



Safety
+ Security
= Successful Show



SAFE SHOW



**Tips to help make your visit to
the NAB Show at the
Las Vegas Convention Center a safe
and secure experience.**



Prior Planning

- Do not use labels on shipments that describe the contents
- Avoid using obvious containers, crate if necessary (example: plasma cases)
- Ensure you bring enough staff to monitor product as it moves in and out of your exhibit
- Bring a physical barrier to protect your exhibit after show hours

Protect Your Booth



There are a number of ways to protect your booth

Protect Your Booth

- Have a representative present to accept delivery of valuable items (plasma screen, computers)
- If you hire contract security introduce yourself and give an emergency contact, make them aware of specific items not to be moved without authorization
- Periodically take pictures of your booth in case damage takes place (cell phone cameras work fine)
- Never leave the booth unattended during exhibitor hours



Protect your product during “show hours”

Believe it or not, losses occur during show hours when exhibit staff is present. In some cases, it can occur while exhibit staff is showing product to a potential customer. Large crowds of attendees can be a distraction for unsuspecting exhibit staff. Here are a few tips to avoid theft of property during show hours.

1. Brief all exhibit staff that theft can occur during show hours
2. Exhibit staff should remain engaged and not turn away from attendees that are handling exhibitor product
3. Exhibit staff can use a buddy system while showing property so that a staff person is always engaged with attendees that are handling product
4. Tethering exhibitor product is an effective and inexpensive method to allow attendees to handle product while keeping it secure
5. Keep extra inventory of product locked in a case or closet within the booth

Protect Your Booth



After show close do not leave trash inside the booth, especially near any product or valuables

Instead, place trash on the outer edge of your booth for easy disposal

Protect Your Booth



The rear of a booth is not necessarily secure

Avoid placing valuable items such as Handbags at the rear of your booth

Protect Your Booth



Avoid leaving
valuables
unattended

Do not hide
valuables in
cabinets or under
tables

Protect Your Booth

- After show close each night, place barriers around restricted areas (plastic construction site fencing works well)
- Secure your lead retrievers
- During move out make sure valuable items are removed from the booth by authorized persons



In Case of Emergency

- DIAL 892-7400 area code is 702 (program this number in your phone)
- Dialing the above number ensures the quickest response and can save several minutes over dialing 911
- This number has multiple lines available and can be used to report any safety or security issue.



Photo Copyright © - Chuck Madenam

EmergencyRigs.net



Report unsafe activity, including

- Any unattended packages or bags
- Trip hazards or spills, including electrical wires, water, or improperly installed carpet
- Crates or materials blocking fire exits
- Exit doors that are wedged open



Please contact staff regarding suspicious or illegal activity, including:

- Persons loitering on property
- Persons on the show floor without proper badges or identification
- Persons distributing unauthorized literature
- Persons wearing inappropriate clothing for the climate



Most vulnerable property at a tradeshow:

➤ Laptops, Tablets, Cell Phones

- ✓ Do not leave unattended even for short periods.

➤ Purses

- ✓ Don't think concealing behind drapes or in a freight box or cabinet will deter a thief. They know all the hiding places.
- ✓ Bring only what you absolutely need during the show. Leave everything else in the hotel vault.



Most vulnerable property at a tradeshow:

➤ Pelican or Electronic Shipping Cases

- ✓ Unfortunately certain groups of individuals have realized that expensive property and electronics are secured and stored in pelican or fiber containers.
- ✓ Valuable equipment stored in unsecured pelican cases makes it easy for certain individuals to take large amounts of expensive property or electronics.



Most vulnerable property at a tradeshow:

- **High Value and Prototype Products**
- **Proprietary Literature**



Secure storage vaults will be available for exhibitors to store valuables overnight. The vaults will be located in the North Halls and in the South Halls in room S113.

Contact DTA Security Services, LLC. at 702-650-2298 for information on this complimentary service.

Most vulnerable time at a tradeshow:

➤ The last night of move in

Booths are show ready and set with product, equipment and other property. This is a busy night on the show floor with a lot of labor and service personnel activity. Certain individuals have realized that they can blend in with the high traffic while carrying out criminal activity.

- ✓ Do not leave unsecured and valuable items in the booth**
- ✓ Remove valuable items from show floor each night**
- ✓ Hire security services as a visual deterrence against theft.**

Most vulnerable time at a tradeshow:

- **The time immediately following the close of the show on the last day through to the next morning.**

This period has the single largest influx of labor and other service personnel. Many exhibitors experience a sigh of relief with the end of the show. However, this is probably the single most vulnerable time for theft. Certain individuals have realized that they can blend in with the high influx of traffic while carrying out criminal activity.

- ✓ **Do not leave unsecured and valuable items in the booth**
- ✓ **Do not leave for dinner while waiting on empties without securing all valuable items and property**
- ✓ **Hire security services as a visual deterrence against theft**

Contact DTA Security Services, LLC.
702-650-2298

- For answers to any security related questions
- An on-site security assessment of your booth at no charge to the exhibitor
- Arrange for exclusive security for your booth
- Arrange for security for special events (VIP booth appearances, after hour events, etc)





SAFE SHOW

A large, crowded exhibition hall with many people walking through aisles lined with trade show booths. The scene is brightly lit, and the atmosphere appears busy and professional. The text "HAVE A SAFE, SECURE AND SUCCESSFUL SHOW" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

HAVE A SAFE, SECURE AND SUCCESSFUL SHOW

PRESENTED BY DTA SECURITY SERVICES, LLC.