

RE+

SOUTHEAST

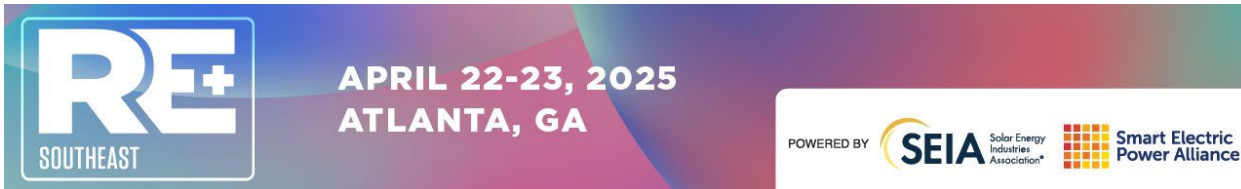
APRIL 22-23, 2025

ATLANTA, GA

EXHIBITOR RESOURCE MANUAL

RE+ EVENTS

POWERED BY  Solar Energy Industries Association®  **Smart Electric Power Alliance**



GENERAL CONTRACTOR: Freeman, (888) 508-5054

[CLICK HERE TO GO TO FREEMAN ONLINE](#)

Required Forms: Below is a list of forms with critical information that exhibitors must submit. Some of the forms are required for all exhibitors, these forms will have a required for all note beside them. **The deadline to submit forms is Monday, March 24 (unless otherwise noted).**

- [Onsite Contact and Exhibitor Liability Form](#) (required for all)
- [EAC Notification Form](#) (required only if hiring EAC/ third party)
- [Booth Diagram and Hanging Sign Form](#) (required only if your booth is 400+ sq. ft.)

CERTIFICATE OF INSURANCE DUE: Monday, April 7

LIABILITY INSURANCE: RE+ Southeast requires ALL EXHIBITORS to carry commercial general liability insurance and to submit a copy to show management via the **Onsite Contact and Exhibitor Liability Insurance Form**. Note that liability insurance is separate from **Exhibitor Appointed Contractor (EAC) insurance**. A [sample insurance certificate](#) is available.

HOW TO PURCHASE LIABILITY INSURANCE IF YOU DON'T ALREADY HAVE IT:

If you do not have a preferred insurance vendor, we have made arrangements with [TotalEvent](#) to make an inexpensive policy available to exhibitors who need it. **If you choose to purchase your policy with [TotalEvent](#) you are still required to submit a copy via the Onsite Contact and Exhibitor Liability Insurance Form.** This policy has all the coverages you need to meet the obligations in your space contract. Please buy your insurance using the same name you gave us on your exhibit space contract. **Note that this insurance option is included solely as a convenience and is not an endorsement. Workers comp insurance is not included on the TotalEvent policy, but you are encouraged to carry it.**

EAC NOTIFICATION Form

Exhibitor Appointed Contractors (EACs) are independent contractors hired by exhibiting companies. They can include booth builders, supervisors, or designers, independent display companies, delivery personnel or technicians, etc. All EACs must register online by **Monday, March 24** to be approved as an official EAC at RE+ Southeast.

If you're hiring anyone other than Freeman to handle your labor, you must also submit a notice of intent and a copy of their insurance [via this link](#).

IMPORTANT - EXHIBIT AREA LOAD-IN INFO:

- Please reach out to the RE+ team at Exhibit@re-plus.com if your shipment meets any of the following: crates that are larger than 4'x4'x8', contains machinery and/or

- heavy equipment or a shipping container prior to Thursday, April 10
- If you are loading in a vehicle or machinery make sure to fill out the [Freeman Mobile Unit Information](#).

EXPO HALL LOCATION: Building C, Georgia Ballroom

BOOTH PACKAGE/ SHIPPING INFO/ EXHIBIT HOURS: Please view the Freeman [Quickfacts](#).

REGISTRATION/BADGE PICK UP:

Registration and Badge Pick Up opens at 7am the day of the show and if possible, exhibitor badge pick up will be open during exhibitor move-in.

You receive 2 complimentary full conference registrations that include access to the networking event and 5 Customer Invitations (Expo Only Passes) per 100 sq. ft with your booth. To redeem your passes, you will need to sign on to your exhibitor resource portal. If you have any issues or questions, please reach out to exhibit@re-plus.com.

Any additional staff working the event must purchase a pass here: [Register Now](#)

Official Hotel: Do not delay in reserving your hotel. The hotel room block is on a first-come, first-served basis, and room availability is limited. [Hotel Information](#)

OFFICIAL VENDORS: These are RE+ Southeast exclusive vendors.

General Contractor: Freeman

AV: Shepard AV

Internet: CCLD

Booth Catering: Levy Catering

Electric: Edlen Electric

Lead Retrieval: Convention Data Services [Fact Sheet](#)

EXHIBITOR MARKETING TOOLKIT: Your best leads will come from those intentionally seeking out your services and products. We have taken the work out of it for you! The [Exhibitor Marketing Toolkit](#) includes various sizes of pre-designed banners, pre-written social media posts, and a customer invitation letter.

USE OF SPACE:

Linear Booths

- Maximum height of display in rear half of booth is 10 ft. (3.05m). However, drape will be 8ft. high.
- Maximum height of display in the front half of the booth is 4 ft. (1.22m)
- Display materials should be arranged in such a manner as to not to obstruct sight lines of neighboring exhibitors.
- No company logos, branding, or signage may face into an adjoining booth, including booths on either side or behind.
- Hanging signs and trusses are prohibited.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

Pipe and Drape: Drape is not intended as a display fixture. Therefore, products and signs should not be attached or affixed.

Island Booths:

An Island Booth is any size booth exposed to aisles on all four sides and is a minimum of 400 sq. ft. (37.21sqm).

- Maximum height of structure is 16 ft. (4.88m) if you have a hanging sign. If you opt for no hanging sign, you may include a tower-like structure in your design up to 20 ft. (6.1m). You may have one tower per 1,000 sq. ft. (92.96sqm) of booth space. The footprint of the tower may not be larger than 10 ft. (3.05m) wide x 10 ft. (3.05m) tall.
- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 24 ft. (7.32m).
- Maximum height dimension of hanging sign is 6 ft. (1.83m)
- 2 ft. (0.61m) break is required between booth structure and bottom of hanging sign
- Hanging sign must be raised higher than 18 ft. (5.49m) and no higher than 24 ft. (7.32m)
- Solid walls must feature a 6 ft. (1.83m) break every 30 ft. (9.14m) to allow for clean lines of sight to nearby booths.
- Hanging signs are allowed. All hanging signs must be submitted to show management for approval by **Monday, March 24**
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.

BOOTH PERSONNEL: Booth personnel must maintain a professional appearance. All staff hired for the event (defined as any booth personnel who are not full-time employees of the exhibiting company) must wear professional business attire. This includes, and is not limited to, ANY gender used by exhibitors to promote their products at RE+ by using overtly sexual or suggestive methods. Partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed. If for any reason an exhibit and/or its contents are deemed objectionable to RE+ show management, the exhibitor will be asked to alter the attire of its staff.

RE+ further recommends that you encourage your booth personnel to:

- abstain from overt statements or offensive humor, which would disparage the dignity of any individual or group;
- substitute asexual words (e.g. sales representative or salesperson instead of salesman);
- refrain from using labels (e.g., referring to women as "girls"); and
- eliminate from all marketing collateral sexist language (i.e., replace masculine pronouns with he or she, or reword sentences or phrases) and discriminatory jokes or visual aids that show people in stereotypical roles by presenting individuals without bias regardless of sex, race, age, groups, etc.

All booth personnel must wear a conference badge at all times.