

Promenade Displays

IANA is offering the opportunity for three equipment displays to be placed on the outside Promenade in front of the Long Beach Convention Center during Intermodal EXPO 2021 being held September 12 - 14.

CRITERIA

- Member of IANA in good standing
- Intermodal EXPO 2021 exhibitor inside the exhibit hall (see below)

PRICING

- \$17,000 and includes:
 - One space on the outside Promenade area to display one piece of equipment Sunday September 12 – Tuesday, September 14
 - Security guard (nights)
 - Up-lighting of equipment (during evenings)
 - Signage (includes logo and booth number inside exhibit hall)
 - Hosteler/Labor charges to move equipment from the staging area to the Promenade
 - 3 complimentary full EXPO registrations
 - Additional full EXPO registrations at the exhibitor rate
 - 10' x 10' exhibit booth in the hall (includes a basic booth package – 2 chairs, counter, carpet)

RULES AND REGULATIONS

- There are three (3) spaces available on the Promenade. Each space is approximately 53' x 19'
- A company may only occupy one (1) space and the space will be assigned by IANA based on size, shape, etc.
- Display area is for large pieces of equipment only (chassis, containers, power units, yard equipment, etc.)
- Only one piece of equipment per space is allowed (exception would be a container/chassis)
- Space may be shared by up to one additional company (if all criteria above met). Example would be one company providing a chassis and another company providing a container for the chassis.
- Ability to display equipment is dependent upon size and weight of equipment. Specs of the equipment will be needed.
- Equipment must be in good condition and show ready (i.e., no rust, dirt, dings, scratches, etc.)
- No additional company branding can be added to the equipment beyond what is typically found on the equipment (e.g., additional signage, banners, etc.).
- No booth backdrops, banners, pop-ups, signage of any kind can be utilized in this space.
- Company representatives may showcase the equipment during exhibit hours only.
- Equipment provider is responsible for expenses associated with transport of the equipment to/from Convention Center, as well as any washing services needed to make the equipment show ready.
- Display providers must abide by all rules of IANA and the Long Beach Convention Center. A contract will be provided to display providers which will include the rules and regulations.

- Any breach of the contract by the display provider will result in termination of provider's use of the space.
- Approval of display is subject to final Convention Center and State/Local Guidelines.

SELECTION PROCESS

- Display providers must submit their request for consideration by March 30, 2021. Requests should be sent to Angie Mogensen at amogensen@intermodal.org. Your request to participate will be confirmed via email. Required information to submit:
 - Specs of the equipment (height, length, width, weight)
 - Photo or picture of equipment
- If needed, selection for Promenade displays will be based on a point system and a lottery. The points are based on:
 - Number of years as a member (100 points for every year)
 - 2021 Sponsorship spend (100 points for every \$1000)
 - Number of years as an EXPO exhibitor (200 points for every year exhibited)
- All eligible companies, regardless of points, will receive one ticket entry into the lottery.
- For every 500 points, a company will be allotted an additional ticket entry into the lottery (e.g., 3,000 points would equal 6 additional tickets into the lottery).
- A drawing will take place on April 2, 2021 and selected providers will be notified that same day.
- All selected providers must confirm their participation, by completing and signing the space contract by April 16, 2021, or another provider will be selected.
- Selected providers will be notified in June 2021 of the details regarding date/time of delivery, address, etc., to the Convention Center.

Renaissance

Westin

SEASIDE WAY

Area where equipment will be displayed

PINE AVE

GRAND STAIRCASE
NOTHING CAN GO
BETWEEN HERE
AND THE LOBBY DR

Entrance

Hyatt

