

IMPORTANT–This manual contains all **deadlines, policies, procedures, and requirements** for exhibiting companies. Please ensure that **EVERY STAFF MEMBER** responsible for the **shipping, installation, operation, or removal** of your exhibit carefully reviews this manual.
REMINDER: **Late orders** and "floor" orders on-site may be **charged up to 50%** additional and choices are limited.

EXHIBITOR BADGES - Exhibitor badges **can be pre-ordered** in the EXHIBITOR PORTAL and will be available for pickup at the Registration Desk marked Exhibitors.
Exhibitors and Booth Staff are REQUIRED to wear Exhibitor badges at all times, including during move-in and move-out. **Exhibitor badges are strictly for individuals working in your booth and may NOT be given or transferred to anyone else.**

EXHIBITOR PORTAL
https://americantowman.com/atexposition/exhibitor/
- Register For Badges
- Reserve Hotels
- Order WI-FI
- Travel Discounts
- Move-in Schedule
- Floor Plan

SHOW SCHEDULE

Move In & Setup		
Tuesday, November 17	8 am to 5 pm	**Trucks and Trailers**
Wednesday, November 18	8 am to 5 pm	**All Exhibitors**
Thursday, November 19	8 am to 10 am	**Remaining 100 - 400 s.f. Exhibitors**
Show Hours		
Thursday, November 19	1 pm to 5 pm	
Friday, November 20	11 am to 5 pm	
Saturday, November 21	11 am to 5 pm	
Move Out		
Saturday, November 21	5 pm to 10 pm	
Sunday, November 22	8 am to 10 am	**(Must Arrange with Show Management)**

Dismantling or removal of exhibits is prohibited before the official close of show on Saturday at 5pm. Follow this schedule for move-out.

YOUR GUIDE TO BALTIMORE (Food, Places, Deals) Click Here

AMERICAN TOWMAN CONTACT INFORMATION

Move-In and Move-Out contact:
Henri "Doc" Calitri - Show Director - 800-732-3869, ext. 220 dcalitri@towman.com

Hotel Reservations, Registration, Exhibitor Badges contact:
Andrea Richardson/ 800-732-3869, ext. 214/ registration@towman.com

Special Events, Awards, Meal Functions, Show Services, Signage contact:
Bryna "Bree" Stankiewicz | 800-732-3869, ext. 218 I bryna@towman.com

SHOW DECORATOR SERVICES CONTACT

Shepard Exposition Services
Customer Service
7079 Oakland Mills Road
Columbia, MD 21046

Phone: 832-799-5700
Fax: 832-415-0517
Email: baltimore@shepardes.com
Online Orders: **ExhibitorPro** https://shepardes.com/exhibitorpro/



IMPORTANT SHEPARD DEADLINES FOR DISCOUNT RATES

EXHIBITORPRO: All Service Orders Are Available Online in Shepard Services Ordering Site

Shepard Exposition Services Discount Deadlines

• Order Discount Deadline	10/23/26	Shepard Exposition Services	410-737-9270
• Custom Rental	10/23/26	Shepard Exposition Services	410-737-9270
• First Warehouse Delivery	10/20/26	Shepard Exposition Services	410-737-9270
• Last Warehouse Delivery	11/13/26	Shepard Exposition Services	410-737-9270

Shepard is responsible for the following services:

- Receiving and warehouse freight
- Removal, storage and return of empties
- Unloading and freight movement to/from booths
- Furniture & carpet rentals
- Exhibit set-up and dismantling
- Booth & carpet cleaning
- Hanging sign rigging

Optional Services from Shepard

- Special floral requirements
- Cellular phone rentals
- Exhibit booth rentals - ESSRentals@shepardes.com
- Exhibit booth cleaning - baltimore@shepardes.com

Booth Econo Package
Order online in **ExhibitorPro**.

An *"Econo Package"* is available through Shepard Exposition Services for **10' by 10' booths** that offers savings when ordering:
Package A ($468.60)
6ft skirted table, 2 chairs, waste basket
Package B ($673.30)
6ft skirted table, 2 chairs, carpet, waste basket, 1 carpet cleaning

BOOTH SERVICE DISCOUNT DEADLINES

10/16/26

Lead Retrieval

An electronic lead retrieval system is provided by **American Tradeshow Services (ATS)**. Order online at https://orders.american-tradeshow.com/OrderUnit?oosc=28161. Direct questions go to exhibitorsalesteam@american-tradeshow.com. ATS is located onsite by the Exhibitor Registration Counter.

10/20/26

Food & Beverage/Catering

The exclusive catering contractor for the Baltimore Convention Center is **Levy Convention Catering**. Contact Marsha Pratt-Davis Mpratt-davis@levyrestaurants.com or call 410-649-7009. Exhibitors planning to distribute beverage or food items from their booth must have written authorization from both Levy and American Towman show management. For menu Click Here

10/25/26

Hotel Reservations

Hotel Reservations may be made through the **American Towman Exhibitor Portal** or visit **https://book.passkey.com/event/51277275/owner/290/home** **Hotel discount deadline is October 25th** for all participating hotels. For general questions or for Exhibiting companies *needing 10 rooms or more, please* contact Andrea Richardson, 800-732-3869, ext. 214 or andrea@towman.com.



BOOTH SERVICE DISCOUNT DEADLINES

10/25/26

Wired Internet/Telephone

Hard line internet service for the Baltimore Convention Center will be supplied by **Cox. Order online at** Cox Convention Portal **For questions call 443.680.1793 or** email to Davis.Amedu@cox.com. **Wi-Fi** is ordered through American Towman at a discount. *(See Wi-Fi listing below)*

10/26/26

Audio Visual

AV services may be ordered through **Projection** online at https://projectionexhibits.boomerecommerce.com/Home/Pages/Security/Login.aspx. Advance Rate for orders must be made 15 days prior to move-in date. For questions, call 410-649-7314.

10/29/26

Electrical

Electrical services provided by **Edlen Electrical Exhibition Services** can be ordered using the link https://ordering.edlen.com/login. Questions? Contact Edlen Electrical customer service department at 410-649-7321 or Gabriel Eldridge at geldridge@edlen.com.

11/6/25

Insurance

Exhibitor Liability Insurance is offered through **Rainprotection Insurance** through the online link https://www.totaleventinsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=z0oisBJFo08$. For questions, contact (800) 528-7975 or sales@rainprotection.net.

11/6/26

Wireless Internet/Wifi: Order Through American Towman

Wi-Fi for the Baltimore Convention Center is offered at a group **discount by American Towman**. Register online for your name badge and place your Wi-Fi order Click Here. For questions, email ilce@towman.com

Rigging (No Deadline)

Rigging of hanging signs can be ordered through **Shepard Exposition Services** in the online ordering system ExhibitorPro https://exhibitorpro.shepardes.com/login

Small Package Handling/Printing Services

CharmCity Pass is the Baltimore Convention Center's shipping and packaging service. Visit https://www.bccenter.org/p/plan-exhibit/charmcity-pass for complete information. **Located at the 300-Level Pratt Street Lobby behind the Registration Desk.** P: (410)396-7498 E: Charmcitypass@baltimorecity.gov



QUESTIONS ABOUT SHOW POLICIES AND REGULATIONS?
Contact your American Towman Account Manager for assistance.

POLICIES & PROCEDURES

Access
To the Baltimore Convention Center is from Charles Street, just off W. Pratt Street.
To the loading facilities at the Convention Center is limited and controlled by Shepard Services. Please follow all instructions regarding vehicle entry, unloading, and loading.
IMPORTANT: Trucks entering the hall must display the PASS in their window provided by American Towman and have no more than ¼ tank of gas. For **electric vehicles (EVs), the battery charge level MUST NOT exceed 30%.** The exhibit floor is controlled by American Towman staff and Shepard Services and all exhibitors MUST have a badge for entry.

Activity Outside the Baltimore Convention Center
Show management policy prohibits both exhibitors and non-exhibiting suppliers to show and/or sell products outside the Convention Center or in the surrounding parking lots. This policy is to protect the show investment of all exhibitors.

Amendments
Show management has full power to interpret and/or amend these rules and to make additional rules, which shall be in the best interest of the show as a whole.

Attached Products
Exhibitors who require products from other manufacturers, (e.g. a winch on a tow body) to demonstrate their products should utilize the products of fellow exhibitors whenever possible. Exhibitors are responsible to make sure there are NO salespersons, advertising signs or literature concerning the products of non-exhibitors. Exhibitors are prohibited from placing promotional literature in other areas of the convention center such as registration area, breakfast area, restrooms, etc.

Booth Specifications
Booths will be furnished with *an 8' high four-panel alternating red & white cloth back wall and a 3' high red side rail with one company identification sign*. Aisles will be carpeted in "roadway" carpet on two main aisles and two cross aisles, and blue carpet throughout the remainder of the floor. Chairs and tables can be ordered through Shepard. Bulk spaces for vehicles (400 s.f. or more) will be separated from adjoining spaces with 3' high side rail only.

Care of Facility
Exhibitors are **responsible for damage to the facility** and to the persons or property of attendees, supplies, other exhibitors, contractors and employees through the carelessness of the exhibitor or their agents or employees. This includes removal of stick-on or other materials on any property where the Exposition could be held liable.

Cleaning
General cleaning consists of vacuuming the aisles and public areas only. Exhibitors are responsible for maintaining their own booths. Special booth cleaning can be ordered from Shepard. Waste containers must be placed in, or adjacent to the aisle for pickup.



POLICIES & PROCEDURES

Exhibiting Rules & Limitations
The term "Exhibit" refers to the display structure(s) only, and the word "Product" refers to the item(s) sold by the exhibitor. Exhibit limitations refer **ONLY** to the Exhibit (display structures & accessories) but not to the product in its normal configuration. The purpose of the rules is to prevent visual blockage of adjacent exhibitors. Please contact show management if there are any questions.

Single/Multiple Booths

A. Single or multiple in-line booths (10x10, 10x20, etc.)
Exhibits may not exceed 8' height and any portion over 4' high may not be placed closer than 6' from the front aisle. Freestanding literature columns that do not exceed 18" wide are acceptable.

Island Space/Peninsula

B. Island space (aisle on all 4 sides) or Peninsula space (aisle on 3 sides):
Island booths must be open on all four sides. **NOTE:** Island and Peninsula booths may not have walls **over 8' high and must leave 4' open on each side of the booth space**. Exhibits, including flags, banners, etc. may not extend beyond 20' high and may not block the view of any adjacent exhibit. Example: For a 20 x 20 size booth, common wall must be no longer than 16 feet so that it is two feet short of the booth dimension on each end of the common wall.

Use of Exhibit Space
Exhibitors shall not assign or sublet any part of their exhibit space, and no person or company that has not contracted for exhibit space is permitted to solicit attendees from any part of the total event.

The Following Activities Are PROHIBITED:

A. Solicitation or distribution of promotional materials outside the exhibitor's booth (including the aisle directly in front of the booth).
B. Any Sound System or Amplifying System must be maintained at a level that confines the sound to the exhibitor's booth. If a fellow exhibitor or attendee complain about excess noise the exhibitor will be required by show management to turn down the sound system to a level acceptable by show management.
C. Operation of a Gobo-type projection on the show floor aisles or the inner or outer walls of the convention center is prohibited unless given permission by show management.
D. Emergency, flashing, or strobe lights used solely as attention-getting devices, or operated in any manner that results in complaints from attendees or other exhibitors.
E. Television sets receiving or displaying commercial broadcasts.
F. Open-flame devices, helium-filled balloons or devices, and the operation of drones during show hours.
G. Use of or distribution of stick-on decals or stickers.
H. Any activity or practice resulting in disturbance or complaint from another exhibitor or attendee, as determined by show management.
I. Photography, video recording, or conducting recorded interviews of exhibits or attendees while acting as a reporter or representative of an organization, unless prior written permission has been granted by Show Management.



POLICIES & PROCEDURES

Any exposed, unfinished portion of exhibits must be acceptably covered and exhibits may not be erected, altered, dismantled or removed during the open show hours.
NOTE: Management reserves the right to install pipe and drape in any area that presents a less than professional appearance for the exhibitor and the overall show. The cost will be at the expense of the exhibitor.

Facility Description
The Show is in Halls A, B, C, D, E, F, G, and "Swing" in the Baltimore Convention Center. Freight and vehicle access is from Charles Street as shown on the enclosed Floor Plan/Move-in Schedule.

Fire Marshal Vehicle Permit* - Vehicle Move-in
All vehicles MUST be inspected onsite by the Fire Marshall to display at the Baltimore Convention Center. Before entry, the vehicle will be inspected to ensure that the **fuel tank contains no more than ¼ tank of fuel**. Once approved, the vehicle may enter the exhibit hall and be positioned within the exhibitor's contracted booth space. Once in position, you will be required to cover your fuel cap with tape and disconnect your battery cables where they are accessible to do so.

> ***Display of Electrical Vehicles:** Electric Vehicles for display or demonstration purposes, the vehicle's powertrain must be rendered "non-operational" by means of an override switch or similar lock-out mechanism. The battery must be no higher than 30% charged. The display vehicle's lights, monitors, and other small display features may be operated utilizing the internal battery systems as long as the powertrain has been rendered "non- operational". Any required electrical cords for connections must be sourced from Edlen at the Baltimore Convention Center and must run underneath the carpeting within the display.
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> ***Display of Electrical Vehicles:**
> Any electric vehicle used for display purposes, whose powertrain is unable to be rendered "non-operational" by means of override switch or similar lock-out mechanism, shall be de-energized by removing the battery cables and covering them with electrical tape, upon the termination of the move-in until the commencement of the move-out.
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> All exhibits displaying electric vehicles must have an ABC Fire Extinguisher (10-pound minimum) within the space containing the vehicle. Vehicles must be locked each evening.

Illuminating Lights
The continuous operation of lights solely as an attention getting device, as well as their operation in any manner which results in complaints from attendees or fellow exhibitors is PROHIBITED. Lights may be turned on to demonstrate to an attendee their operation but must be turned off once the demonstration is complete.

Independent Set-up Contractors
Exhibitors utilizing set-up contractors, other than Shepard, must inform both show management and Shepard in writing not less than 30 days prior to move-in, and also provide proof of workman's comp and liability insurance and agree to all show regulations.



POLICIES & PROCEDURES

Labor - Work Rules
In Baltimore, **Carpenters Union work rules apply.** Union labor is responsible for **ALL** material handling equipment (e.g. forklifts, dollies, etc.) for the unloading and movement of materials to and from booths; for exhibit set-up and dismantling; for the removal and return of empties and reloading of vehicles.

All labor is supplied through:

Shepard Exposition Services	Phone: 410-737-9270
Customer Service	Fax: 410-737-9274
7079 Oakland Mills Rd	Email: baltimore@shepardes.com
Columbia, MD 21046	Ordering: https://ordering.shepardes.com/olk/intro.asp

Exhibitors *may unload and hand-carry material* in and out of the facility – **PROVIDED** – the material can be carried by one person – one trip – without the use of dollies, hand trucks, and other mechanical equipment. Exhibitors are permitted to drive exhibit vehicles only onto the floor and position them in their booth spaces.

Exhibitors are permitted to erect and dismantle their own exhibits – **PROVIDED** – the work does not involve more than two employees and is completed within one hour, **AND**, the workers are bonafide employees of the exhibitor, registered in advance with show management as "Exhibitors" and wearing Exhibitor badges.

Load Limits
Floor load limits in the Baltimore Convention Center are 350 lbs per square foot, live load. The load for the Charles Street, Otterbein, Pratt Street, Camden and Sharp Street Lobbies, the 200 level 300 level and 400 level is 100 pounds per square foot. The load limits for the outside terrace is 50 pounds per square foot. These limits are strictly enforced. Any exhibit exceeding this limit will require special handling to distribute the load. Show Management must be notified immediately if limits are exceeded.

Mascots
Company mascots may roam the show floor; however, the distribution of promotional materials, giveaways, or other advertising items is permitted ONLY within the company's assigned booth space.

Material Handling
Material handling of shipments to and from the loading dock has an in-and-out charge by Shepard Expo Services at $2.70 per pound.

- Special material handling discount of 60% is available to an exhibitor who brings in a piece of machinery or display that weighs 700 lbs. or over.
- Auto Lift companies pay a special material handling rate of $95 per lift post for their posts that could weigh as much as 900 lbs. each.
- Special Mobile Booth Material: Exhibitors, who drive a vehicle into their booth location that carries display and inventory to be sold from the booth and maintain the vehicle in the booth during the show, *will pay a special "Mobile Booth Material" rate of $195* for booths up to 400 s.f. and $500 for booths larger than 400 s.f. This special rate will save these exhibitors significantly in otherwise higher material handling charges.



POLICIES & PROCEDURES

Meeting Space
Exhibitors who want to reserve a meeting room to host clients, staff as example, should contact Bryna Stankiewcz at 800-732-3869, ext. 218 or email bryna@towman.com. A room rental fee may apply. Meetings cannot include any fee to participants.

Parking
Public parking is available in several parking garages close to the Convention Center with fees. The parking area behind the Camden Yards ballpark is available.

- Find a place to park! Find Parking in Baltimore | Visit Baltimore
- Parking Panda Baltimore Parking - Save Up to 50% | SpotHero
- Baltimore City Parking Baltimore Parking - Find Reserved Parking near Baltimore
- Baltimore City Owned Parking Garages

Parking-Oversize Vehicle Parking
Oversize Vehicle Parking including RV's and trucks is available at the Camden Yards ballpark. Check hours and fess for **Friday, Saturday and Sunday. See http://www.nfmt.com/pdfs/ParkingCamdenYards.pdf .**

For detailed parking information visit: https://baltimore.org/plan/motorcoach-parking/

Payment Policy
Payment in FULL for advance orders is required by all suppliers. Details are shown on the order forms. Labor ordered must be signed for and picked up at the Service Desk and returned to the service Desk upon completion. If labor is unsatisfactory, refer to the Service Desk.

Public Safety
All exhibit and decorative material must be fire resistant and meet the standards of the National Board of Fire Underwriters. Certificates must be submitted on request. Empty containers must be removed from the exhibit area and may not be stored under tables or behind displays. Fire alarms and/or extinguishers located with the exhibitor's space must be exposed and accessible at all times. All exhibits are subject to inspection by authorities having jurisdiction. Propane, or any liquefied petroleum tanks (empty or full) are not allowed inside the facility.
REMINDER: Motor vehicles on display **must contain 1/4 of a tank or less of fuel and fuel tanks must be locked or sealed AND battery cables disconnected when accessible**. Keys for vehicles must be kept in the booth in case of emergency.

Registration Desk
Located at the top of the escalator on the 300 level of the Baltimore Convention Center Pratt Street lobby and at the corner of Howard Street.

Security
The Exposition provides 24-hour guard service beginning with move-in but will NOT guarantee against loss of any kind. Exhibitors should contact their insurance agent regarding all-risk coverage on their exhibit, including shipping, exhibiting and return. (See appropriate item #6 on the back of your exhibit space contract form.)



POLICIES & PROCEDURES

Service Desks
During move-in, show hours and tear-down, service desks will be located at the rear of the exhibit hall for *Shepard Exposition Services and Baltimore Convention Center*. Exhibitors should direct any concerns, questions and/or order additional services at these service desks.

Shipping/Delivery/Drayage to the Baltimore Convention Center
NOTE: It is imperative have a working knowledge of the rates that are charged as they pertain to your exhibit space. Scheduling is done online ExhibitorPro

Booth exhibitors are urged to take advantage of the warehouse service offered by Shepard Services. **Advance freight**, received at the warehouse before Tuesday, November 13th will be in the exhibitor's booth no later than the scheduled move-in time as shown on the "Move-in Schedule". **Late fees are added after November 13th**. Final direct to show site deadline is November 20th.

Access to the loading facilities and exhibit floor is limited and controlled by Shepard and Show Management Security Contractor. Empty crates, handled by the contractor, will be removed, stored and returned as a part of the material handling charge. "Empty" labels are available at the Service Deck and must be attached to all crates and cartons as soon as they are empty and ready for storage. Fire regulations do not allow storage under tables or behind drapes.

Tear Down of Exhibits
Dismantling or removal of Exhibits is **PROHIBITED** before the official close of show at 5 pm on Saturday, November 21. **Trucks may NOT be moved NOR engines started until 5 pm** close of show on Saturday**.**

Any violation will result in the loss of your Assignment Order Position for the 2027 Renewal of your Exhibit Space.

All vehicles and materials must be removed from the building by 10 pm, Saturday, November 21 unless special arrangements have been made with show management for a Sunday move out.

Trade Publications
Trade magazines (towing, trucking etc.) may only distribute copies of their publications from their booths. No copies may be distributed to exhibitors' booths. Any copies of trade magazines, flyers or business cards found in any areas of the show outside of their own exhibit booth, will result in that magazine not being invited to participate in future shows.

Travel Discounts
Travel discounts for show attendees have been negotiated through several providers including Delta and United Airlines as well as Enterprise/National Car Rentals. Specific information on how to use these discounts may be found at **Click here.**

Wrecker Pageant Awards Ceremony
The Pageant Winners Ceremony begins at 4:00 pm on Saturday, November 21 in the Pageant area. Free event. Wrecker Pageant trucks **may NOT be moved NOR engines started until 5 pm.**