

# RE+

STORAGE

JULY 31-AUGUST 1, 2025  
SANTA CLARA, CA

**EXHIBITOR  
RESOURCE  
MANUAL**





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SANTA CLARA, CA**



**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 Wednesday, July 2 (unless otherwise noted).**

- [Onsite Contact and Exhibitor Liability Form](#) (required for all)
- [EAC Notification Form](#) (required only if hiring EAC/ third party)

**CERTIFICATE OF INSURANCE DUE:** Monday, July 14

**LIABILITY INSURANCE:** RE+ Storage 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 **Wednesday, July 2** to be approved as an official EAC at RE+ Storage.

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](mailto: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 Monday, July 14.
- If you are loading in a vehicle or machinery make sure to fill out the [Freeman Mobile Unit Information](#).

**EXPO HALL LOCATION:** Mission City 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 need to enter a unique promo code in the registration form. You will receive your codes shortly after you sign your booth space contract. If you cannot remember your registration promo codes, please contact your sales person.

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](#)

**OFFICAL VENDORS: These are RE+ Storage exclusive vendors.**

**General Contractor:** Freeman

**AV:** TBD

**Internet:** Smart City

**Booth Catering:** Levy Catering

**Electric:** Freeman Electric

**Lead Retrieval:** Convention Data Services [Order Link](#)

**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 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.

**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.