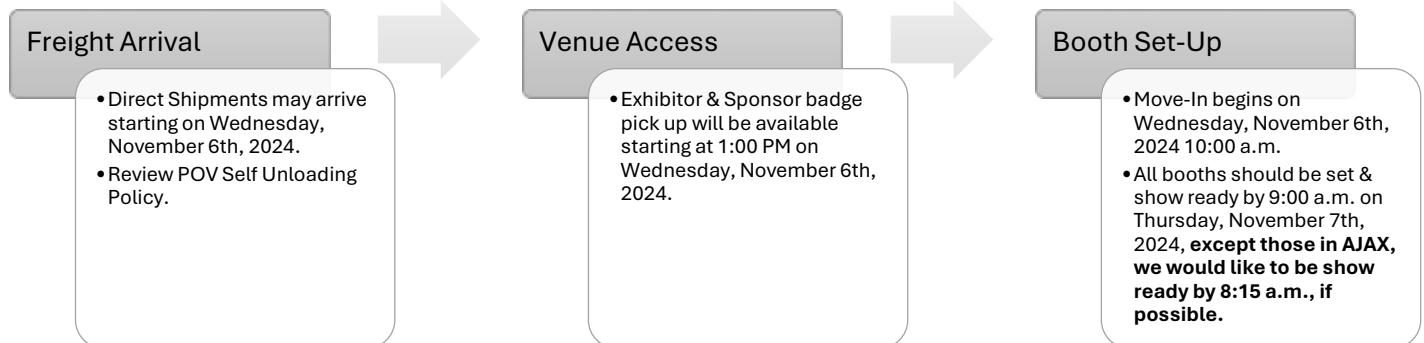
Fillmore Philadelphia

29 E Allen St.

Philadelphia, PA 19123

Move-in / Move-out Procedures

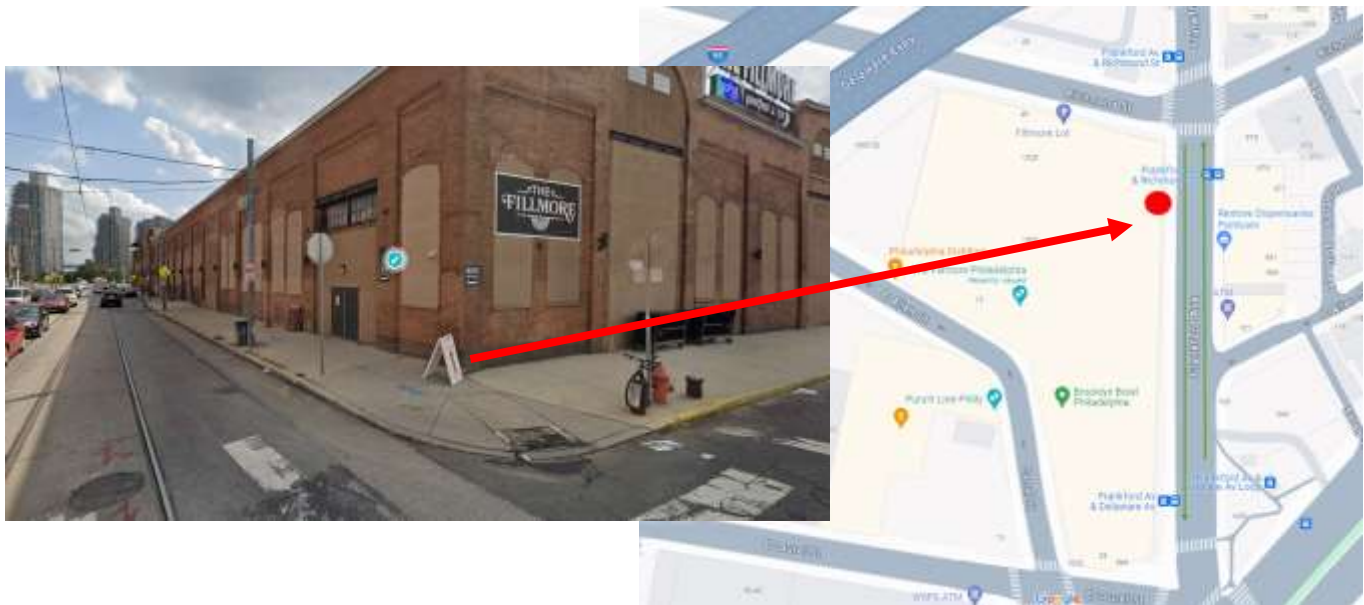
Materials for an exhibit display **may not** be delivered to the facility before the official move-in period. Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the event without permission first being secured from Show Management. No displays may be dismantled prior to the official closing of the event. Such activity will be considered a violation of these rules and regulations.



Move-in Procedures – Show Day (from 7:00 a.m. – 9:00 a.m.)

Exhibitors and Sponsors **must** utilize the Frankford Ave. side entrance for move-in the morning of the show day.

Security will be posted at the door to check credentials and allow in and out access for those wishing to pull up with a vehicle to unload. One person must always remain with the vehicle.



Self-Unloading / Hand Carry Policy / POV

Exhibiting companies may unload from a POV (privately owned vehicle) or COV (company owned vehicle) and hand carry their own materials into the facility. Additionally, the use of flat trucks, pallet jacks, or other mechanical equipment is permitted. One person must always remain with the vehicle and space is first come first served at the entrance to Fillmore (in the front along Allen Street and the back, along Richmond Street).

Storage

Empty cartons and cases can remain in your space. If you need to store any oversized boxes or cases that will not easily fit under the display or tables you've brought, on-site storage is available. Please e-mail

deven.diamantis@emeraldx.com or pizzaoperations@emeraldx.com for questions about any oversized cases or boxes

that need to be stored. There is only one locked storage area at the Fillmore with a single wide door. Items that are wider than that size must be accommodated elsewhere.

INSTALL/DISMANTLE & LABOR REGULATIONS

Late Set-up

In and out access to the building is not permitted past posted exhibitor move-in times. All exhibitors must be clear of the facility by 6:00 p.m. during move-in and 10:59 p.m. during move-out.

Labor/Union Laws

Exhibitors may use full-time company personnel to set up and teardown their space. There are no union jurisdictions at Fillmore Philadelphia that impact PizzaCon 2024 and its exhibitors.

Material Handling

Exhibiting company employees may hand carry their own materials into the exhibit facility. There will not be union labor (teamsters) on-site to assist exhibitors with unload. Please plan accordingly.

Safety

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. PizzaCon and Live Nation Worldwide, Inc. cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please connect with PizzaCon staff in advance.

Building Rules/Guidelines

It is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises. Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

Cleaning

Please note that light housekeeping for the venue is included as part of your space. There will be large trashcans placed around the venue in order to capture bulk and catering trash. Staff will monitor the trash accordingly.

Booth & Material Abandonment

Excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out will be deemed trash and thrown away accordingly. Please double check your space as you move-out.

UTILITIES

ELECTRICAL & LIGHTING

Booths needing outlets will have them pre-dropped in the booth space. Exhibitors must let Show Management know in advance the equipment and amount of power that is needed so that sufficient power is available and can be dropped in your space. Please e-mail deven.diamantis@emeraldx.com or pizzaoperations@emeraldx.com with equipment electrical needs and any other questions related to power supply.

INTERNET SERVICES

Complimentary Wi-Fi is available within the venue, but it is intended for light use only.

ONSITE BOOTH GUIDELINES

DISPLAY

Animals

Service animals are permitted inside the venue during events. Only registered working animals are permitted. The Fillmore Philadelphia requires, consistent with the ADA, that service animals must be harnessed, leashed, or tethered, unless these devices interfere with the service animal's work or the individual's disability prevents them from using these devices. Individuals who cannot use such devices must maintain control of the animal through voice, signal, or other effective methods.

Booth Appearance

- All open or unfinished sides of the exhibit which may appear unsightly must be covered.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- Unfinished hard-walls are not permitted.
- Floor covering is NOT required in all booths.
- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the venue areas.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the venue.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.

Display of Product

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed. Exhibitors may utilize the counter space on top of the bars located within their area. Exhibitors **may not access** at any time the bar itself to either stand behind, store or draw power from. Those exhibitors requiring power will have sufficient power installed within their area for use. It is recommended that exhibitors bring a power cord with them.

Trademarks/Copyright

Exhibitors shall obey copyrights and assume full and sole liability and responsibility for the use of copyrighted materials at the show. Exhibitors must obtain any and all necessary licenses and approvals from copyright owners and pay all required royalties and fees.

DEMONSTRATIONS

Demonstrations must take place within the assigned exhibit space. Demonstrations must not directly or indirectly prevent the normal flow of foot traffic through aisles or common space, nor inhibit the ability of neighboring exhibitors to conduct business. Demonstrations must have the proper protection to prevent injuries to spectators.

Exhibitor Conduct / Good Neighbor Policy

Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business, or mission.

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show Management reserves the right to deny access to the venue floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage, is strictly prohibited.

In keeping with the business-to-business nature of the event, **retail sales are NOT permitted** on the exhibition floor at any time. This includes the selling of exhibit products and/or samples by cash, check or credit card.

Food & Beverage Sampling

Exhibitors who manufacture, process, or distribute food in their normal course of business and would like to distribute food samples will be allowed to serve their product regardless of size.

Care should be taken with all types of food samples. Below are suggested guidelines for food sampling at PizzaCon 2024.

1. Samples should be maintained under temperature control if the nature of the food requires this. PHF (Potentially Hazardous Foods) food samples must be maintained at 41°F or below at all times. Hot food samples should always be maintained above 135°F.
2. Cooked foods must be cooked fully to their required final cook temperature. A thermometer should be used to verify cook temperatures.
3. Any samples containing undercooked or raw animal foods, such as rare beef or sushi, should have a consumer advisory provided at the point of sampling.
4. A minimum of one (1) Class 2A-30BC fire extinguisher shall be located within each area where display cooking such as baking, convection cooking, warming of food, and all other like applications is taking place.

Deep friers of any kind are prohibited for use within the Fillmore.

Noise / Music

PizzaCon 2024 will have demonstrations, presentations, a keynote speaker and music projecting sound throughout the venue during the show. Due to space limitations and to not impede on the experience, exhibitors may not bring any device to amplify sound within their space.

Raffles, Drawings, and Contests

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the venue floor as they see fit to ensure a professional and safe atmosphere.

Show Management will restrict announcements to general show information. Announcements will not be made for exhibitor drawings, lost persons or articles, etc.

ADDITIONAL

Advertising

Exhibitor shall not, without the written consent of Show Management, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space and/or official promotional areas.

Show Management defines advertising as any advertisement, sign (print or electronic) or message that promotes an activity taking place in the city to event attendees. Any indoor/outdoor advertisement placement around the "key" areas of the city, to include but not limited to: airport signage, street signage/banners, convention center, event hotels, etc., must include the prominently-visible tagline: "Proud Supporter of PizzaCon 2024". Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from Show Management. These areas are considered private property.

Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities.

Accessible seating is available on Level 1 and 2 of the venue as needed. All venue bathrooms, concession stands, and merchandise stands are accessible. **Questions?** E-mail pizzaoperations@emeraldx.com.

Distribution of Promotional Items

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space.

If you intend to give away products of significant retail value, you must present a receipt to each attendee. Attendees without receipts will not be allowed to remove product from the show floor. The receipt must include your company name, product, and a signature. These receipts may be pre-printed. **Please note that absolutely no alcohol can be given at any time, in any size.**

Photography/Videography

The use of cameras or video equipment during show hours is **strictly prohibited with the exception of authorized press**. Exhibitors may take pictures of their booth only prior to show opening. Photography and video recording are **NOT** permitted in the venue except by members of the press who received preapproval. Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth. Only official photographers and audio/video producers appointed by Show Management are permitted to photograph or record audio/video of the entire event. Education sessions may not be photographed, or video/audio recorded.

SECURITY INFORMATION

PizzaCon 2024 Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show day, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Fillmore Philadelphia agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance to cover loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

REGISTRATION

ONSITE REGISTRATION HOURS

Please pick-up your badge at registration located directly within the lobby of the Fillmore Philadelphia during the following times:

Wednesday, November 6, 2024	1:00 p.m. – 5:00 p.m.
Thursday, November 7, 2024	8:00 a.m. – 6:30 p.m. (Show Day)

Need to register staff? Start [HERE](#).

ADMISSION POLICY

Children

Children are allowed on the show floor on show days only and must be supervised. Children under the age of 16 are not allowed on the show floor at any time. Show Management reserves the right to request proof of age for any person and restrict minors from the exhibitions floor at any time on any day for safety and liability reasons.

GETTING THERE

BUSINESS CENTER

The Fillmore Philadelphia **does not have a business center**. There is a UPS Store & FedEx within 3 miles of the venue.

[UPS Store – N 3rd & Girard](#)

1201 N 3rd St.

Philadelphia, PA 19122

Store6717@theupsstore.com

[FedEx Office Print & Ship Center](#)

1201 Market St.

Philadelphia, PA 19107

USA0669@fedex.com

CITY RESOURCES

Welcome to Philadelphia, a city where elevation meets aspiration! For more information, click [HERE](#).

HOTELS

If you are planning on attending the show and have not secured a hotel reservation, [search for hotel availability](#) via our trusted partner **aRes Travel**.

Book Online or Call [1-800-272-8803](tel:1-800-272-8803) for Live Assistance | For International Callers – [1-619-546-4874](tel:1-619-546-4874)

aRes Travel is a third-party travel planner. Rates, deposits, and cancellation policies may vary and are the responsibility of the guest. Questions on hotel policies or payments made on aRes website should be directed to the aRes Reservation Center or to the hotel directly.

PARKING

The Fillmore Philadelphia offers parking on a first come, first served basis and **complimentary** for all PizzaCon 24 attendees, exhibitors, and sponsors. Lot attendants will be staffed at each location and will only allow parking for those affiliated with PizzaCon. There is street parking available in the surrounding area as well.

If you are driving and plan to park, we recommend that you set your GPS to 1025 N. Front St. or 98 Richmond Street (at the corner of Richmond St & Frankford Ave) in Philadelphia, PA. Parking lots open 2 hours before door time. All vehicles must vacate the lot promptly after the event ends.

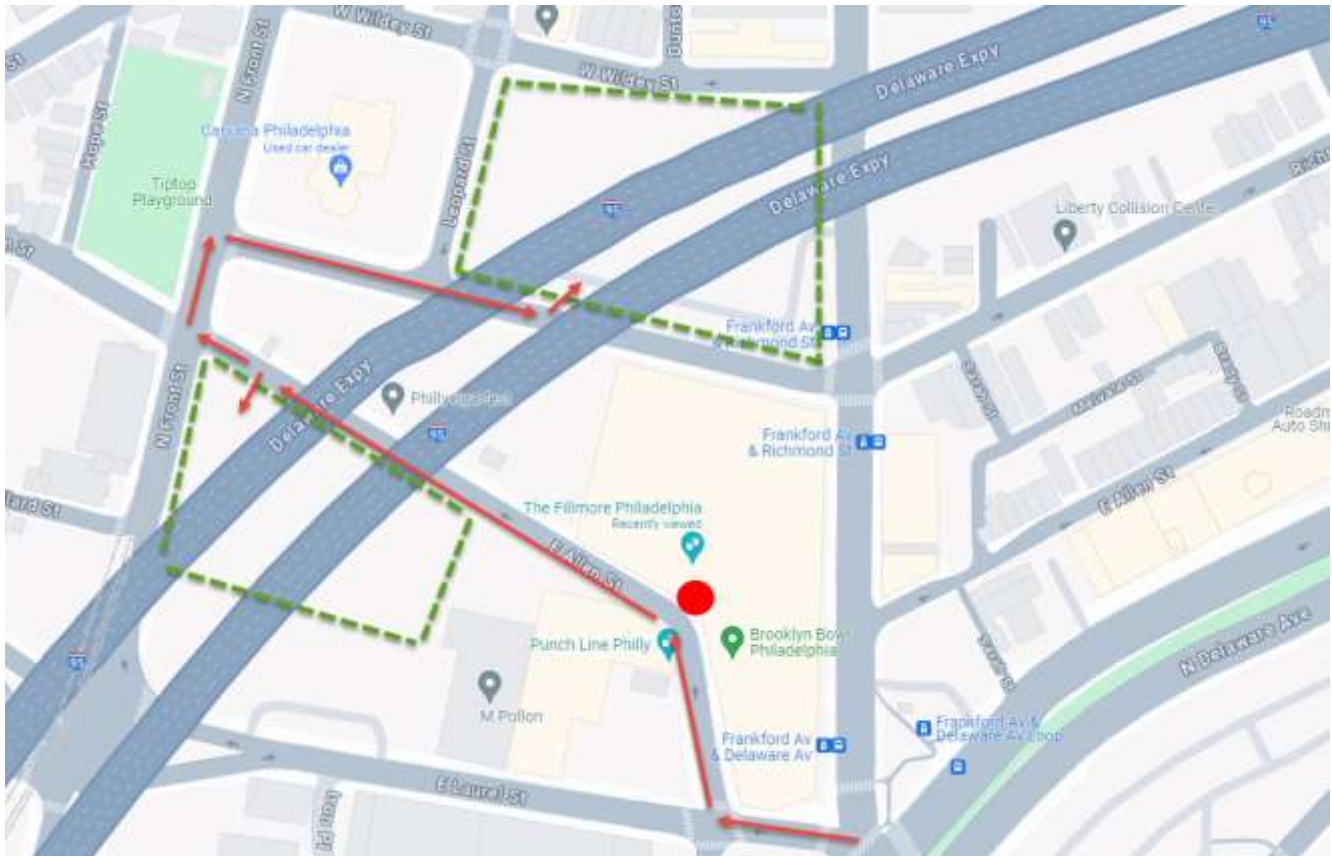
[1025 N. Front Street Lot](#)

This is a gravel lot located at the corner of Front Street & Allen Street.

[98 Richmond Street Lot](#)

This is a paved lot located at the corner of Frankford Avenue & Richmond Street is only available to PizzaCon exhibitors, sponsors, and attendees **after 6:00 PM**. This lot is shared with multiple businesses, please note to avoid parking in any marked spaces as reserved for CCTC or the Distillery.

[Rivers Casino Philadelphia](#) has complimentary parking available and is nearby. There are several parking lots on site in addition to a parking garage.



DRIVING DIRECTIONS

***All directions below will guide you to the Fillmore Philadelphia PizzaCon 2024 entrance, and subsequently to the 1025 N. Front St. parking lot.

FROM 1-95 NORTH

Take I-95 N to Callowhill St. in Philadelphia. Take exit 22 from I-95 N. Turn right onto N. 5th St. Turn Right onto Spring Garden. Turn left onto N. Front St. Turn Right onto Laurel Street. Turn Left at the stop sign onto Allen St. Drive past the Fillmore on your Right, and look for the parking signs and staff on the left before Front St.

FROM 1-95 SOUTH

Take I-95 N to exit 23 for Girard Ave. toward Lehigh Ave. Merge onto Girard Ave. Make a Left onto Frankford Avenue. Turn Right onto Laurel Street, and then an immediate Right at the stop sign onto Allen Street. Drive past the Fillmore on your Right, and look for the parking signs and staff on the left before Front St.

FROM NEW JERSEY

Take I-676 W toward the Ben Franklin Bridge/Philadelphia. Take the 5th St. exist from I-676 W. Turn right onto Spring Gard St. Turn Left onto N. Front St. Turn Right onto Laurel St. Turn Left at the stop sign onto Allen Street. Drive past the Fillmore on your Right, and look for the parking signs and staff on the left before Front St.

FROM N. DELAWARE AVE

Follow N. Delaware Ave. to Frankford Ave. Turn left onto Laural Street, and then an immediate Right at the stop sign onto Allen St. Drive past the Fillmore on your Right, and look for the parking signs and staff on the left before Front St.

TRANSPORTATION

There are plenty of options to travel around Philadelphia. Click [HERE](#) for a list of transportation services.