



Sponsor Rules & Regulations

Wednesday, October 21, 2026
12:00 p.m. – 7:00 p.m.

Thursday, October 22, 2026
9:00 a.m. – 3:00 p.m.

Valley Forge Casino Resort
1160 First Avenue, King of Prussia, PA 19406



Presented by:
The Electrical Association of Philadelphia
P.O. Box 1947
Blue Bell, PA 19422
Phone: (610) 825-1600
Fax: (610) 825-1603
Email: electric@eap.org
Web: www.eap.org

Overview

Show Name: Electric Expo 2026

Show Host: The Electrical Association of Philadelphia (EAP)

Show Location: Valley Forge Casino Resort Event Center
1160 First Avenue, King of Prussia, PA 19406
Phone:(610) 354-8118 W: <https://www.vfcasino.com/>

Show Dates & Hours: Wednesday, October 21 12:00 p.m. – 7:00 p.m.
Thursday, October 22 9:00 a.m. – 3:00 p.m.
****Note the new show hours!!****

Show Contacts

Trade Show Manager: Sarah Hagy, CAE - (215) 200-6404 or sarah@eap.org

Trade Show Operations: Matt Deibert – (610) 825-1600 x1 or matt@eap.org

Expo Website: www.electricexpo.org

Decorating and Exhibitor Services: Tyler Nguyen
General Exposition Services (GES)
Phone: (610) 495-8866
Email: info@generalexposition.com Website: www.generalexposition.com

Host Hotel: Valley Forge Casino Resort
1160 First Avenue, King of Prussia, PA 19406
P: (610) 354-8118 W: <https://www.vfcasino.com/>

Sponsor Rules and Regulations

Please review these show rules and regulations carefully to ensure a successful experience.

Badges & Registration

All individuals involved in setup or working the show floor must be officially registered as exhibitors. Each registered person will receive an exhibitor-coded badge, which must be worn at all times during setup and show hours.

Badges are only issued to individuals who are employed by the sponsoring company or have a direct business affiliation with the sponsor.

Cancellations & Refunds

Sponsor cancellations are subject to the following refund schedule:

- All deposits are non-refundable once your application has been confirmed.
- Cancellations before December 31, 2025: Eligible for a full refund minus the deposit.
- Cancellations after January 1, 2026: No refunds will be issued.

Conduct as Sponsors

Distributors are welcome to participate as on-floor sponsors, using their space to highlight their unique value-added services to the industry.

Please note:

- Product displays are strictly prohibited in these spaces.
- Product-based giveaways or prizes are permitted and encouraged, as long as the products are not displayed as part of a formal exhibit.

Sponsors may distribute standard literature and souvenirs; however, all displays and activities must remain within the boundaries of your assigned space.

Displays or activities that are noisy, disruptive, or unprofessional, including but not limited to loud audio, power tools, sideshow tactics, or amplified announcements—are strictly prohibited and subject to removal at the discretion of Show Management.

Deposits and Payment Schedule

- A 25% deposit must accompany your application to reserve sponsor space. Applications submitted without deposits are considered incomplete and will not hold space.
- Full payment is due by June 30, 2026.
- Space reserved after June 30, 2026, must be paid in full at the time of booking to confirm participation.

Cancellations must be received in writing; please send any cancellations to electric@eap.org.

Display Rules and Regulations

Construction & Layout

- Maximum display height is **8 feet**. Anything taller requires written approval from Show Management.
- Lighting fixtures may be suspended if they do not obstruct the view of neighboring exhibits.
- Fixture hangers, special backgrounds, or large display components must be pre-approved and ready for assembly onsite.

All installations are subject to approval by relevant safety and inspection authorities.

Ceiling & Exhibit Height Regulations:

- The ceiling height in the Event Center is 14 feet.
- The standard maximum display height for Electric Expo is 8 feet.
- Any display or installation exceeding these height limits must receive prior written approval from the Show Manager at EAP.

Electrical & Wiring

All electrical wiring and installations must:

- Comply with local building and safety codes
- Be installed in a professional and safe manner
- Use only UL-listed equipment where applicable

Flammable Materials & Hazardous Items

The following are not permitted without prior written approval from Show Management:

- Flammable liquids or gases (e.g., gasoline, propane, acetylene)
- Flammable materials (e.g., crepe paper, bunting)
- Internal combustion engines or machinery that produces excessive noise, fumes, or odors
- All materials and decorations used must be flame-resistant or properly treated with flame retardants.

Floor Load

The load limits for the Event Center floors are 400 lbs. per square foot (over electrical tunnel), otherwise unlimited. **Please alert Mair Malfara immediately of any heavy loads: mair@eap.org.**

Safety & Accessibility

- Aisles must remain clear and unobstructed at all times to ensure pedestrian safety.
- Sponsors must ensure access to all emergency exits, equipment, and public pathways (e.g., fire alarms, extinguishers, hose cabinets).

Sales, Demonstrations & Promotions

- All activities (including demos and giveaways) must be contained within your space.
- "Over the counter" sales (where attendees take possession of items on-site) are not allowed.
- Order-taking for post-show delivery is permitted.
- Microphones or disruptive sales tactics are not allowed.

- No shared or sublet space is allowed.

Venue Rights & Enforcement

The Valley Forge Casino Resort reserves the right to remove any installation or material that poses a safety risk or violates show policies. Any sponsor unsure about their materials, equipment, or display should consult Show Management in advance.

Dismantle Regulations:

- Dismantling may not begin before 3:01 p.m. on Thursday, October 22. Early breakdown is strictly prohibited and may result in penalties or loss of future show privileges.
- Sponsors are strongly encouraged to remain with their booth and materials during dismantle to ensure the security of their property.
- All exhibit materials and equipment must be fully removed from the show floor by 8:00 p.m. on Thursday, October 22.
- Any materials left in the exhibit hall after 8:00 p.m. will be considered abandoned and may be removed or discarded at the exhibitor's expense.
- Sponsors may dismantle and carry out their own materials; however, if assistance is required from GES, material handling charges will apply.
- Please note: Private forklifts are not permitted at the Valley Forge Casino Resort.

SPONSOR DISMANTLING PRIOR TO 3:00 P.M. ON THURSDAY, OCTOBER 22, IS STRICTLY PROHIBITED. DISMANTLING WITH ATTENDEES STILL ON THE SHOW FLOOR IS A SAFETY HAZARD.

NOTE: All Carriers must check in at the GES service desk two hours prior to FLOOR closing time or freight will be shipped C.O.D. via General Exposition Services. Details will be provided in your onsite sponsor packet.

Electrical Services & Safety Requirements:

- All electrical drops and installations must be performed by the Valley Forge Casino Resort Event Center electrician.
- Only equipment with a valid UL listing may be used within the Event Center.
- Standard electric service includes one 20-amp power strip.
- All electrical items must be clearly labeled with their power requirements for safe operation.

Cords & Safety

- Extension cords must be 14/3 gauge, no exceptions.
- All cords or wires located near foot traffic must be secured with caution tape or floor coverings to prevent tripping hazards.

Event Center (VFCR) Rules & Regulations:

Please review the [Valley Forge Casino Resort Rules and Regulations](#). These rules and regulations are incorporated herein by reference.

External Events:

No events, meetings, or hospitality suites may be open during Electric Expo show hours.

Food & Beverage:

Outside food (including pretzels) or beverages (including alcohol) are strictly prohibited! The Valley Forge Casino Resort **exclusively** provides catering services. Please contact the Show Manager if you need Food & Beverage services during the Electric Expo.

Freight Handling, Forklift Use, Self Move-In, and Shipping:

Freight Handling and Forklift Use

General Exposition Services (GES) will provide forklift service for freight handling during Electric Expo. Forklift operations will be available during the following times:

- Move-In: Tuesday, October 21 only
(Note: Forklifts will not be operational on Wednesday.)
- Move-Out: After all aisle carpet has been removed on Thursday, October 22

Private forklift use is strictly prohibited inside the Valley Forge Casino Resort Event Center. All forklift needs must be arranged exclusively through GES.

Self Move-In Guidelines:

Sponsors with small loads who wish to handle their own move-in must follow these important guidelines:

1. The tunnel providing direct access to the Event Center is a high-traffic area—expect delays and plan accordingly (open only on Tuesday, October 20).
2. Parking in the tunnel is strictly prohibited, vehicles must be unloaded promptly and removed immediately.
3. Security personnel will be present to manage traffic and ensure a smooth flow of vehicles.
4. Boxes, crates, and other materials may not be stored outside your booth, all items must fit within your designated exhibit space.

Shipping

The best way to guarantee that your display and materials will arrive promptly on the morning of Tuesday, October 20 is by advance shipment made through General Exposition Services (GES). **The Valley Forge Casino Resort does not accept shipments of event-related freight or materials.** All freight must be delivered to GES or directly to you during Expo move-in hours. Under no circumstances will COD deliveries be accepted.

Freight sent to the GES Company in advance of the Expo will be stored and then placed in the Sponsor booth prior to or during move-in. GES Company will deliver, store and return crates delivered.

Please ensure that Electric Expo 2026, your booth number, and company name are located on your shipping labels. There is no storage of crates in the exhibit hall as per fire marshal regulations. If you handle your own freight and do not work through the GES Company, you will need to store your crates in your vehicle during the show.

Insurance & Liability Requirements:

Sponsors assume full responsibility and liability for all activities related to their participation in Electric Expo, including installation, operation, and dismantling of their exhibits. By sponsoring, companies agree to indemnify, defend, and hold harmless the following parties from any and all claims:

- The Electrical Association of Philadelphia, Inc.

- The Valley Forge Casino Resort
- General Exposition Services (GES)
- Other show vendors, their employees, and agents

This includes claims, damages, losses, fines, legal fees, or injury arising from the exhibitor's use of the exhibit space—except in cases caused solely by the negligence or intentional misconduct of the Event Center or its agents.

Electric Expo Show Management, the Event Center, and GES do not provide insurance coverage for sponsor property or personnel. It is the sole responsibility of Sponsor to obtain and maintain adequate insurance to cover potential loss or damage due to theft, fire, accident, or any other cause. This applies whether the incident occurs during shipping, setup, show hours, or teardown—even if security personnel are present.

Certificate of Insurance (COI) Requirement

All sponsoring companies are required to provide a valid Certificate of Insurance (COI) naming the Electrical Association of Philadelphia, Inc., and its agents as additional insureds for the duration of their activity at the Expo.

- Minimum coverage: \$1,000,000 in liability, including property damage
- Deadline: Friday, September 11, 2026
- Submit to: electricexpo@eap.org

Sponsors will not be permitted to set up or occupy their booth without a valid COI on file.

Labor:

Set-up and dismantle labor are available through GES. You can deliver your exhibit yourself through the loading docks on move-in on Tuesday. You can hire GES to set-up or dismantle if you need their assistance.

Loading Dock (Tunnel):

The Event Center offers a drive through freight tunnel with no dock facilities. **TRAFFIC IS ONE-WAY.** The tunnel is able to accommodate **trucks up to 12'6" in height**. Larger trailers need to back down the exit ramp to unload directly into the Event Center. The Event Center has no dock level loading/unloading. Forklift service must be scheduled through the Event Center if a lift gate or ramp is not accessible from the vehicle delivering the freight.

Parking of vehicles in the freight tunnel is permitted only when loading and unloading freight (this does not include transporting freight to the booth; we suggest at least two people coordinate drop off). Once items have been unloaded or loaded, vehicles must be removed from the freight tunnel. Persons violating this regulation will find their vehicle ticketed or towed.

NOTE: Sponsors may unload freight or product by themselves but will be charged by GES if they require any assistance.

Payment:

Payment in full is due by **June 30, 2026**. Thereafter, Show Management may release space and the sponsor will forfeit deposit(s). Space will be resold. No sponsor will be allowed to enter the exhibit hall without being paid in full.

Prizes and Giveaways

Sponsors are encouraged to give away prizes during the Expo. If you decide to offer prizes, how you do it is up to you. You can let your customers know to visit your space to be eligible to win. As with anything, there are a few limitations:

1. No sponsor will be allowed to use a microphone to give away prizes - too disruptive; instead, post a QR code that links to an entry website or purchase a lead scanner to digitally capture entries.
2. Contests/door prizes/giveaways must be free of any obligation or payment on the part of the winner;
3. No cash prizes or "pay to play" is allowed at the Event Center;
4. All attendees must be eligible to win.

Right to Refuse or Remove Exhibits:

The Electrical Association of Philadelphia, Inc. reserves the right to remove or discontinue any exhibit, display, or method of solicitation that, in its judgment, is inappropriate, disruptive, or objectionable to attendees, sponsors, the public, or the industry as a whole.

Smoking:

The Valley Forge Casino Resort Event Center is a smoke-free facility. Smoking is permitted, however, outside of the building entrances and on the casino floor.

Venue Protection & Alteration Policy

Sponsors are strictly prohibited from attaching anything to the walls, floors, ceilings, or columns of the Event Center without prior written approval from Electric Expo.

Each sponsor is responsible for taking appropriate precautions to protect all surfaces—including floors, walls, ceilings, and fixtures—from damage. Sponsors may not:

- Deface, damage, or alter any part of the Event Center or its equipment
- Permit any action that could result in physical harm to the facility or its furnishings
- Make any structural or decorative changes, additions, or improvements to the exhibit hall without prior written approval from Electric Expo

Any unauthorized alterations, decorations, or modifications are subject to removal at the exhibitor's expense, and the sponsor will be held liable for any costs associated with repairs or restoration.