

Safari Club International  
40<sup>th</sup> Annual Hunters' Convention  
February 1 – 4, 2012  
Mandalay Bay Convention Center  
Las Vegas, NV

Talking Points for Exhibit Planning

The 2012 Annual SCI Convention will be held at the Mandalay Bay Convention Center (MBCC) in Las Vegas, NV. SCI has contracted almost 750K SF of exhibit show floor hall space, as well as an additional 250K SF for additional meeting, office and ballroom space to support all other SCI related functions. The entire convention space encompasses three levels and enables SCI to house every event under one roof; evening dinner & auction, day time auction, all special banquets, show management and SCI office functions, and most importantly all exhibit related activities.

**General Information**

The exhibit show floor itself is designed on two levels; **Level One is Bayside Halls C and D**, and **Level Two is Shorelines Halls A and B**. Level two of the show floor is directly above level one.

There are 30' ceiling heights on each level, with 350 lbs of load limit per SF. The main aisles vary in width from 15' to 40' on each level. Move-in for exhibiting clients is readily and easily accommodated on each level. Bayside hall, level 1, is street level accessible with multiple freight doors, each measuring 24' W x 14' 8" H, and accompanying multiple loading docks. Shoreline hall, level 2, is accessible via ramp and also contains multiple freight doors measuring the same as above, and supporting loading docks.

**Booth fees:** Exhibit space is \$2,700 for each 10' x 10' prime booth space and \$2,350 for each 10' x 10' standard booth space. There are approximately 2,500 booth spaces available, 500 more booths than the Reno-Sparks convention center. Exhibitors will be able to offload inventories at both levels using controlled move-in/move-out procedures governed by Freeman.

**Participation by Invitation:** SCI's annual hunter's convention is a private, member's only event. Companies wishing to exhibit must complete all paperwork and deposit fees on time and must be invited by SCI show management on an annual basis to participate as an exhibitor.

**2012 Booth Placement:** The exhibitor placement process will remain as in previous years; the Top 100 companies will be placed in December. The remaining Top 250 clients will be placed during scheduled on-site placement. All remaining invited companies will be placed according to rank beginning in April of 2011.

A 50% booth deposit fee, combined with the 2012 booth application must be received by SCI prior to placement. Under no circumstance will booth space be reserved or set aside without a fully submitted booth application and deposit fee on file.

While in Las Vegas SCI wishes to offer the opportunity for expansion to all invited exhibitors before the remaining space is released to a new prospective exhibit client.

To accommodate larger Island booth displays SCI has selected a number of booths on each level as prime Island booth displays. These designated booths must be contracted as complete units.

All companies are responsible for their own booth carpeting as the MBCC hall space is bare concrete. Additionally electric, furniture, voice and data communication, and other exhibit show costs are the responsibility of the contracted exhibiting company.

Booth sharing and subletting is against SCI policy. Authorized additional booth occupants should apply for booth space in 2012.

SCI will return to Reno for the 2013 and 2015 shows. Booth space will return to what has been consistent with prior Reno shows.

The general service contractor is The Freeman Corporation through 2015.

### **Considerations of each convention floor relevant to the exhibit halls and booth selection:**

**Bayside Hall, Level One** will have the following activities located on the floor;

- MBCC Main Entrance
- Attendee Registration
- Freeman Customer Service Desk
- SCIF Mission Program booths
- SCI-PAC
- SCI Show Floor Food Court
- Giraffe Lounge
- New Tsavo Pub
- MBCC Food Court
- Street level show hall entry
- SCI Activities Area
- Outdoor Channel booth
- USFWS
- G&O Association Row
- Leopards Lair Bar
- Entry level to the Hotel and Casino floor, and Restaurant row.

**Shorelines Hall, Level Two** will have these activities located on the 2<sup>nd</sup> floor;

- Exhibit SCI Customer Service Desk
- Day Auction Room/Distribution and Freight
- Evening Event and Auction
- Hunters Heaven
- SCI-PAC
- Grizzly Gulch Food Court
- New Safari Club-Bar.
- Patrons Lounge
- SCI Admin offices and meeting space,
- Silent Auction
- Evening Auction Preview
- SCI Membership/Record Book/Logo Wear
- Javelina Cantina

The upper most 3<sup>rd</sup> floor will have these activities located herein;

- SCI admin offices and meeting space
- Seminars
- Sables Luncheon and Auction
- SCI BOD meeting
- Prayer Breakfast
- SCI-PAC luncheon
- Exhibitor Reception
- SCI President's Reception
- Life Member Breakfast
- Major Awards
- Patron's Party

**Exhibit move-in/move-out:** Move-in begins Sunday, January 29<sup>th</sup>, 2012 at 8:00 AM and ends on Tuesday, January 31<sup>st</sup>, 2012 at 6:00 PM. Early move in of large exhibit display booths will not be accommodated as there is no convention show lag time before show move-in or after show completion.

All exhibitors are asked to follow the move-in schedule accordingly and to carefully plan their travel and booth selection keeping the move-in schedule in mind. Move out begins on Saturday, February 4<sup>th</sup>, 2012 after show closure at 5:00 PM and ends on February 5<sup>th</sup>, 2012.

**Vehicle traffic** for drop off of booth display is allowed on the show floor but controlled to limit the number of vehicles at one time. Please see the attached Move-in Move out plan for further clarification of vehicle traffic and pattern. A Freeman controlled marshalling yard will also be set-up up in the immediate vicinity of the MBCC parking lot.

- Marshalling Yard, with appropriate pass and authorization permits no more than 10 vehicles to access ramp on each level
- Maximum Vehicle Flow Rate; 75 vehicles per day on each level in a 9 hour period
- Each vehicle is escorted onto the floor by Freeman personnel and begins unloading process to booth
- No idling vehicles in building; No unattended vehicles
- Each vehicle is allowed approximately 60 minutes for off loading
- All 40' Fire Lanes remain clear for emergency access if necessary
- All vehicles to follow drive-in path as indicated
- When off loaded all vehicles are escorted out of the building by Freeman personnel following indicated exit paths
- No vehicles will remain on show floor during open hours of event

For show floor attendee traffic all levels of the MBCC are readily navigated with elevators and escalators located at the main entry points of each exhibit hall. Throughout the MBCC convention signage and 'You Are Here' directory maps will clearly indicate all of the SCI events and show floors.

**Aisle Décor** must be pre authorized and will only be allowed in pre-designated space of the 40' wide main aisles on each level.

The 2012 show floor space is can be reviewed at:

<http://www.safariclub.org/static/VR/shows/Vegas2012/start.html>

Further news and updates on the 2012 convention will be forthcoming, please check the [www.showsci.com](http://www.showsci.com) website regularly for updates.