HDAW27
Heavy Duty Aftermarket Week '27

GENERAL INFORMATION

PRODUCT EXPOSITION DATES & HOURS

Tuesday, January 19	1:30 pm- 6:00 pm
Wednesday, January 20	8:30 am- 1:00 pm

Exhibiting supplier personnel are allowed to enter the product exposition one hour before the start of the product exposition.

CONFERENCE MANAGEMENT OFFICE

The HDAW'27 Conference Management Office will be located in the Longhorn Marble Foyer of the Gaylord Texan Resort and Convention Center. The office will be open beginning at 8:00 am on Sunday, January 17 and will continue in operation through Thursday, January 21, 2027.

INSTALLATION OF EXHIBITS

Freeman Company will begin moving in freight at 8:00 am on Sunday, January 17. Booth setup will begin at 12:00 Noon.

Freight doors will be open from 8:00 am to 5:00 pm on Sunday, January 17 and Monday, January 18. Exhibiting suppliers may begin setting up their booth following the delivery of their freight.

No one under the age of 16 (including infants) will be allowed anywhere in the Conference, at any time.

If you have questions concerning the installation of exhibits, please contact Conference Management.

DISMANTLING OF EXHIBITS

Dismantling will commence at 1:00 pm on Wednesday, January 20. In the interest of ALL exhibiting suppliers and distributors planning to attend on Wednesday, exhibiting suppliers are requested not to dismantle their booth until the Conference closes at 1:00 pm. Please alert your booth personnel that early dismantling will jeopardize your company's participation in future HDAW conferences and loss of seniority points.

All exhibit material must be packed, labeled, and made ready for shipment by **10:00 am on Thursday, January 21, 2027.** To ensure all exhibiting supplier materials are removed from the exhibit hall by the exhibiting supplier move-out deadline, please have all carriers check-in by 10:00 am on Thursday, January 21, 2027. If the event your selected carrier fails to show on final move-out day, Freeman reserves the right to re-route your freight onto another carrier at the exhibiting supplier's expense.

Freeman Company will maintain a Service Desk throughout the course of the Conference. This desk will supply labels, Material Handling Agreements etc. and assist you in scheduling your removal.

The Service Desk will have personnel available to accept labor orders for dismantling. Orders for labor during dismantling must be placed by 2:00 pm on Tuesday, January 19.

Fire regulations require that booth power be disconnected within one hour after the close of the Conference. Any exhibiting supplier requiring electrical service after 1:00 pm on Wednesday, January 20, must make special arrangements with the Electrical Service Desk no later than 12:00 Noon on Tuesday, January 19.

All outbound shipments must have a Material Handling Agreement showing correct count of pieces, weight, destination, and billing. A sample Material Handling Agreement will be displayed at the Service Desk.

Freeman Company will ship your freight the best way possible. If, however, you wish to ship via a specific carrier, you must name that carrier on the Material Handling Agreement and contact that carrier.

If you have any questions concerning shipping or dismantling, please resolve them at the Service Desk during the Conference to avoid problems later.

OFFICIAL DRAYAGE CONTRACTOR

The following company has been designated as the official drayage company:

Freeman Company
3801 Adler Dr., Ste.100
Dallas, TX 75211
Phone: 214-634-1463
Fax: 469-621-5601

SHIPPING INSTRUCTIONS

Please refer to the special Shipping Information section contained within the Online Exhibiting Supplier Guide concerning advance and direct shipments.

CLEANING SERVICE

Any exhibiting supplier wishing continuous porter service, special cleaning service, waxing, shampooing etc. may order such services through Freeman Company. An order form can be found on the Online Exhibiting Supplier Guide in the FREEMAN COMPANY SERVICES Section.

OFFICIAL DECORATOR

The following company has been designated as the official decorator:

Freeman Company
3801 Adler Dr., Ste.100
Dallas, TX 75211
Phone: 214-634-1463
Fax: 469-621-5601

The official decorator will have furniture and other decorative accessories available for rental. Appropriate forms for this type of service are found within the Online Exhibiting Supplier Guide. You will save time and avoid inconvenience by ordering as early as possible. Please note that there are special discounts when you order in advance.

LABOR
Freeman Company will have a labor staff available during the period of installation and dismantling. Please place your order for labor as early as possible to avoid overtime charges. Overtime rates prevail beginning at 5:00 pm Monday through Friday and on Saturday and Sunday.

All labor is adequately paid and exhibiting suppliers are requested not to give tips or additional payments (including unwanted display material). Any demands for such payments should be promptly reported to Conference Management.

Exhibiting suppliers are free to choose any display company they wish to employ, provided they are accredited union shops and provide Conference Management with an original Certificate of Insurance.

If you intend to have your display installed and dismantled by a company other than the Official Conference Contractor, you must submit the name of the contractor or display house to William T. Glasgow, Inc. by December 15, 2025. Any third-party display houses/contractors must submit an ORIGINAL Certificate of Insurance to William T. Glasgow, Inc. by December 18, 2026.

STANDARD BOOTH EQUIPMENT
Standard equipment provided by Conference Management for all linear 10' deep exhibit space rental includes 8' high drapery backdrop, and 3' high drapery side dividers to delineate exhibit spaces, and a 7" x 44" identification sign. For peninsula exhibits, standard equipment provided is 8' high, 10' wide drapery backdrop, and set back 5' from each aisle. No drapery is provided to island exhibits. All exhibits must be carpeted. The cost of carpeting is paid by the exhibiting supplier.

OFFICIAL SIGN MAKER
Freeman Company has been designated as the official sign maker. Special sign requirements should be ordered in advance by completing the Graphics & Signs order form found in the FREEMAN COMPANY SERVICES section.

ELECTRICAL SERVICES
Where electrical services for special lighting, outlets, spotlights, and the operation of the exhibiting supplier's products are required, please complete the Electrical Order for Service contained in the GAYLORD TEXAN SERVICES section.

FIRE DEPARTMENT REGULATIONS
All material used in the product exposition must be fireproofed and conform to all Fire Department regulations. No decorative paper, split bamboo draping, untreated cloth or carpeting, excelsior or polyurethane materials of any kind will be permitted.

All exhibiting suppliers planning demonstrations requiring open flames, paint sprayers, any kind of compressed gas or explosive fuels, heat etc., are urged to contact the Fire Marshall, giving all information so they can obtain approval in advance. No welding is permitted. Send copies of all correspondence to Conference Management.

The storage of packing boxes, cartons, literature, or any other material behind an exhibiting supplier's booth is expressly forbidden at any time. Exhibiting suppliers will be permitted to retain in their booth a limited supply of literature or extra products sorted in containers beneath the draped tables.

Balloons and inflatables of any kind may not be used without the written consent of Conference Management prior to the opening day of the Conference.

Aerosol cans containing either inflammable propellants or products are prohibited in Gaylord Texan Resort & Convention Center by ordinance of the City of Grapevine. All other aerosol cans must be labeled as to their content and expellant. Empty cans should be used for display purposes when in doubt.

DISPLAY VEHICLES IN BOOTHS
Display vehicles are permitted in booths that are 400 square feet or more (peninsula and island configurations only). Conference rules and regulations stipulate that display vehicles can occupy no more than 80% of the contracted vehicle space.

Exhibiting suppliers who intend to display a vehicle within the confines of their booth must obtain a vehicle display permit from the Gaylord Texan Resort & Convention Center. The Application for Permit can be found within the GAYLORD TEXAN SERVICES portion of the Online Exhibiting Supplier Guide and should be applied for as early as possible to avoid late fees.

Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Vehicles shall not be fueled or refueled within the building. Fuel in the tank shall not exceed ¼ of the tank capacity or five (5) gallons, whichever is less. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system must be left connected. No leaks underneath vehicles. At least 36" clear access or aisles must be maintained around the vehicle. Vehicles must be a minimum of 20' from exit of door or exit pathway. External chargers are recommended for demonstration purposes.

A copy of the permit should also be sent to Conference Management. **Failure to notify Conference Management and/or apply for permit no later than three (3) weeks prior to move-in could result in higher permit fees or non-admission of the item/service to the product exposition floor.**

SECURITY GUARD SERVICE
Conference Management will, by the employment of a reputable guard service, exercise due diligence in protecting the property of exhibitors from theft, damage by fire etc., but does not assume the responsibility for such losses by exhibiting suppliers.

The official guard service for the Conference is the Gaylord Texan Resort & Convention Center. Special guard service may be ordered by completing the order form found in the Online Exhibiting Supplier Guide.

Conference Management has set forth the following procedures to be followed at this year's Conference:

- No cameras or videotaping will be allowed.
- All persons entering or leaving the product exposition hall must wear a badge issued by Conference Management during set-up, product exposition days and teardown.
- All material entering or leaving the product exposition must be accompanied by a Material Handling Agreement or Merchandise Pass.
- During installation/dismantling, no one will be allowed in the product exposition hall before 7:00 am.

In an effort to prevent losses of your material once it is inside the product exposition hall, Conference Management offers the following suggestions:

- Insure your material and fixtures from the time they leave your plant until their return.
- List number of pieces in shipment on Bill of Lading and identify number of crates, cartons etc. DO NOT IDENTIFY CONTENTS.
- Securely fasten all items to display panels and use "dummy" products whenever possible.
- Move your material into the Security Room provided by the Conference each night before leaving the building, if not using safety containers or special guards.

Consider special guard service for your booth for hours when you are not in attendance if your material cannot be placed in a safety container or moved into a Security Room. The value of your material and the extreme inconvenience experienced when samples are lost make this a worthwhile investment.

Do not sell, give away or trade merchandise after the Conference; re-crate and return your display. Help eliminate the carrying of miscellaneous items through the front door after the Conference.

INSURANCE
The Conference Sponsor, the Conference Committee, William T. Glasgow, Inc., their agents, the Gaylord Texan Resort & Convention Center and/or their respective agents will not be responsible in any way for injury that may occur of any exhibitor or his employees, nor for the safety of any exhibitor or material against theft, fire, water, accident, or any cause, nor for the loss of damage to goods consigned to its care. Each exhibiting supplier should arrange to have some place in its own booth to store any small articles of value. However, there is a security lock-up located on the product exposition floor.

Exhibiting suppliers should consult their insurance company for proper coverage on any material from the time it leaves their company until its return. In most cases, a rider can be added to your present policy for a nominal fee. Protect yourself. ACT NOW!

FLORAL SERVICE
The official florist for the Conference is:

Creative Greenery of Dallas
101C N. Greenville Ave., Ste.440
Allen, TX 75002
Phone: 972-442-5592
Fax: 972-442-2530

If you wish to order floral, please complete and return the Floral Order Form to Creative Greenery of Dallas direct. Representatives will be available to service your needs during the period of installation and throughout the course of the Conference.

TELECOMMUNICATIONS SERVICE
If you require telephone service in your exhibit, please complete and return the Telecommunications Order Form found within the GAYLORD TEXAN SERVICES section. Single-line terminal equipment, key sets (multi-line telephones) and data equipment can be ordered by completing the Telecommunications Order Form. The use of personally owned single-line instruments is permitted, however, line installation must be provided by Gaylord Texan Services.

MODELS AND DEMONSTRATORS
Conference Management has no objection to the use of models or demonstrators in the exhibiting supplier's booth, provided they are properly clothed and always dressed in good taste. The wearing of scanty costumes will not be permitted.

Conference Management further requires that they limit their promotional activities, such as product demonstrations, dispensing of literature and/or product samples, to the confines of the exhibiting supplier's booth.

Exhibiting supplier personnel wearing costumes or banners containing the firm name must wear an outer wrap any time it is necessary to leave the confines of the exhibiting supplier's booth.

Live entertainment and/or dispensing of food or beverage is prohibited.

EXHIBITIONS, RAFFLES & PROMOTIONS
Exhibiting suppliers shall not permit exhibitions, raffles, donations, or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by Conference Management no later than thirty (30) days prior to the Conference.

The use or display of any printed materials, photographs or presentation which may be judged as lewd, lacking in dignity or not conducive to a business environment are strictly prohibited. This includes that all booth personnel, models or demonstrators must be properly clothed and appropriately dressed at all times. Conference Management will give one warning to correct any violations. A continued violation will result in the disconnection of electrical power and draping off the booth.

Exhibiting suppliers shall not use live animals in their exhibit. Advertisements or invitations to exhibiting supplier functions may be distributed or displayed within the confines of your booth, providing the event does not occur during Conference hours.

FOOD SERVICE

The Gaylord Texan Resort & Convention Center is the official caterer for the Conference and offers you a variety of food service options. No outside food or beverage shall be brought onto the property. Exhibiting suppliers must have approval from Conference Management before dispensing or distributing any food, snacks, or beverages. Exhibiting suppliers shall not dispense or distribute food, beverage, or throw-away items.

HOTEL RESERVATIONS

Conference Management has reserved room and suites at the **Gaylord Texan Resort & Convention Center** for exhibiting suppliers and conference visitors. Please be aware that the Gaylord Texan Resort & Convention Center is the only official housing provider associated with HDAW. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by and/or affiliated with HDAW in any way and entering unto financial agreements with such companies can have costly consequences. Any person or company that identifies themselves as authorized to book rooms in HDAW's name or rate, other than the official housing provider, should be reported to Conference Management immediately.

CONFERENCE CREDENTIALS

As HDAW is a business conference and not open to the general public, admission will be restricted to **bonafide** trade only. All visitors will be required to register. Registrants will be closely scrutinized at the Registration Desk, and visitors not in the trade will be refused admittance.

Conference Management has made arrangements for advance registration. Visitors who complete any of the advance registration forms and forward to Conference Management by the designated deadline will receive instructions on obtaining their admission credentials onsite at the Registration Desk and no additional registration will be necessary.

EXHIBITING SUPPLIER CREDENTIALS

Exhibiting supplier representatives who will be staffing the booths will be furnished with exhibiting supplier badges, which will admit them to the Conference during its entire course, including installation and dismantling. Conference Management wishes to remind all exhibiting suppliers that credentials are only for company personnel and shall not be used for guests, customers, or any other non-company personnel. Penalties will be issued to companies who erroneously obtain exhibiting supplier badges for such individuals.

SALE OF PRODUCT/SAMPLES

Since the purpose of the Conference is to promote the industry generally and to facilitate the exchange of information about new products and techniques, consistent with this objective, exhibiting suppliers in their contact with trade visitors are asked to refrain from selling at the Conference.

If you find it imperative to exchange or sell a sample to a prospective distributor, please keep this merchandise in your booth until the close of the Conference at 1:00 pm on Wednesday, January 20, 2027, at which time it can be turned over to the purchaser.

A receipt for the merchandise, including a description and model number, must be presented to Conference Management so that a Merchandise Pass can be issued. No merchandise can leave the product exposition hall unless accompanied by an authorized receipt from the exhibiting supplier.