



## Bulletin 11 - First Look for Charity

### ➤ Credentials for Admission

To: All Exhibitors Managers

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Credentials are issued allowing exhibitors to properly staff their displays during First Look for Charity. A chart is provided below indicating the number of admission cards that will be issued based on the amount of square feet purchased. However, this number is not guaranteed as this is based on necessary and essential personnel and each exhibit has its own demands. If additional cards are required, show management will review on an individual basis.

The Exhibit Manager will be sent a web link and tracking number to register online for First Look for Charity admission cards. These web links will be unique and will only access First Look for Charity credentials and will not access any other online credential.

Only one list per exhibit is accepted. Your registration should include but is not limited to all Exhibitor Appointed Contractors and their sub-contractors that must be present to operate components of the display or be present in case there is a problem with a part of the display; models, narrators, and or product specialists required to staff the display based on the four hours the display will be open; supervisors for those working the display; and any entertainment or celebrities the display hires for the event. Please work together with your contractors and Regional offices to create an inclusive list of mandatory and essential personnel for this four hour event.

**The registration deadline is Monday, Feb. 3.  
Registration will not be accepted after this date.**

These cards will not be sent in advance. They must be picked-up on site by the individual who will use the card. No group pick-ups will be allowed. A photo I.D. matching the name on the list will be required to obtain the card. On site pick-up is located in room S401d, Exhibitor and Corporate Registration. Pick-up will begin at 5:50 p.m. and close at 7:30 p.m. on Friday, Feb. 8. The cards are valid for admission beginning at 6:00 p.m. and ending at 7:30 p.m. the same evening. **After 7:30 p.m. the card will no longer be valid for admission.** This card can only be used at the exhibitor entry to the exhibit halls which is located on Level 4 on the East side of the South Hall, between rooms S402 and S403. This is a black-tie event and all exhibit personnel are required to dress in either black-tie or their exhibit issued uniform. Improperly dressed personnel will not be admitted. Also refer to Bulletin 17 in our Exhibitor Services Manual.

Show management will refer all on-site questions, including omissions, relating to these cards to the Exhibit Manager or the person they appoint to handle this registration.



Min. Sq. ft.	Max Sq. ft.	First Look for Charity Admission Card
Mfg. Up to:	2,000	2
2,001	4,000	3
4,001	8,000	5
8,001	14,000	7
14,001	17,000	8
17,001	20,000	9
20,001	23,000	10
23,001	26,000	11
26,001	30,000	12
30,001	50,000	13
50,001	100,000	15
100,001	And up	17