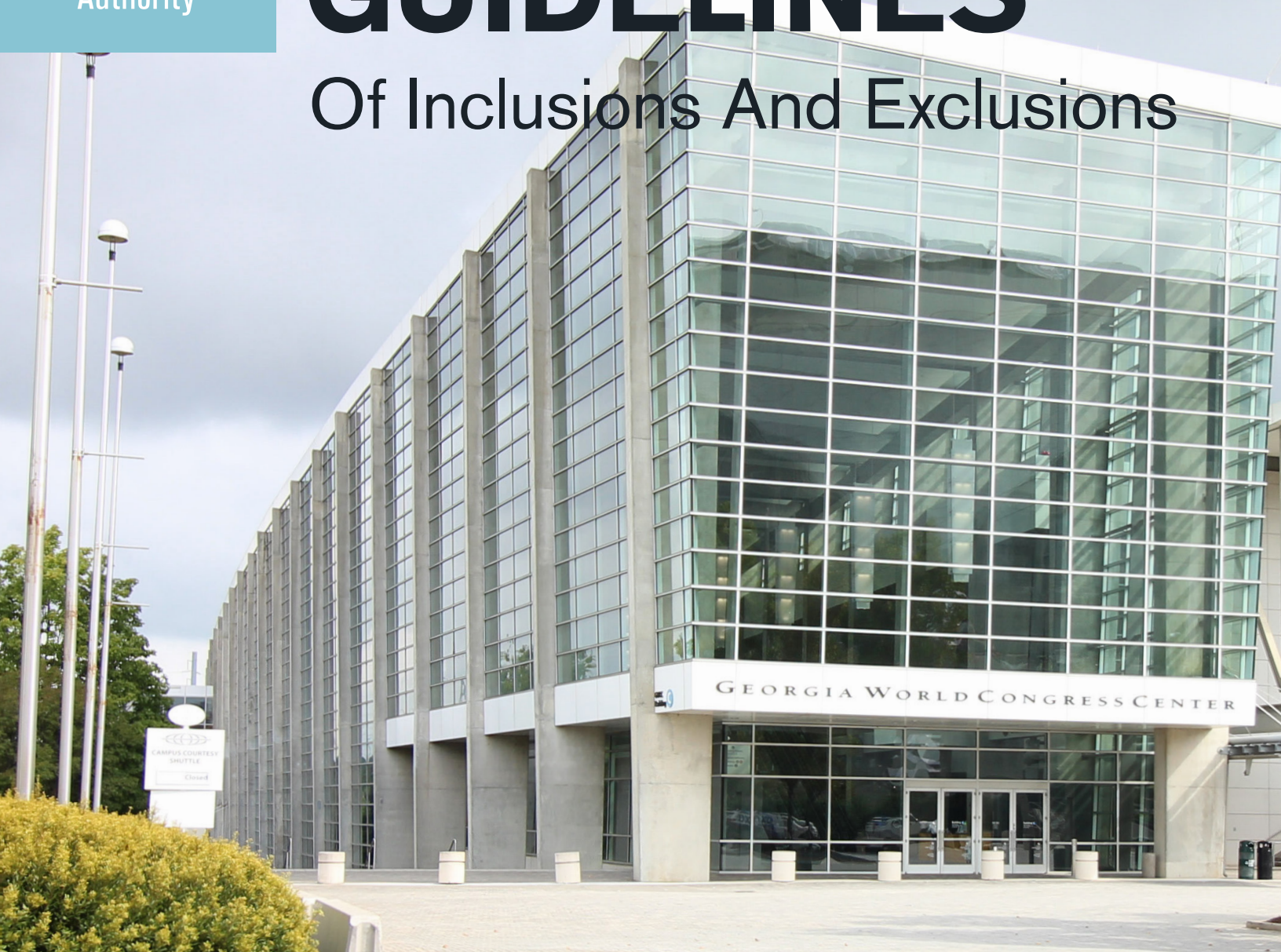




LICENSE FEE GUIDELINES

Of Inclusions And Exclusions



Georgia World Congress Center Authority

285 Andrew Young International Blvd N.W.
Atlanta, GA 30313

All Events utilizing Ballroom, Exhibit,
and/or Auditorium Space Events or
Filming utilizing only Meeting Space
and/or Outdoor Space Consumer &
Public Shows

What services are exclusive to GWCCA and what is offered, but not exclusive?

EXCLUSIVE PROVIDERS

- Business Center through FedEx Office (photocopying, facsimile services, packaging, shipping and receiving.) Also, ATM Services.
- Electrical and Engineering Services.
- Telephone service and all electronic communications and cabling, including Internet service.
- Non-Tradeshaw Production Rigging
- All Food and Beverage and Catering services at the GWCCA are provided exclusively by the GWCCA's Exclusive Food and Beverage Provider, Levy Restaurants. Services include meal functions, convenience foods, alcoholic beverages, club lounges and vending machines. All arrangements for the serving of food and beverages must be made through the GWCCA's Exclusive Food and Beverage Provider. State law prohibits alcoholic beverages from being brought into the GWCCA except by the GWCCA's Exclusive Food and Beverage Provider.
- Rigging - Our in-house AV provider is the exclusive rigging provider in our ballrooms, auditoriums, as well as the exhibit halls for any non-tradeshaw production rigging.

IN-HOUSE PROVIDERS - NON-EXCLUSIVE SERVICES

- Audio visual and event technology
- Security
- Baggage check services

The following sections will assist in what is included in your license fee and what is not. This document should provide the answers, if you have a question – please reach out to your Event Manager.

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I. All Events utilizing Ballroom, Exhibit, and/or Auditorium Space

SERVICES AND FACILITIES INCLUDED IN LICENSE FEE:

- **Audio-Visual:** When the GWCCA's in-house audio-visual provider is used as your primary and sole audio-visual provider, you will automatically qualify for a 20 percent discount, as well as an audio patch and a record patch provided complimentary.
- **Cleaning:** The GWCCA provides janitorial services for exhibit hall restrooms and concession areas throughout the licensed period and will provide recycling and trash containers on the exhibit hall floor.
- **Engineering/Utility Services:** Complimentary electrical service is provided for registration counters and the primary show office. Show Management will receive a 50 percent discount off the current service order form standard rates of Engineering Services.
- **Internet/Telecommunications:** Wireless Internet is complimentary in the main lobby of the facility. Show Management will receive a 25 percent discount off the telecommunications services order form rate is provided for show management telecommunications requirements in non-revenue producing internal operation areas.
- **Office Perks:** Show management offices are provided in each building and include the following complimentary items:
 - » Refreshments (soda/snacks) including water stations (one jug per station.)
 - » Re-keying locks of office space with up to 10 complimentary keys.
 - » VIP parking passes (up to 5) for show management staff.
 - » Cable television service in the primary show management office.
 - » One telephone provided in the show management office with local and 800 access upon request.
 - » Office space and pressroom provided at the customer's request based on availability and will include basic furniture.
- **Security:** The GWCCA provides exterior building security, as well as video monitoring of public areas including Centennial Olympic Park. The GWCCA Police Department Precinct is located on the convention campus as well. Additional Security required.
- **Set-up:** Initial room set complimentary for meeting rooms, auditoriums and ballrooms used for banquets or sessions based on availability and inventory (tables, chairs, & podiums.) Exhibit Hall sets will vary per event, pricing for labor and equipment available upon request. Each ballroom and Auditorium is equipped with built in staging featuring green room and dressing room spaces.
- **Signage/Event Information:** Standard video directories and exterior marquees are provided, as well as interior wayfinding, directional signage. Information and guest services staff will also be supplied during show hours.
- **Trash/Recycling:** One complimentary trash haul per exhibit hall. Beyond being Gold LEED Certified, your event will receive all our basic sustainability offerings.
- **Utilities:** General room lighting, heat and air

conditioning will be supplied during scheduled show hours. Show Management will receive a 50 percent discount off the current service order form standard rates of Engineering Services.

- **Water:** Hydration is important. The GWCCA

provides complimentary head table bottled water for each session as well as one complimentary water bubbler in each meeting room and ballroom. These bubblers are serviced regularly and refreshes, upon request are complimentary.

SERVICES AND FACILITIES NOT INCLUDED IN LICENSE FEE:

- **Audio-Visual:** ON Site is the facility's in-house AV service provider. A full service audio visual, rental and staging company, ON Site provides the convenience, the expertise, and cost-effective management to ensure that your meeting or event is a complete success. Please visit the ON Site website. Please advise if you have a preferred vendor. When a provider other than the in-house provider is selected for service an in-house supervisor is required for the Ballrooms and Auditoriums during move-in and move-out. Additionally, our in-house AV provider is the exclusive rigging provider in our ballrooms, auditoriums, as well as the exhibit halls for non-tradeshow production rigging. A full move-in and move-out plan, including installation and rigging plans, should be submitted to the Event Manager sixty (60) days prior to the event.

- **Business Center Services:** Conveniently located in the Building B and C entrance lobbies, FedEx Office offers virtually everything to meet your convention and business needs. Services include: full service digital color and black and white copying and printing; computer rentals, laptop docking stations; document finishing services – binding, collating, cutting, folding, stapling; presentation services that include production of high quality mounted boards, posters, banners; wheelchair and mobility scooter rentals; copier equipment rentals; FedEx Express® U.S. Package Services; FedEx Ground®; Office Supplies

» For more information about FedEx Office convention services at the Georgia World Congress Center and to place an order, please go to: www.fedex.com/us/office/

services/conventions/locations/Atlanta.html FedEx Office 404.223.4660 phone; 404.223.4776 fax; 404.221.0000 after hours; usa1065@fedex.com

- **Catering/Food & Beverage:** All food and beverage services at the GWCCA are provided exclusively by the GWCCA's Exclusive Food and Beverage Provider. Services include meal functions, convenience foods, alcoholic beverages, club lounges and vending machines. All arrangements for the serving of food and beverages must be made through the GWCCA's Exclusive Food and Beverage Provider. State law prohibits alcoholic beverages from being brought into the GWCCA except by the GWCCA's Exclusive Food and Beverage Provider. Events with hosted meal functions will be offered a complimentary tasting with our Food and Beverage team upon request.

- **Cleaning:** In addition to cleaning services provided by the GWCCA, the customer is responsible for the following cleaning services:

- » The removal of all trash, crates, pallets, packing materials, lumber and cleaning of all aisles and exhibit areas during move-in and move-out.
- » Cleaning of exhibit booths.
- » Cleaning of all show carpeted areas including aisles, registration, lounges, etc.
- » For each exhibit hall licensed, one complimentary trash haul is provided at no charge. Additional trash hauls are charged according to the Special Services, Equipment and Labor Manual.
- » Post-event cleaning of the exhibit hall and loading dock

areas. Please contact your Event Manager for GWCCA Event Cleaning pricing and additional information.

- » Cleaning of general sessions, sporting events, and other unique exhibit hall, auditorium or ballroom events are subject to labor fees if services are provided by the GWCCA. Contact your Event Manager for additional information and an estimate.
 - » The GWCCA provides janitorial service during open show hours in aisles, open spaces and restrooms plus one thorough cleaning of these areas during non-open hours. Any other items designated as bulk trash (e.g., crates, pallets, packing material) should be removed by the official service contractor and are the responsibility of the licensee. Items left including floor tape following the license period are subject to a removal fee by the GWCCA. The GWCCA provides one complimentary trash haul (40 cubic yard container) per exhibit hall, per show. Licensee will be billed \$400.00 per trash haul for all additional trash hauls required. During move-in and move-out, the GWCCA will maintain restrooms and concession areas. Cleaning of aisles, exhibit areas, behind registration counters, and loading docks is the responsibility of the licensee or their designated contractor.
- **Coat and baggage check:** Services are available through the GWCCA.
 - **Emergency Services/First Aid:** All major events at the GWCCA require Security and First Aid. Emergency medical personnel licensed by the State of Georgia during move-in/move-out operations and one half-hour before is required, during and one half-hour after open show hours. Your first aid service shall be in addition to the permanent GWCCA First Aid Service. This may include minimum requirements within licensed space, surrounding public space, traffic/shuttle/bus coverage, and additional areas as necessary. Plans of Operations will need to be approved by the GWCCA. Refer to the GWCCA Policies & Procedures for additional information
 - **Engineering/Utility Services including Electrical Charges:** The GWCCA provides exclusive electrical and Engineering Services. For specific information, please see the Policies and Procedures Manual. Contact your Event Manager for utility pricing.
- » Note electrical services requested by a third-party production company for audiovisual equipment is charged to the master account. The Engineering department provides a variety of utility services ranging from electrical needs to rigging and audio/visual effects to plumbing, fulfilled by our skilled trades and professional staff. We have extensive inventories and are staffed with professional technicians who maintain, set-up and operate these services throughout the facility. Ordering these services is easy with online order forms for the following services: Electrical Service, Compressed Air, Water, Drain, Gas and Steam, Cable Television, Lighting, Plumbing, & Labor
 - » Permanent facility utility outlets are not considered part of an exhibitor's booth space. Certain utilities, like plumbing, may be limited to certain areas.
 - » Exhibit Hall Air-Conditioning: The GWCCA maintains minimal comfort levels during move-in and move-out periods as part of the basic license fee. If the logistical requirements of an event should demand that temperature be maintained within a specific range and additional air conditioning is necessary, the GWCCA will provide such air conditioning at the rate of \$200.00 per hour, per exhibit hall.
- **In-Conjunction-With "ICW" Events/Competing Organizations:** Events that are booked alongside of your event will not receive complimentary space or any special considerations offered to your organization necessarily.
 - » It is the responsibility of GWCCA management to operate the facilities in a sound business manner in an effort to maximize both economic benefit and financial stability of the facilities. Consequently, GWCCA management reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to the facilities' objectives and to qualify all activities requesting use of the facilities.
 - » For activities which are considered to be competing for specialized and specific local markets (e.g., public boat shows, automobile shows, home product shows, certain entertainment and sporting events, etc.), the Executive Director may, at his or her discretion, maintain a clearance period of ninety (90) days prior to and/or forty-five (45) days following an existing event and any similar event competing for essentially the same special market. But no license

agreement with any customer will be executed requiring such clearance period. Generally speaking, such special considerations do not normally apply to conventions, trade shows and other first priority activities. However, the Executive Director shall have the right to establish a clearance period for highly competitive activities, as deemed appropriate to the welfare of the facilities. A list of competitors must be provided at time of contracting.

- **Internet/Telecommunications:** Other than complimentary WiFi in the main lobby, CCLD Networks is the exclusive Internet and Telephone provider for the Georgia World Congress Center Authority. CCLD provides the most advanced services available, and can install them anywhere within the GWCCA campus. Make sure you keep your show connected with any of these options: High-Speed Internet Lines, Dedicated Bandwidth Networks, Custom Wireless Networks, Fiber Optic Cabling, Phone Lines, and Other Communication Services. Contact CCLD Networks today to customize your Telecommunication needs to make your show stand out.

Phone. 404.222.5500/ Fax. 404.222.5514 / Email. info@cclld.net

- **Parking:** GWCCA Parking facilities offer variable pricing. Contact your Event Manager for additional information. Detailed Parking & Directions can be found here: <https://www.gwcca.org/parking-directions/>

» **Parking Services:** The Georgia World Congress Center Authority operates three surface lots and two parking decks on campus managed by SP+. There are over 5,600 parking spaces to make visiting the GWCCA convenient for guests. Standard daily rate for parking is \$15. During major events and game days, parking ranges from \$15 - \$50 on campus. All lots are gated and attendants are on duty during all show/event hours. Additionally, our own public safety force patrols the lots and decks ensuring the safety of you and your automobile.

» **Marshalling Yard:** The Georgia World Congress Center Authority operates an on-site 540,000-square-foot marshalling yard on Ivan Allen Jr. Blvd. next to the Yellow Lot. Not many convention centers across the country offer an on-site marshalling yard, which can save you time and money. The marshalling yard can accommodate

approximately 600 trucks just seconds away from GWCCA loading docks.

- **Security:** The GWCCA provides exterior building security, as well as video monitoring of public areas including Centennial Olympic Park. The GWCCA Police Department Precinct is located on the convention campus as well. Additional Security required. Complete security is required within the licensed areas and within common (public) areas used to protect against loss or damage to property and provide for the safe and orderly operation of the event. The GWCCA maintains 24-hour security for building perimeter areas and internal patrols. A requirement may be necessary to provide security in loading dock areas and emergency exits in all licensed areas from the time of initial occupancy until completion of move-out. All security arrangements are subject to approval by the GWCCA. Contact your Event Manager for a list of providers and recommended security plan details.

- **Rekeying:** GWCCA Access Control will re-program locks for primary show management locations such as the show office, AV Storage room, etc. Up to 10 Cyber keys will be provided at no charge. Each additional Cyber key can be provided at \$25.00/cyber key. All non-returned cyber keys will be charged \$150.00.

- **Service Fees:** Current Service fees on Food and Beverage are 21 percent and sales tax does apply.

- **Set-up:** Meeting rooms, Ballrooms, and Auditoriums will be supplied with available tables with tablecloths, chairs, stages, lecterns, etc. Setup information must be submitted at least thirty (30) days before an event is held. Please outline setup requirements in detail in order to receive the most accommodating service.

» **Inventory:** Room sets depending upon the desired room set in addition to the base license fee may be subject to fee for any additional chairs, tables and other equipment beyond the available inventory of the GWCCA.

» **Room Turnovers:** The GWCCA will provide the first meeting room set used in any room at no charge. Room set changes or turnovers subsequent to the initial set will be assessed a Room Turnover Fee. The GWCCA

has established pre-determined turnover fees for all meeting rooms and ballrooms. Rates for room turns in exhibit halls are determined on a case by case basis. See the accompanying room turnover fee rate schedule for additional information and rates. <https://www.gwcca.org/wp-content/uploads/2017/10/ROOM-TURNOVER-FEE-SCHEDULE.pdf>

- » **Specialty equipment:** certain items are provided at a fee including barricade, dance floor, Tensabarrier, etc. Your Event Manager can provide additional information on these items.
- » **Stage Risers:** The GWCCA maintains an inventory of portable staging units (6'x8') and range in height from 16" to 48". Additionally, 3'x8' stage decks ranging in height from 36" to 52" are available for larger stage needs. Sufficient units to provide a speaker's platform or head table are provided in a meeting room at no charge. Stages used in the exhibit hall or to extend existing stages in the ballrooms are charged at the rates below. Stage steps and skirting are included at no additional charge. Staging is subject to availability. Should the GWCCA inventory be exhausted, the customer will be responsible for rental of additional units from an outside vendor. GWCCA stage units can be rented for \$35.00/unit/event day for the 6'x8' risers and \$25.00/unit/event day for the 3'x8' decks.
- » **Tables:** If tables are used for exhibits as sold by the licensee to exhibitors or as table top exhibits, tables are charged at \$25/table/event day.
- **Shipping, Receiving, Freight Management & Storage:** All freight must be managed by the designated general service contractor or accepted by the licensee. The GWCCA Receiving Warehouse does not accept event-related freight. The GWCCA does not provide crate storage on-site and the customer should arrange for crate storage with a general service contractor. All shipments made directly to the GWCCA must be sent to the attention of the General Contractor and include the Event name, Exhibition Company and booth number. The GWCCA does not have wheeled carts, pallet jacks, dock plates or other equipment for moving freight or other equipment throughout the facility. These items can be arranged through the designated general contractor or the FedEx Business Office.

- **Signage/Event Information/Sponsorships:**

Standard video directories and exterior marquees are provided, as well as interior wayfinding, directional signage. Information and guest services staff will also be supplied during show hours.

- » **Sponsorship:** The Georgia World Congress Center is proud to present the Advantage Program. This program highlights the unique and traditional sponsorship opportunities, in addition to the Center's extensive digital signage network. The Advantage Program was developed to assist customers, exhibitors and corporate partners with new and creative ways to achieve maximum return on their sponsorship investment. This is accomplished through extensive exposure during events to the GWCCA's millions of guests that visit our campus and venue on an annual basis.

These opportunities are offered to help generate additional revenue sources. We believe these opportunities will also provide a significant return on your investment due to the recognition and impressions they will receive in the Center's high-traffic areas. If you have any questions regarding the GWCCA Advantage Program, or digital signage opportunities, please contact: Mark Geiger; mgeiger@gwcca.com; 404.223.4208

- **Taxes:** All license fees are not subject to applicable Georgia State sales tax. www.sale-tax.com/AtlantaGA
- **Trash/Recycling:** One trash haul per exhibit hall. Recycling, beyond being Gold LEED Certified, your event will receive all our basic sustainability offerings.
- **Union/Labor Fees:** The state of Georgia is a Right to Work State.
- **Utilities:** General room lighting, heat and air conditioning will be supplied during scheduled show hours. Show Management will receive a 50 percent discount off the current service order form standard rates of Engineering Services.
- **Water:** Any water coolers requested for the public areas or in the exhibit halls can be ordered through Levy Restaurants, the exclusive in-house caterer.

II. Events or Filming utilizing ONLY Meeting Space and/or Outdoor Space

SERVICES AND FACILITIES INCLUDED IN LICENSE FEE:

- **AUDIO-VISUAL:** When the GWCCA's in-house audio-visual provider is used as your primary and sole audio-visual provider indoors, you will automatically qualify for a 20 percent discount, as well as an audio patch and a record patch provided complimentary.
- **Cleaning:** The GWCCA provides janitorial services for building restrooms and concession areas throughout the licensed period and will provide recycling and trash containers in meeting rooms.
- **Engineering/Utility Services:** Complimentary electrical service is provided for registration counters and the primary show office. Please ask your Sales Representative or Event Manager for your Special Services Event pricing.
- **Internet/Telecommunications:** Wireless Internet is complimentary in the main lobby of the facility. Show Management will receive a 25 percent discount off the telecommunications services order form rate is provided for show management telecommunications requirements in non-revenue producing internal operation areas.
- **Security:** The GWCCA provides exterior building security, as well as video monitoring of public areas including Centennial Olympic Park. The GWCCA Police Department Precinct is located on the convention campus as well. Additional Security required.
 - **Set-up:** Initial room set complimentary for meeting rooms, auditoriums and ballrooms used for banquets or sessions based on availability and inventory (tables, chairs, & podiums.) Exhibit Hall sets will vary per event, pricing for labor and equipment available upon request. Each ballroom and Auditorium is equipped with built in staging featuring green room and dressing room spaces.
- **Signage/Event Information:** Standard video directories and exterior marquees are provided, as well as interior wayfinding and directional signage; outdoor space includes outdoor pole banners. Information and guest services staff will also be supplied during show hours.
- **Trash/Recycling:** One complimentary trash haul per exhibit hall. Beyond being Gold LEED Certified, your event will receive all our basic sustainability offerings.
- **Utilities:** General room lighting, heat and air conditioning will be supplied during scheduled show hours.
- **Water:** Hydration is important. The GWCCA provides complimentary head table bottled water for each session as well as one complimentary water bubbler in each meeting room and ballroom. These bubblers are serviced regularly and refreshes, upon request are complimentary.

SERVICES AND FACILITIES NOT INCLUDED IN LICENSE FEE:

- **Audio-Visual:** ON Site is the facility's in-house AV service provider. A full service audio visual, rental and staging company, ON Site provides the convenience, the expertise, and cost-effective management to ensure that your meeting or event is a complete success. Please visit the ON Site website. Please advise if you have a preferred vendor. When a provider other than the in-house provider is selected for service an in-house supervisor is required for the Ballrooms and Auditoriums during move-in and move-out. Additionally, our in-house AV provider is the exclusive rigging provider in our ballrooms, auditoriums, as well as the exhibit halls for non-tradeshows production rigging. A full move-in and move-out plan, including installation and rigging plans, should be submitted to the Event Manager sixty (60) days prior to the event.
- **Business Center Services:** Conveniently located in the Building B and C entrance lobbies, FedEx Office offers virtually everything to meet your convention and business needs. Services include: full service digital color and black and white copying and printing; computer rentals, laptop docking stations; document finishing services – binding, collating, cutting, folding, stapling; presentation services that include production of high quality mounted boards, posters, banners; wheelchair and mobility scooter rentals; copier equipment rentals; FedEx Express® U.S. Package Services; FedEx Ground®; Office Supplies
 - » For more information about FedEx Office convention services at the Georgia World Congress Center and to place an order, please go to: www.fedex.com/us/office/services/conventions/locations/Atlanta.html FedEx Office 404.223.4660 phone; 404.223.4776 fax; 404.221.0000 after hours; usa1065@fedex.com
- **Catering/Food & Beverage:** All food and beverage services at the GWCCA are provided exclusively by the GWCCA's Exclusive Food and Beverage Provider. Services include meal functions, convenience foods, alcoholic beverages, club lounges and vending machines. All arrangements for the serving of food and beverages must be made through the GWCCA's Exclusive Food and Beverage Provider. State law prohibits alcoholic beverages from being brought into the GWCCA except by the GWCCA's Exclusive Food and Beverage Provider. Events with hosted meal functions will be offered a complimentary tasting with our Food and Beverage team upon request.
- **Cleaning:** In addition to cleaning services provided by the GWCCA, the customer is responsible for the following cleaning services:
 - » The removal of all trash, crates, pallets, packing materials, lumber and cleaning of all aisles and exhibit areas during move-in and move-out.
 - » Cleaning of exhibit booths.
 - » Cleaning of all show carpeted areas including aisles, registration, lounges, etc.
 - » For each exhibit hall licensed (or entire park buyout), one complimentary trash haul is provided at no charge. Additional trash hauls are charged according to the Special Services, Equipment and Labor Manual.
 - » Post-event cleaning of the exhibit hall and loading dock areas. Please contact your Event Manager for GWCCA Event Cleaning pricing and additional information.
 - » Cleaning of general sessions, sporting events, and other unique exhibit hall, auditorium or ballroom events are subject to labor fees if services are provided by the GWCCA. Contact your Event Manager for additional information and an estimate.
 - » The GWCCA provides janitorial service during open show hours in aisles, open spaces and restrooms plus one thorough cleaning of these areas during non-open hours. Any other items designated as bulk trash (e.g., crates, pallets, packing material) should be removed by the official service contractor and are the responsibility of the licensee. Items left including floor tape following the license period are subject to a removal fee by the

GWCCA. The GWCCA provides one complimentary trash haul (40 cubic yard container) per exhibit hall, per show. Licensee will be billed \$400.00 per trash haul for all additional trash hauls required. During move-in and move-out, the GWCCA will maintain restrooms and concession areas. Cleaning of aisles, exhibit areas, behind registration counters, and loading docks is the responsibility of the licensee or their designated contractor.

- **Coat and baggage check:** Services are available through the GWCCA.
- **Emergency Services/First Aid:** All major events at the GWCCA require Security and First Aid. Emergency medical personnel licensed by the State of Georgia during move-in/move-out operations and one half-hour before is required, during and one half-hour after open show hours. Your first aid service shall be in addition to the permanent GWCCA First Aid Service. This may include minimum requirements within licensed space, surrounding public space, traffic/shuttle/bus coverage, and additional areas as necessary. Plans of Operations will need to be approved by the GWCCA. Refer to the GWCCA Policies & Procedures for additional information
- **Engineering/Utility Services including Electrical Charges:** The GWCCA provides exclusive electrical and Engineering Services. For specific information, please see the Policies and Procedures Manual as well as the Special Services, Equipment and Labor Manual. Contact your Event Manager for utility pricing. Please ask your Sales Representative or Event Manager for your Special Services Event pricing.
 - » Note electrical services requested by a third-party production company for audiovisual equipment is charged to the master account. The Engineering department provides a variety of utility services ranging from electrical needs to rigging and audio/visual effects to plumbing, fulfilled by our skilled trades and professional staff. We have extensive inventories and are staffed with professional technicians who maintain, set-up and operate these services throughout the facility. Ordering these services is easy with online order forms for the

following services: Electrical Service, Compressed Air, Water, Drain, Gas and Steam, Cable Television, Lighting, Plumbing, & Labor

- » Permanent facility utility outlets are not considered part of an exhibitor's booth space. Certain utilities, like plumbing, may be limited to certain areas.
- » Exhibit Hall Air-Conditioning: The GWCCA maintains minimal comfort levels during move-in and move-out periods as part of the basic license fee. If the logistical requirements of an event should demand that temperature be maintained within a specific range and additional air conditioning is necessary, the GWCCA will provide such air conditioning at the rate of \$200.00 per hour, per exhibit hall.
- **In-Conjunction-With "ICW" Events/Competing Organizations:** Events that are booked alongside of your event will not receive complimentary space or any special considerations offered to your organization necessarily.
 - » It is the responsibility of GWCCA management to operate the facilities in a sound business manner in an effort to maximize both economic benefit and financial stability of the facilities. Consequently, GWCCA management reserves the right to promote, solicit, develop and make reservations for any activity deemed appropriate to the facilities' objectives and to qualify all activities requesting use of the facilities.
 - » For activities which are considered to be competing for specialized and specific local markets (e.g., public boat shows, automobile shows, home product shows, certain entertainment and sporting events, etc.), the Executive Director may, at his or her discretion, maintain a clearance period of ninety (90) days prior to and/or forty-five (45) days following an existing event and any similar event competing for essentially the same special market. But no license agreement with any customer will be executed requiring such clearance period. Generally speaking, such special considerations do not normally apply to conventions, trade shows and other first priority activities. However, the Executive Director shall have the right to establish a clearance period for highly competitive activities, as deemed appropriate to the welfare of the facilities. A list of competitors must be provided at time of contracting.

- **Internet/Telecommunications:** Other than complimentary WiFi in the main lobby, CCLD Networks is the exclusive Internet and Telephone provider for the Georgia World Congress Center Authority. CCLD provides the most advanced services available, and can install them anywhere within the GWCCA campus. Make sure you keep your show connected with any of these options: High-Speed Internet Lines, Dedicated Bandwidth Networks, Custom Wireless Networks, Fiber Optic Cabling, Phone Lines, and Other Communication Services. Contact CCLD Networks today to customize your Telecommunication needs to make your show stand out.
Phone. 404.222.5500/ Fax. 404.222.5514 / Email. info@cclld.net

- **Parking:** GWCCA Parking facilities offer variable pricing. Contact your Event Manager for additional information. Detailed Parking & Directions can be found here: <https://www.gwcca.org/parking-directions/>

» **Parking Services:** The Georgia World Congress Center Authority operates three surface lots and two parking decks on campus managed by SP+. There are over 5,600 parking spaces to make visiting the GWCCA convenient for guests. Standard daily rate for parking is \$15. During major events and game days, parking ranges from \$15 - \$50 on campus. All lots are gated and attendants are on duty during all show/event hours. Additionally, our own public safety force patrols the lots and decks ensuring the safety of you and your automobile.

» **Marshalling Yard:** The Georgia World Congress Center Authority operates an on-site 540,000-square-foot marshalling yard on Ivan Allen Jr. Blvd. next to the Yellow Lot. Not many convention centers across the country offer an on-site marshalling yard, which can save you time and money. The marshalling yard can accommodate approximately 600 trucks just seconds away from GWCCA loading docks.

- **Security:** The GWCCA provides exterior building security, as well as video monitoring of public areas including Centennial Olympic Park. The GWCCA Police Department Precinct is located on the convention campus as well. Additional Security

required. Complete security is required within the licensed areas and within common (public) areas used to protect against loss or damage to property and provide for the safe and orderly operation of the event. The GWCCA maintains 24-hour security for building perimeter areas and internal patrols. A requirement may be necessary to provide security in loading dock areas and emergency exits in all licensed areas from the time of initial occupancy until completion of move-out. All security arrangements are subject to approval by the GWCCA. Contact your Event Manager for a list of providers and recommended security plan details.

» **Rekeying:** GWCCA Access Control will re-program locks for primary show management locations such as the show office, AV Storage room, etc. Up to 10 Cyber keys will be provided at no charge. Each additional Cyber key can be provided at \$25.00/cyber key. All non-returned cyber keys will be charged \$150.00.

- **Service Fees:** Current Service fees on Food and Beverage are 21 percent and sales tax does apply.
- **Set-up:** Meeting rooms, Ballrooms, and Auditoriums will be supplied with available tables with tablecloths, chairs, stages, lecterns, etc. Setup information must be submitted at least thirty (30) days before an event is held. Please outline setup requirements in detail in order to receive the most accommodating service.

» **Inventory:** Room sets depending upon the desired room set in addition to the base license fee may be subject to fee for any additional chairs, tables and other equipment beyond the available inventory of the GWCCA.

» **Room Turnovers:** The GWCCA will provide the first meeting room set used in any room at no charge. Room set changes or turnovers subsequent to the initial set will be assessed a Room Turnover Fee. The GWCCA has established pre-determined turnover fees for all meeting rooms and ballrooms. Rates for room turns in exhibit halls are determined on a case by case basis. See the accompanying room turnover fee rate schedule for additional information and rates. <https://www.gwcca.org/wp-content/uploads/2017/10/ROOM-TURNOVER-FEE-SCHEDULE.pdf>

» **Specialty equipment:** Certain items are provided at

a fee including barricade, dance floor, Tensabarrier, etc. Your Event Manager can provide additional information on these items.

» **Stage Risers:** The GWCCA maintains an inventory of portable staging units (6'x8') and range in height from 16" to 48". Additionally, 3'x8' stage decks ranging in height from 36" to 52" are available for larger stage needs. Sufficient units to provide a speaker's platform or head table are provided in a meeting room at no charge. Stages used in the exhibit hall or to extend existing stages in the ballrooms are charged at the rates below. Stage steps and skirting are included at no additional charge. Staging is subject to availability. Should the GWCCA inventory be exhausted, the customer will be responsible for rental of additional units from an outside vendor. GWCCA stage units can be rented for \$35.00/unit/event day for the 6'x8' risers and \$25.00/unit/ event day for the 3'x8' decks.

» **Tables:** If tables are used for exhibits as sold by the licensee to exhibitors or as table top exhibits, tables are charged at \$25/table/event day.

● **Shipping, Receiving, Freight Management**

& Storage: All freight must be managed by the designated general service contractor or accepted by the licensee. The GWCCA Receiving Warehouse does not accept event-related freight. The GWCCA does not provide crate storage **on site** and the customer should arrange for crate storage with a general service contractor. All shipments made directly to the GWCCA must be sent to the attention of the General Contractor and include the Event name, Exhibition Company and booth number. The GWCCA does not have wheeled carts, pallet jacks, dock plates or other equipment for moving freight or other equipment throughout the facility. These items can be arranged through the designated general contractor or the FedEx Business Office.

● **Signage/Event Information/Sponsorships:**

Standard video directories and exterior marquees are provided, as well as interior wayfinding and directional signage; outdoor space includes outdoor pole banners. Information and guest services staff will also be supplied during show hours.

» **Sponsorships:** The Georgia World Congress Center is

proud to present the Advantage Program. This program highlights the unique and traditional sponsorship opportunities, in addition to the Center's extensive digital signage network. The Advantage Program was developed to assist customers, exhibitors and corporate partners with new and creative ways to achieve maximum return on their sponsorship investment. This is accomplished through extensive exposure during events to the GWCCA's millions of guests that visit our campus and venue on an annual basis.

These opportunities are offered to help generate additional revenue sources. We believe these opportunities will also provide a significant return on your investment due to the recognition and impressions they will receive in the Center's high-traffic areas. If you have any questions regarding the GWCCA Advantage Program, or digital signage opportunities, please contact: Mark Geiger; mgeiger@gwcca.com; 404.223.4208

- **Taxes:** All license fees are not subject to applicable Georgia State sales tax. www.sale-tax.com/AtlantaGA
- **Trash/Recycling:** One trash haul per exhibit hall. Recycling, beyond being Gold LEED Certified, your event will receive all our basic sustainability offerings.
- **Union/Labor Fees:** The state of Georgia is a Right to Work State.
- **Utilities:** General room lighting, heat and air conditioning will be supplied during scheduled show hours. Show Management will receive a 50 percent discount off the current service order form standard rates of Engineering Services.
- **Water:** Any water coolers requested for the public areas or in the exhibit halls can be ordered through Levy Restaurants, the exclusive in-house caterer.

III. Consumer and Public Shows

BOX OFFICE AND TICKETING

The customer's sale of admissions, methods and procedures to accomplish such sales, including auditing procedures, ticketing contractors and admission procedures, are subject to review and approval by the GWCCA. The customer is responsible to pay all admission taxes required by government regulations and the cost of all ticket sellers, ticket takers, ushers and security personnel required for public ticket sales. If any event for which public admissions are sold is materially delayed, is not conducted substantially in accordance with the customer's advertised announcements or not conducted at all, the customer shall refund the price of admission to all ticket holders.

LICENSE FEE INCLUSIONS AND EXCLUSIONS

Please refer to the inclusions/exclusions above pending if you are utilizing Ballroom, Exhibit Hall or Auditorium space.

