



EXHIBITOR MANUAL & GUIDELINES

August 29 – September 1, 2025 | SEATTLE CONVENTION CENTER

Thank you for exhibiting at PAX West!

We greatly appreciate your business and are working hard to ensure that your exhibition experience with us is nothing but top notch.

This Exhibitor Manual & Guidelines provides all the information you need to get your exhibiting experience off to a great start. Everything you need for a successful show is here, including important deadlines, contact information and official contractor services courtesy of GES.

Please make sure to familiarize yourself with our show rules and guidelines listed on the next page. Amongst the details in this area, two key areas we ask you to focus on are height restrictions and fire marshal (covered areas rules) regulations. To help reduce any on-site issues, we ask all booths 1000 sq ft and over to send a mechanical rendering of your booth to Kristen Salierno at kristen.salierno@rxglobal.com so she can ensure Fire Code approval.

Reminder - PAX West continues to transform! Many exhibit spaces have been moved back to the Arch Building. Hand Carried Freight garage height allowances are lower than the Summit Building and cannot accommodate the larger heights Summit allows. The Arch building no longer allows unloading on the Skybridge. Be sure to make note what building you are exhibiting in - **Summit building or Arch building**. Height allowances, access hours and additional venue details can be found throughout the manuals.

As always, our goal is to provide excellent customer service to help you have a great show. If you have any show related questions for which you don't find answers, just give us a call.

Mikaela and Sheen are our Customer Success representatives for PAX West. You may also feel free to contact our Operations team:

Catherine Cereno - Companies Starting with #s, A – L

Email: catherine.cereno@reedpop.com

Phone: 203-840-5306

Kristen Salierno, Operations

Email: Kristen.Salierno@rxglobal.com

Mikaela Benavides - Companies Starting with M – Z

Email: mikaela.benavides@reedpop.com

Phone: 203-840-5589

Please do not hesitate to contact us with any questions, comments, or suggestions you may have. We very much look forward to seeing you in Seattle!

Best regards,

Kyle

Kyle Marsden-Kish
Event Vice President

VENDOR INFORMATION & DEADLINES

Below is a list of the key vendors along with their **discount deadlines**.
Orders must be submitted by the dates listed below in order to receive the discounted rate.

SERVICE + ORDER LINK	VENDOR	DEADLINE	
Audio Visual	Reaction	August 14	Discount deadline date
Booth Carpet & Furnishings	GES	August 4	Discount deadline date
Booth Cleaning	GES	August 4	Discount deadline date
Catering	SCC	August 1	Discount deadline date
EAC Approval	RX	August 4	Deadline for form submission
Electrical	SCC	August 1	Discount deadline date
Rigging	GES	August 4	Discount deadline date
Security	Howard Security Solutions	July 30	If ordered after July 30 , coverage cannot be guaranteed.
Telecommunications	SCC	August 1	Discount deadline date

Visit the exhibitor manual for the full vendor list and all discount deadlines.

SHOW SCHEDULE

Installation/Move-in

Tuesday, August 26	8:00 am – 5:00 pm
Wednesday, August 27	8:00 am – 5:00 pm
Thursday, August 28	8:00 am – 8:00 pm

NOTE: This is a targeted and scheduled move-in. Reference the target plan for date/time on the GES online manual.

Expo Floor Hours

Friday, August 29	9:00 am – 10:00 am <i>Media Only</i>
Friday, August 29	10:00 am – 6:00 pm
Saturday, August 30	10:00 am – 6:00 pm
Sunday, August 31	10:00 am – 6:00 pm
Monday, September 1*	10:00 am – 6:00 pm

Dismantle

Monday, September 1* - 6:00 pm - 11:00 pm

**Please note that Monday, September 1 is Labor Day – Holiday rates do apply.*

This is a Targeted Move Out. Please reference the Target Move Out Plan for your assigned time. **ALL booths must be 100% packed by 11:00 PM on Tuesday, Sept. 2.** Loading will continue through Wednesday. Please have your carrier check in 1 to 2 hours prior to your targeted move out time. **All exhibitors must be packed up and ready at their designated time to avoid off-target surcharges.** The Marshaling Yard closes at 11:00 pm on Monday.

Tuesday, September 2 - 8:00 am - 5:00 pm

Please have your carrier check in 1 to 2 hours prior to your targeted move out time. The Marshaling Yard closes at 5:00 PM. **ALL booths must be 100% packed by 11:00 PM.**

Wednesday, September 3 - 8:00 am - 2:00 pm

Please have your carrier check in 1 to 2 hours prior to your targeted move out time. The Marshaling Yard closes at 2:00 PM. **All exhibitor materials MUST be removed by 2:00 pm**

EXHIBITION HALL BOOTH GUIDELINES

Questions?

Contact: Kristen Salierno, Sr. Operations Manager

E: kristen.salierno@rxglobal.com

BOOTH COVERAGE / ENCLOSURES

If your booth has any type of covering, please submit your booth plan to kristen.salierno@rxglobal.com

- Any booth that has any material or object placed over or upon the exhibit is considered a **covered booth (e.g. roof, canopy, tent, moss fabric, etc.)**.
- Covered booths of **100 square feet to 300 square feet** require the following:
 - Booth plan must be reviewed and approved by the Fire Marshal at least three months in advance.
 - Minimum of one "2A 10BC" rated fire extinguisher must be placed within the covered area.
 - A smoke detector must be placed at the highest point of each covered area.
 - There must be a means of turning off electrical power to the booth during non-show hours.
 - Please submit booth plan to kristen.salierno@rxglobal.com
- Covered booths of **300 square feet + require special permissions** and may require installation of fire suppression system and additional Fire Marshal approval.
 - For all booths over 600 sqft, please submit your booth plans to kristen.salierno@rxglobal.com to share with the proper approval team.

BOOTH STAFF ATTIRE

- In order to maintain a family friendly atmosphere, we ask all exhibitor booth staff to adhere to this policy.
- Applicable to any gender, partial nudity, the aggressive display of cleavage and the navel, and shorts/skirts higher than 4" above the knee are not allowed.
- Hired/contracted cosplayed characters that are playable in-game are an exception to this rule (within reason), and exhibitors must obtain permission from show management prior to the show. Please contact paxsales@paxsite.com for questions or approval.
- If for any reason an exhibit and/or its contents are deemed objectionable to PAX management, the exhibitor will be asked to alter the attire of its staff or remove said staff from the show. If questionable, to be safe send to paxsales@paxsite.com.

FOOD + BEVERAGE

- ARAMARK is the exclusive provider of food and beverage services at SCC. Exhibitors may not bring in any outside food or drink to the exhibit hall -- food and beverage must be ordered through Exhibitor Services or from one of the SCC concessions stands located inside the exhibit hall. Exhibitors who violate this policy will be invoiced the equivalent of a buy-out fee for the food brought in at the sole discretion of SCC.
- Subject to prior approval, those who manufacture, process, or distribute food as their normal course of business and wish to distribute food or beverage samples *may* be allowed with prior approval required and sample sizes adhered to.
- Exhibitors that do not manufacture, process, or distribute food as their normal course of business that would like to distribute food items, or any exhibitor that would like to provide food for their staff or clients, must purchase those items from SCC Exhibitor Catering Services.
- No selling of food or beverage is permitted.
- Alcoholic beverages are prohibited on the show floor.
- For prior approval of food and beverage distribution or if you have any questions, please contact kristen.salierno@rxglobal.com for assistance.
- No outside food is allowed into the exhibit halls at the Seattle Convention Center. If outside food is located, a corkage fee will be applied. This includes team lunches and drinks.

HEIGHT RESTRICTIONS | HANGING SIGNAGE INFO

- Double decker booths / second floor platforms are prohibited – no exceptions.
- Hanging signs must fit within the footprint of your booth space. Exceptions must be pre-approved by Show Management.
- Maximum height for the top of a booth structure varies by hall. If your booth structure is 15 ft high or taller, please submit your booth diagram to ensure there are no issues with this height along with seeing if tying off of the booth will be required.
- General Booth Height restrictions for inline booths is 8 ft in height. Peninsula Booth 15 ft and Island Booths 20 ft. Reminder that all booths over 15 ft must submit a diagram to kristen.salierno@rxglobal.com to help ensure you will have no issues.
- Signs with any dimension greater than 20 ft must be pre-approved by Show Management. Please submit your booth diagram to kristen.salierno@rxglobal.com.

LIGHTING & SPEAKERS:

- Please note that lighting within the exhibition hall will be **dimmed as dark as possible**. If your booth requires light, please arrange this in advance. If you have any concerns, please contact paxsales@paxsite.com. Our team will discuss this with you while onsite.
- Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting and speakers, including gobos, should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or exhibition aisles. Audio should not impact neighboring exhibitors.
- Lighting which is potentially harmful, such as lasers must be approved in writing by exhibition management.
- Quartz halogen lighting fixtures in exhibits are prohibited due to fire hazards.
- DJ & music broadcasts should be related to game content only. No powered microphones or bullhorns; if you want to address a large number of people at once, inquire about booking a panel room. If you have any questions, please contact paxsales@paxsite.com.

IMPORTANT BOOTH NOTES

- PAX West follows the cubic content rule, which allows exhibitors to make maximum use of their booths, and up to the maximum allowable height – see above for height restrictions.
- All exposed parts of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths.
- Hazardous operations, including the use of flammable, explosive, or toxic materials are not permitted.
- Due to facility regulations, the following items are not permitted on the show floor: stickers, adhesive-backed decals, glitter, confetti, and helium balloons.
- Please refrain from handing out swag items such as stickers, projectiles helium balloons noisemakers and gum.
- Items that present a hazard to attendees (e.g. knives, guns, weapons, etc.) are not permitted.

Visit the online exhibitor manual for the full Exhibitor Rules & Regulations.