



# Exhibitor Quick Guide

**DALLAS, TX July 9-10, 2021**

Irving Convention Center 500 West Las Colinas Blvd, Irving TX 75039

## SCHEDULE.....

	<b>Exhibit Hall B</b>
<b>Exhibitor Move-In</b>	
Thursday, July 8, 2021	12 PM—9 PM
<b>Expo Days &amp; Hours</b>	
Friday, July 9, 2021	10 AM —5 PM (8 AM Exhibitor Access)
Saturday, July 10, 2021	10 AM —5 PM (9 AM Exhibitor Access)
<b>Exhibitor Move-Out</b>	
Saturday, July 10, 2021	5 PM —9 PM

## Contact Info

### Organizer:

**Lucky Leaf Expo**

info@luckyleafexpo.com

972-694-5553

### Exhibitor Services:

**Superior Expo**

service@superior-expo.com

972-271-7444

### Superior Expo Provides Exhibitor Services Including:

*Material Handling to and from exhibitor's booth. Inbound/Outbound Shipping. Booth Furnishing Rentals . Signs & Graphics. Labor . Forklift service . Cartload Service. Vehicle Spotting Service . And more. Please see exhibitor kit for full list/details If you don't see something you need, please ask.*

## IMPORTANT REMINDERS & DEADLINES

Service / Deadline	Details	Point of Contact
<b>Exhibitor Services Orders:</b> Friday, July 2nd (Early Discount)	Portal Login Info will be emailed to you from Superior Expo. If you did not receive it, contact <a href="#">-----&gt;</a>	Superior Expo Services service@superior-expo.com Tel: 972-271-7444
<b>Electrical / Internet</b> Wednesday, June 30th (Early Discount) For orders submitted after June 30th, the on-site rate will apply	*IF* you need either electricity or dedicated internet for your booth, you can order directly from Irving Convention Center Fill out the form & click the Preview Button at the bottom. Then either Sign In or Sign UP for a new account	Utility Coordinator: Taylor Young <a href="mailto:tyoung@irvingconventioncenter.com">tyoung@irvingconventioncenter.com</a> Tel: (972) 401-7772 <b>-&gt;ORDER NOW&lt;-</b> (Electrical/Internet)
<b>Hotel Room Blocks</b> *Based on Availability	Room blocks have been arranged with the Texican Court & the Westin <a href="#">-&gt;View Rates/Book Now&lt;-</a>	Hotel Information can be found by visiting <a href="http://www.luckyleafexpo.com">www.luckyleafexpo.com</a> On the Dallas Homepage, click the tab called Hotels & Travel
<b>Exhibitor Badges / Passes</b> Wednesday, June 30th	Booth Staff Badge Registration Pre-register your team for their exhibitor badges	See Instructions on next page

# Exhibitor Badge Passes

For Exhibitor Badge Passes, click here: [Exhibitor Badge Registration](#)

This link can also be found in the Exhibitor Resources Section (in the footnotes of our website).

# of Badges Included Per Booth:

10x10 Booth--up to 4 badges

10x20 Booth--up to 8 badges

10x30 Booth--up to 12 badges

20x20 Booth--up to 16 badges

**FAQ:** Do exhibitors need to purchase separate tickets in order to listen to the speakers? No. Exhibitor Badges will allow you access to both the expo floor and all the general seminar rooms on both Friday & Saturday.

- ◆ In order to avoid delays, please use the link above to **pre-register for your badges by or before June 30th.**
- ◆ Pre-Registered Exhibitor Badges may be picked up onsite during Thursday's move-in hours of 12pm-9pm (July 8th).
- ◆ Extra Exhibitor Badges can be purchased at the discounted rate of \$35.

## What's Included with My Booth?

Each Booth includes:

- | 8' tall background drape (Black)
- | 3' tall side dividers (Black)
- | 6' skirted table(s) (Black)
- | Chairs
- | Wastebasket (s)
- | Exhibitor Badge Passes

10x10 Booths: 1 table, 2 chairs, 4 badge passes  
10x20 Booths: 2 tables, 4 chairs, 8 badge passes  
10x30 Booth— 3 tables, 6 chairs, 12 badge passes  
20x20 Booth—4 tables, 8 chairs, 16 badge passes

**All booths also include:**

- | Company Listing on Website
- | Hyperlink to Your Website
- | Company Listing in Program Guide
- | I.D Sign

\*Sponsors—please refer to sponsor deck for your list

## Optional Add-Ons

### Ad Space & Swag Bag Inserts

Full Page: \$599

Half Page: \$399

Quarter Page: \$299

Swag Bag Inserts: \$499

### Lead Retrieval: \$199\*

Capture and process sales leads with the quick scan of an attendee's badge.

*\*If you purchased a multi-show package, lead retrieval is already included*

### Ask About Sponsorship Opportunities

*Booths do not include electricity. If you require electricity, see Electrical/Internet ordering info on 1st page. Booths do not include carpet. If you need carpet, see Superior Expo Services ordering info on 1st page*

# Move-In Day

Thursday, July 8, 2021.....12pm-9pm

*You may come set up your booth anytime between the hours of 12pm-9pm*

- ◆ **Directions to Irving Convention Center:** —>[Click Here](#) <—  
Or visit: <https://www.irvingconventioncenter.com/attendees/parking-driving-directions/>
- ◆ **Badge Pickup:** You will see registration desks set up in the Atrium/Main Lobby, located right in front of Exhibit Hall B. You can pickup your exhibitor badges here anytime between 12pm-9pm on Thursday, July 8, 2021.

# Expo Days

Friday, July 9, 2021.....10am– 5pm

Saturday July 10, 2021.....10am-5pm

- ◆ Show Hours are 10am-5pm, both Friday and Saturday.
- ◆ Exhibitors **should be inside their booths no later than 9:30am each day, fully set up and ready to go by 9:40 am.** You may enter the expo hall as early as 8am on Friday and as early as 9am on Saturday. Remember that your main setup day is Thursday, July 8th.

**Onsite Complimentary Exhibitor WiFi :** Exhibitor WiFi will be available onsite at no charge. A password will be provided on show day. If you need to order a dedicated internet/wifi connection, please see the Electrical/Internet section on the 1st page of this document (under Important Reminders). Please do not use the general open network wifi as scammers may be able to access your info on open networks.

**Other Comments:** Superior Expo Services will be onsite during Move In and Move Out Hours. They will have an exhibitor services desk towards the back of Exhibit Hall B, near the dock area.

## **Scam Alert: DON'T BUY ATTENDEE LISTS**

**Ignore Hotel Solicitations** These are SCAMMERS. You've already completed registration. Hang up the phone. Delete their Emails. Don't Click on Any Links in suspicious emails. Don't give credit card info. Scammers have been targeting exhibitors of tradeshow (all kinds of tradeshow, not just ours) claiming to sell attendee lists for a fee. LUCKY LEAF DOES NOT AND HAS NOT EVER SOLD ATTENDEE LISTS. Please do not fall for these elaborate scams. Scammers are apparently also calling with hotel booking scams.

If you have any questions about the legitimacy of an email or phone call you receive, please do NOT reply back to the sender of the email...instead, use the Contact Us form on our website to ensure that you are reaching the real Lucky Leaf team. If something seems fishy, do not click on any links in those emails. Clicking on a link could expose your private info. Instead, please reach out to us for confirmation via the Contact Us Form found on our website at [www.luckyleafexpo.com](http://www.luckyleafexpo.com).

This Exhibitor Quick Guide was designed to answer the most frequently asked questions. We hope you have found this to be helpful. More info and details can be found in your Exhibitor Manual, which can be found anytime by visiting the Exhibitor Resources Section on our website (it's located at the bottom, in the Footer area).

Here is a direct link: [Exhibitor Manual](#)

For your convenience, we've also posted a copy of the shipping labels from page 13 of your exhibitor kit. Information related to loading/unloading, shipping, forklift service etc, can be found in your exhibitor manual. For questions regarding most of the services listed in the manual, contact Superior Expo Services: Email: [service@superior-expo.com](mailto:service@superior-expo.com)  
Tel: 972.271.7444 or toll free 866.386.3976 (866.FUN.EXPO)

These shipping labels are from page 13 of your Exhibitor Manual. Please [click here](#) to see the labels and more info regarding shipping

**ADVANCE WAREHOUSE LABEL**

**DIRECT TO SHOW SITE LABEL**

	
<p><b>Lucky Leaf Expo</b> EXHIBIT MATERIALS <b>MUST</b> be received by <b>Monday, July 5, 2021</b> Between 8:30 AM – 5:00 PM</p>	<p><b>Lucky Leaf Expo</b> EXHIBIT MATERIALS To arrive <b>NO SOONER</b> than <b>Thursday, July 8 2021</b></p>
<p>To: (Exhibiting Company Name) _____</p> <p style="text-align: center;">Superior Expo Services 10548 W. US Hwy 80 Forney , TX 75126</p> <p style="text-align: center;"><b>WAREHOUSE</b></p> <p>Booth # (s): _____ Number of Pieces: _____</p> <p>Carrier: _____</p>	<p>To: (Exhibiting Company Name) _____</p> <p style="text-align: center;">Irving Convention Center C/O Superior Expo Services 500 W. Las Colinas, Hall B Irving, TX 75039</p> <p style="text-align: center;"><b>SHOW SITE</b></p> <p>Booth # (s): _____ Number of Pieces: _____</p> <p>Carrier: _____</p>

➔ THE ABOVE LABELS ARE PROVIDED FOR YOUR CONVENIENCE. PLEASE PLACE ONE ON EACH PIECE SHIPPED TO ENSURE PROPER DELIVERY. IF MORE LABELS ARE NEEDED, COPIES ARE ACCEPTABLE.



We want your experience with Lucky Leaf Expo to be smooth and enjoyable. If you have any questions, please reach out to us.

Lucky Leaf Expo: Email: [info@luckyleafexpo.com](mailto:info@luckyleafexpo.com) Tel: 972-694-5553

*Thank you for exhibiting at the Lucky Leaf Expo.  
We look forward to seeing you at the show!*

# CHECK LIST

- 1  Send us your logo & a brief description for website
- 2  View floor map & email us your preferred booth #  
[—>View Floor Map<—](#) Please allow 48 hours for the floor map(s) to be updated with the booth selection of your choice. Then re-check the floor map to ensure that your booth selection is correctly marked on the floor map(s).
- 3  Know what's included with your booth  
See page 2. Tables, chairs & trash cans come standard. If you need extra booth furnishings, you can order through Superior Expo Services (see page 1 instructions under Important Deadlines)
- 4  Register your team for their Exhibitor Badge Passes  
See Page 2 The sooner the better, but please complete this no later than June 30th
- 5  Do you need electricity for your booth?  
If yes, see page 1 instructions under Important Deadlines
- 6  Do you want carpet for your booth?  
If yes, see page 1 instructions for Exhibitor Services Orders under Important Deadlines
- 7  Hotel Reservations If needed, see options on Page 1 under Important Deadlines
- 8  Shipping/Delivery Needs  
See instructions on Pages 10-15 of your Exhibitor Manual . [—>View Exhibitor Manual<—](#)  
If you choose to ship on your own, shipping labels are on page 13. If you do NOT follow instructions about shipping dates, your items may not get delivered. We strongly recommend using the ADVANCE WAREHOUSE LABEL (follow their deadlines!). THE DIRECT TO SHOW shipping option is very strict on the date. Early shipments may not be received by the Convention Center & could get lost. Lucky Leaf does not have any control over shipments. Please follow the instructions & dates as listed on the shipping labels (pg 13)
- 9  Read the Scam Alert & Share with Your Team See Page 3.
- 10  Review the Full Exhibitor Manual [—>View Exhibitor Manual<—](#)
- 11  Find Exhibitor Resources Link on Website  
For your convenience, the Exhibitor Resources Link containing this document as well as others can be found in the footnotes section of our website. Visit [www.LuckyLeafExpo.com](http://www.LuckyLeafExpo.com) & scroll all the way to the navy blue section at the very bottom. You'll find the exhibitor resources link there.
- 12  Exhibitor Schedule Exhibitor Schedule & Expo Hall location listed on page 1 in the schedule box. Exhibitor move in/move out/expo hall access times listed on Page 3  
*Want to see the full show schedule? There's a tab called "Schedule" in the green navigation bar on the Dallas homepage. Check it out. (Does not include behind the scenes Exhibitor schedule...Just general show schedule)*