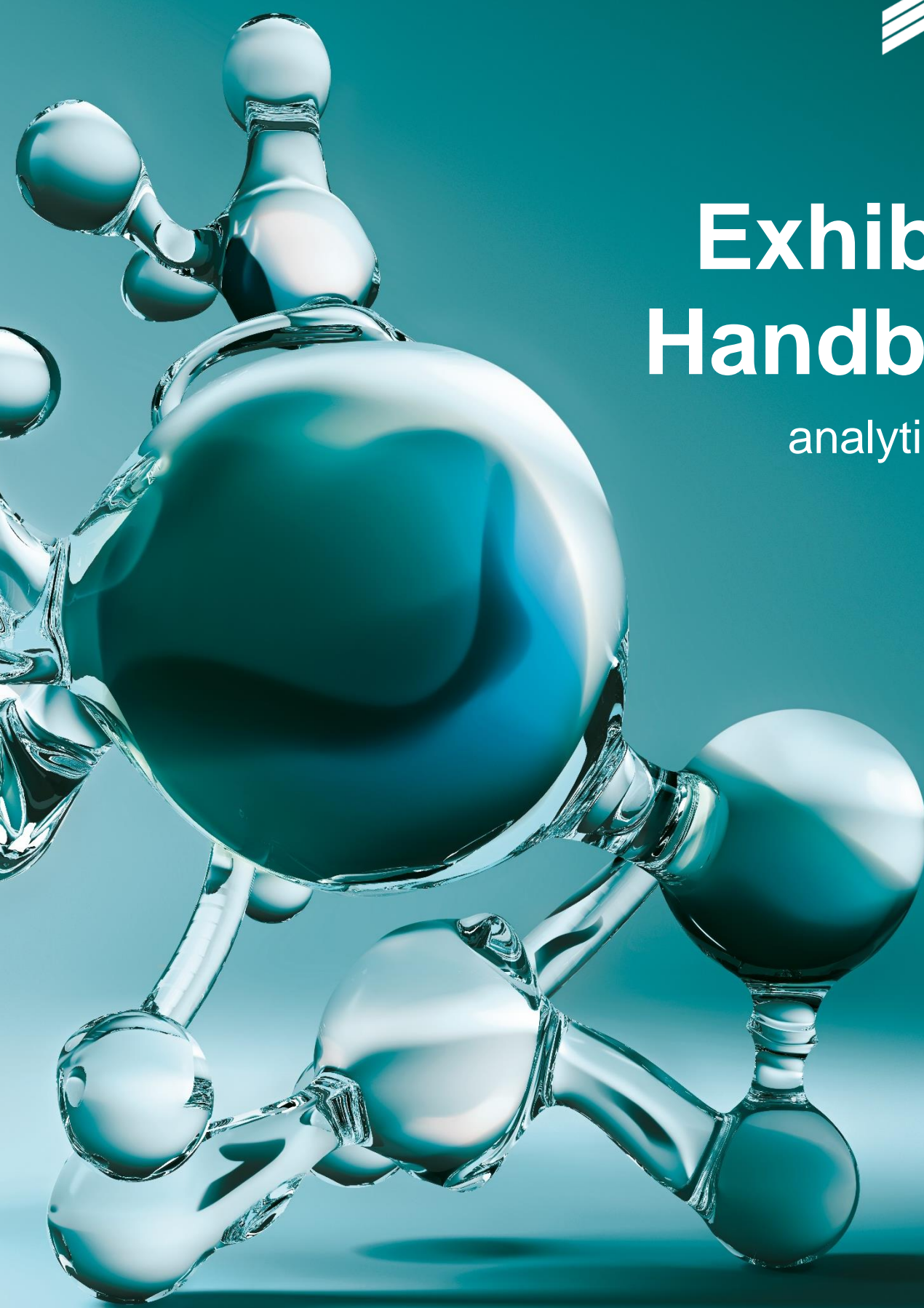


# Exhibitor Handbook

analytica USA



**analytica USA**  
COLUMBUS/OHIO

**September 10-12, 2025**

Columbus, Ohio

International Trade Fair for Laboratory Technology,  
Analysis, Biotechnology and Diagnostics

[www.analytica-US.com](http://www.analytica-US.com)

**analytica USA**

September 10-12, 2025

Greater Columbus Convention Center, Ohio, USA

**List of abbreviations**

<b>EAC</b>	Exhibitor Appointed Contractors
<b>GC</b>	General Contractor
<b>GCCC</b>	Greater Columbus Convention Center
<b>MMG</b>	Messe München GmbH
<b>OSHA</b>	Occupational Safety and Health Administration
<b>TSS</b>	Trade Show Services GACCNY, Inc.

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### Important Links

Dates & Deadlines: [Link](#)

Exhibitor Resource Center (Central hub for key information and tools): [Link](#)

GCCC Exhibitor Service Center (Utilities and Catering): [Link](#)

GCCC Lost and Found: [Link](#)

Interactive Convention Center Map: [Link](#)

Logistics Information: [Link](#)

Marketing Services: [Link](#)

Parking Availability & Purchasing: [Link](#)

Shepard ExhibitorPro (Booth equipment / furniture and logistics): [Link](#)

Terms of Participation: [Link](#)

Turnkey Booth Packages: [Link](#)

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# Exhibitor Handbook

## 1. Dates & Location

### a. Show Opening Hours

Wednesday, September 10: 9:00am – 5:00pm (Exhibitors can enter at 7:00am)

Thursday, September 11: 9:00am – 5:00pm (Exhibitors can enter at 8:00am)

Friday, September 12: 9:00am – 2:00pm (Exhibitors can enter at 8:00am)

### b. Event Location

The analytica USA show will take place at the Greater Columbus Convention Center (GCCC), in downtown Columbus, Ohio.

#### **Location Address**

Greater Columbus Convention Center

400 N High St

Columbus, OH 43215

### c. Setup

General exhibitor booth setup will take place on Tuesday, September 9, 2025.

If the exhibitor requires additional time, early setup is available on September 8 by request and approval only. Further information can be found [here](#).

### d. Dismantling

Dismantling times are Friday, September 12, 2025 from 2:00pm to 8:00pm and Saturday, September 13, 2025 8:00am to 5:00pm. Exhibitors may not begin dismantling their booths in preparation for removal prior to the official closing time of 2:00pm on September 12, 2025. Dismantling team can enter until 8:00pm and remain on site until midnight. Any exhibit with displays or materials left within the booth after 3:30pm on Saturday, September 13, 2025 without instructions will be packed by the General Contractor and shipped or disposed of at the discretion of MMG and TSS. Any costs incurred plus any applicable administrative fees must be paid by the exhibitor within no less than seven days of receipt. Said invoice will be issued by TSS in the name and on behalf of MMG.

## 2. Deadlines

All important dates and deadlines can be found [here](#).

## 3. General Contractor

Shepard will serve as the General Contractor (GC) for the analytica USA trade show and will handle:

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- Graphic Structure Design & Production
- Expo & Premium Carpet
- Custom Exhibit Builds
- Exhibitor Online Ordering
- Management & Exhibit Labor
- Material Handling Services
- Advance Warehouse Storage & Management
- Logistics

Exhibitors can use **Shepard ExhibitorPro** to order everything needed for their booth, including furnishings, flooring, signage, material handling and more. The primary contact will receive an email from Shepard with login details.

Access to [ExhibitorPro](#)

**Contact:**

[orders@shepardes.com](mailto:orders@shepardes.com)

## 4. Booth Construction & Booth Design

### a. Booth Height, Designs and Planning Permission

As a general rule, each planner or designer of an exhibition booth is responsible for ensuring compliance with all applicable public statutory regulations, as they pertain to exhibition booths. This includes adherence to the show and technical guidelines, the regulations of the relevant service providers, and the terms outlined in the Exhibitor Agreement. Booth designs must align with the rented booth type (island, end, corner, or inline booth) and must not exceed the confirmed booth measurements.

The maximum construction height for single-story booths is 16ft (5m). No prior approval from MMG is required if the booth and/or advertising structures do not exceed 10ft (3m) in height and do not include a fully closed side wall. Any booth designs exceeding these limits must be submitted for approval to MMG's GC, including to-scale design plans (ground plan, elevations, and sectional drawings), no later than August 25, 2025. Multi-story booths and special constructions, such as bridges, stairs, cantilever roofs, and galleries, require prior approval from MMG, with dimensional drawings (scale 1:100) submitted by August 25, 2025.

Every booth (row, corner, or endcap) is required to have hard back and side walls. Exhibitors may bring/provide their own or purchase hard walls from the GC. We recommend that all exhibitors install partition walls with a minimum height of 8ft (2.4m) to ensure a clear separation between booths.

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### **There will be no pipe and draping provided for the reserved booth space.**

Exhibitors with raw space can order partition walls offered by the GC in [ExhibitorPro](#). Exhibitors who have booked a turnkey booth package will have partition walls included in their booth construction.

Booth walls facing neighboring exhibitors must remain neutral, white, clean, and free of installation materials starting at a height of 8ft (2.4m) upwards.

To ensure an open and engaging booth environment, a minimum of 50% of every aisle-facing wall must be open or transparent, allowing visibility into the booth. Transparent materials such as windows or fire-resistant fabrics are permitted. No display or exhibit may be installed in a way that blocks access to exits or obstructs the visibility of exit signs. Posters and other materials are prohibited from being hung on the walls provided by the GC. Exhibitors are responsible for any fees incurred by damage to walls supplied by the GC.

#### b. Exhibitor Appointed Contractors (EAC)

Exhibitors who wish to use their own booth builder to build or dismantle their booth may have supervision of labor sent in from their supplier.

Personnel can either wear a EAC badge or a shirt identifying the EAC they represent, ensuring they are easily recognized by floor staff and security.

Exhibitors must notify Shepard in by August 8, 2025, of their intent to use the services of contractors outside of the GCCC contractors.

#### c. Turnkey Booth Packages

Turnkey Booth Packages booked with MMG and TSS will be set up by the GC and are ready for occupation as of 8:00am on September 9, 2025.

Turnkey Booth Packages are pre-selected during the sign-up process. For any questions on which package was ordered, please confirm with the Show Management.

The following are the Turnkey Booth Packages offered:



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<b>Standard packages</b>	<b>Premium packages</b>
<p><b>10 x 10 ft Booth - \$4,500</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Hard wall construction with 8' high back and side walls</li> <li>• Carpet</li> <li>• Company sign</li> <li>• 1 draped table</li> <li>• 2 chairs</li> <li>• 1 waste basket</li> <li>• 2 complimentary exhibitor badges</li> </ul>	<p><b>10 x 10 ft Booth - \$6,900</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Hard wall construction with 8' high back and side walls</li> <li>• Graphics for back wall (only production costs - file must be provided by the customer)</li> <li>• Carpet</li> <li>• Company sign</li> <li>• 1 round table</li> <li>• 4 chairs</li> <li>• 1 counter with graphics (only production costs - file must be provided by the customer)</li> <li>• 1 side board</li> <li>• 1 bar stool</li> <li>• 1 waste basket</li> <li>• 2 complimentary exhibitor badges</li> </ul>
<p><b>10 x 20 ft Booth - \$9,000</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Hard wall construction with 8' high back and side walls</li> <li>• Carpet</li> <li>• Company sign</li> <li>• 2 draped tables</li> <li>• 4 chairs</li> <li>• 2 wastebaskets</li> <li>• 4 complimentary exhibitor badges</li> </ul>	<p><b>10 x 20 ft booth - \$13,800</b></p> <p>Includes:</p> <ul style="list-style-type: none"> <li>• Hard wall construction with 8' high back and side walls</li> <li>• Graphics for back wall (only production costs - file must be provided by the customer)</li> <li>• Carpet</li> <li>• Company sign</li> <li>• 1 round table</li> <li>• 4 chairs</li> <li>• 1 counter with graphics (only production costs - file must be provided by the customer)</li> <li>• 1 built-in corner storage area</li> <li>• 1 side board</li> <li>• 1 bar stool</li> <li>• 2 waste baskets</li> <li>• 4 complimentary exhibitor badges</li> </ul>
<p><b>Other fees</b></p> <p>Booth type fee</p> <ul style="list-style-type: none"> <li>• corner booth \$300</li> <li>• end booth \$500</li> <li>• island booth \$1,000</li> </ul>	

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For space only booth and all Turnkey Booth Packages **electricity is not included**. Please order separately.  
Additional furniture and graphics can be ordered through the Exhibitor Resource Center.

d. **Background Noise, Sound Effects**

Demonstrations of video, music, stage shows, etc. during the event (see opening hours) must be conducted in such a way that neither visitors nor other exhibitors are disturbed or adversely affected. Accordingly, loudspeakers and other acoustic amplifiers/sound systems must be focused on the exhibition booth and may not sound off on neighboring booths or aisles. The maximum sound level is 70 dB.

e. **Balloons, Airships, Drones etc.**

The use of balloons, airships and other flying objects, e. g. drones, is generally prohibited in the halls. Exceptions require the prior written permission by MMG and TSS and are subject to certain regulations and approval from official authority. Approval must be given by GCCC.

The GCCC prohibits the use of helium-filled balloons and/or blimps for displays, exhibits or giveaways. Balloon drops are allowed within GCCC, logistics permitting.

GCCC approval is not required for all balloons. Static air-filled balloons are not an issue and can be used without any notification, as long as cleaned up. No helium balloons permitted inside of GCCC. The exhibitor is responsible for all cost associated with clean up, removal, and/or damages.

Confetti and loose glitter are not permitted. Exhibitors are responsible for cleaning costs.

f. **Exhibition Hall Regulations and Technical Installations**  
**Exhibition Hall Infrastructure**

The hall floor in hall B is concrete and a single piece of equipment cannot exceed 8,000 pounds.

**Forklifts/ Tower Cranes**

All forklifts, hi-lifts, and material handling devices must be operated by licensed operators from an OSHA-approved program. A copy of the operator's license must be provided to GCCC Public Safety prior to use. If a hi-lift is required for focusing, it must be included in the rigging call or contract for separate delivery. All lifts must be delivered within the contracted time.

Forklifts must be ordered through the General Contractor, and regulations for inspection, use, operation and accident reporting apply.

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Motorized forklifts or pallet jacks are prohibited on carpeted or tile areas and non-motorized pallet jacks with non-marking treads must be used on carpeted areas. Revolving tower cranes and similar equipment must be secured in accordance with regulations, and advertising media or other loads, except for non-weighted flags, are not permitted on cranes.

### Technical Services

The technical services designated such as the provision of installations to supply the booth with electricity and water can be ordered only from the official contractor via the Exhibitor Resource Center.

Electrical equipment must meet applicable local and national electrical codes. Only GCCC staff and authorized service partners are authorized to move the GCCC's electrical equipment. Utility panels and mechanical equipment rooms may not be blocked under any circumstances.

Exposed, loose, or unsecured cables, cords, wires, air hoses, and water hoses are strictly prohibited. Additionally, running cables across doorways, under doors, beneath airwalls, or between booths and rooms is not allowed.

### g. Fire Watch, Regulated Materials, Gas, Open Flames, Pyrotechnics and Special Effects

#### Fire Watch

Fire Watch and Fire Watch personnel are required for the following types of exhibits and activities:

- Covered booths over 301 square feet (91.7 square meters) without automatic suppression
- All multi-level booths without automatic suppression
- Cooking without a flue connection
- Cooking appliances without automatic suppression
- Vehicles should not be moved during a show or event. Vehicles should all be moved during move in hours
- Batteries should not be connected to a vehicle during a show or event
- The Fire Marshal along with GCCC staff will inspect the vehicle after it has arrived during its scheduled time. Each vehicle wishing to be displayed in the GCCC will be required to fill out a permit request ahead of time. Please include all information required for vehicles (such as gas tank levels and permit request) from event planning guide, if the exhibitor plans to display any vehicles
- Open flames
- Pyrotechnic or flame effect displays
- Tents in accordance with OCFR Standard #6000
- Liquid Petroleum: usage of nominal five (5) pound (2.27 kilogram) containers
- Disabling of any fire and/or smoke detection sensor

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### Regulated Materials

The exhibitor shall not bring any exhibit, equipment, vehicle or material on premises that, in the judgment of the GCCC, would or might be dangerous to persons or property or otherwise incompatible with the structure, systems and furnishings of the GCCC.

Many materials are regulated for their use, handling, storage, transport and disposal. Regulated material may be classified as hazardous, non-hazardous, biomedical or another classification. These materials are defined by the Ohio Administrative Code OAC 3750-1, the Ohio Revised Code ORC 3750, and the Code of Federal Regulations 40 CFR 261.

### Gas Information

The exhibitor shall not bring upon the premises any exhibit, equipment or vehicle that, in the judgment of the GCCC, would or might be dangerous to persons or property or otherwise incompatible with the GCCC structure, systems and furnishings. Hazardous chemicals and materials, including, but not limited to, pesticides, herbicides, poisons, flammable and combustible liquids, hazardous gases, pressurized cylinders and tanks and hazardous chemicals (including oxidizers), are prohibited inside the GCCC.

Gas (Compressed/Inert): Compressed inert gases may be used, provided the vessels are stored in a safe manner. The Fire Marshal and EM are to be notified about their intended use and preferred storage location. Demonstrations involving inert gases must comply with all federal and local regulations.

Inert Gas Cylinders: Compressed gas cylinders may not be stored on dock areas or on the Exhibit Floor during move in or move out. Compressed inert gas cylinders may be located in an exhibit space after move-in is complete. Cylinders must be properly secured at all times.

Other Compressed Cylinders: Introduction of all other compressed liquids and gases into the building is prohibited, without prior approval from the Fire Marshal.

### Gas (Liquid Petroleum)

The use of Liquid Petroleum is limited on the GCCC premises. The exhibitor may use liquid petroleum with prior approval of the Fire Marshal, if it is in non-refillable cylinders.

The use of portable, butane-fueled appliances listed for commercial use is permitted with prior approval of the Fire Marshal. The containers must be connected directly to the appliance. Manifolding of the cylinders is not permitted. The maximum number of stored butane containers is limited and must be removed at the end of each day.

All Liquid Petroleum must be removed from the display area at the immediate close of Show hours.

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Any other Liquid Petroleum product not listed above is strictly prohibited at the GCCC.

Gas (Storage): Gasoline, kerosene, diesel fuel, combustible gases (cylinders) or other flammable liquids may not be stored (permanently or temporarily) within the GCCC venue, or on dock areas, during an event or its move-in and move-out period.

### Open Flame

Open flames are not permitted inside the building. Exceptions must be approved by the Fire Marshal of the Columbus Fire Division.

### Hazardous Materials

All hazardous materials must be registered with the GCCC.

A copy of the OSHA Material Safety Data Sheet regarding the hazardous material must be submitted to the Event Manager at least 60 days prior to the event. Hazardous materials (chemicals, gases, batteries, paints, oils, petroleum products, corrosives, solvents and biological contaminants, including blood, body fluids, organic matter, cadavers, used First Aid supplies, and sharps) are the responsibility of the exhibitor.

All hazardous items must be placed in clearly marked product-safe containers, safely stored and secured, and disposed of properly in accordance with local, state, and federal regulations.

Items may not be left in our building for later retrieval, or disposed of in our building trash receptacles, floor pockets or sewage systems.

Any hazardous waste left in the facility will be disposed of immediately at the exhibitors expense, including charges associated with identification, containment, transportation, disposal, and the potential closure of our convention facilities or waste disposal sites due to contamination.

#### Contact:

Marley McCormick | [MMcCormick@columbusconventions.com](mailto:MMcCormick@columbusconventions.com)

### Permit Overview

Special permits are required for event activities and exhibits that involve cooking, lasers, pyrotechnics, tents, multi-level or covered exhibits and/or potentially hazardous situations. More information will be provided upon request.

## 5. Exhibitor Services

### a. Exhibitor Resource Center

The **Exhibitor Resource Center** serves as the central **hub for all key information** and tools needed to successfully plan the participation at analytica

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USA. It functions as an access point for a wide range of services, including electrical and sanitary installations, suspended structures, booth equipment, rental furniture, signage, Wi-Fi and internet access, cleaning and waste disposal, host/hostess staffing, booth security, advertisement / marketing and catering. The primary contact has access to the Exhibitor Resource Center and can add additional users as needed. In the Exhibitor Resource Center, Service Partners are presented through embedded hyperlinks.

### **Sponsorship, Advertising, Signage and Media Entry**

Advertising spaces located online and on the venue grounds are managed by MMG, TSS and Map Your Show and offers can be found here: [Marketing & Services](#) and ordered through the Exhibitor Resource Center.

#### **Contact:**

Kiana Franz | [kfranz@tssworldwide.com](mailto:kfranz@tssworldwide.com)

#### **b. GCCC Exhibitor Service Center**

To order services such as utilities and catering, the Exhibitor Resource Center will direct exhibitors to the GCCC Exhibitor Service Center. To access the GCCC tool and book services, exhibitors must first register on the GCCC Website.

### **Electrical Installation**

The type of electrical outlet required depends on the equipment being powered. For example, most TV monitors or notebooks operate with a 120V / 500W circuit. Exhibitors should verify their special needs before placing an order.

All ordered electrical connections use **American standard outlets**. Exhibitors requiring a different type of outlet must bring their own adapters.

By default, power cords are placed along the back line of the booth. If an exhibitor requires a custom placement, such as a specific location within the booth or installations beneath carpeting they must select the “custom placement” option and mark the placement when ordering. The placement can be changed until seven days before set-up.

Usage and labor are included in the ordering prices.

The **technical labor services** which can be ordered via the Exhibitor Resource Center [GCCC Exhibitor Service Center] applies only if additional labor is required beyond the initial installation of electrical connectors.

#### **Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

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### Sanitary Installation

To order water and plumbing utilities for the booth, visit Exhibitor Resource Center [GCCC Exhibitor Service Center]. The usage and labor is included in the price.

**Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

### Suspended Structures / Rigging / Audio Visual

Theatrical rigging and banner hanging of any kind must be approved and hung by GCCC personnel and can be ordered through the Exhibitor Resource Center/ [Mills James]. Rigging plots that show location and weight are required of all items hung from the ceiling. For further information, rigging forms with instructions, guidelines and pricing visit the Exhibitor Resource Center.

**Contact:**

Mills James

Matthew Draudt

[mills-james@columbusconventions.com](mailto:mills-james@columbusconventions.com) | +1 614-407-5354

### WIFI / Internet

Network and telephone services at the GCCC are provided exclusively by boldyn Networks.

Various services and connections can be ordered with boldyn Networks via the Exhibitor Resource Center [GCCC Exhibitor Service Center]. The GCCC offers state-of-the-art networking capabilities and high-speed internet access. The GCCC is designed with redundancy and throughput in mind to ensure maximum uptime and the highest data transfer rates available.

**Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

### Cleaning

The GCCC exclusively handles all exhibitor booth cleaning. Cleaning is not included. Exhibitors may request cleaning services for their designated booth areas. To order, exhibitors are required to complete the Cleaning Services Order Form, which is available in the Exhibitor Resource Center [GCCC Exhibitor Service Center].

**Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

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### Host / Hostess

Hosts can be ordered through the Exhibitor Resource Center [GCCC Exhibitor Service Center].

**Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

### Security

Security services can be ordered through the Exhibitor Resource Center [GCCC Exhibitor Service Center].

The exhibitor is responsible for their booth's security. Neither MMG, TSS nor the GCCC shall be liable for any loss or damage to exhibitor's property whatsoever.

**Contact:**

[GCCC Exhibitor Service Center](#)

[exhibitorservices@columbusconventions.com](mailto:exhibitorservices@columbusconventions.com) | +1 614-827-2548

### Catering

Catering, concessions, alcohol and exhibitor booth catering services are exclusive to the GCCCs exclusive food and beverage provider. Arrangements for Levy food and beverage services are required to be made through a Levy Catering Manager.

The food & beverage waiver excludes alcohol sales unless specified otherwise. Alcohol sales are not to be included in calculating the food & beverage waiver, unless the event license agreement explicitly states alcohol sales are to be included in the calculation.

Outside food and beverages, including alcohol, will not be permitted into the GCCC for personal consumption.

Exhibitors may distribute food and beverage samples as an approved exhibit if the exhibiting company is the legal manufacturer and/or distributor of the product. To be approved, a Sample Food & Beverage Distribution Form must be completed and submitted to the catering manager. Sample sizes must be limited to three ounces of beverage and two ounces of food. No products may be sampled or given away outside the exhibit hall or inside any meeting room. For additional information, contact the catering manager. Catering can be ordered through the Exhibitor Resource Center [GCCC Exhibitor Service Center].

**Contact:**

[GCCC Exhibitor Service Center](#)

Catering Sales Department | +1 614-827-2716

Raven Rendell | [RRendell@levyrestaurants.com](mailto:RRendell@levyrestaurants.com)

[www.levyrestaurants.com](http://www.levyrestaurants.com)

[Exhibitor Menu](#)



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### c. Shepard ExhibitorPro

Exhibitors will be forwarded to **Shepard ExhibitorPro** to order furnishings, flooring, signage, material handling and shipping. The primary contact will receive an email from Shepard with login details and instructions.

### **Walls, Booth Equipment, Rental Furniture, Signage etc.**

Walls, booth equipment, rental furniture, marketing materials and carpeting (since it is not included in the bare booth space) for the booth, can be ordered through the Exhibitor Resource Center [Shepard ExhibitorPro].

Equipment, rental furniture and signage included in turnkey booth packages can be found in Chapter 4c (Turnkey Booth Packages). Any additional items can also be ordered through the Exhibitor Resource Center.

#### **Contact:**

[Shepard ExhibitorPro](#)

### **Trash Removal**

Bulk trash is defined as boxes, collateral brochures, crates, lumber, pallets, packing materials, signage, etc., which cannot be easily removed by a standard push broom and/or vacuum. The exhibitor is responsible for returning the space to its original condition at the conclusion of the trade fair.

Trash will be removed by the General Contractor during setup and dismantling. Additional fees may apply for disposal of large-scaled trash such as e.g. old crates or broken pallets.

### d. Cvent

Exhibitor passes, visitor vouchers and Lead Capture Licenses can be ordered and managed through Cvent. The primary contact will receive an email invitation which will take them to a page to set a password and access the exhibitor portal. There, they can register themselves and their booth staff. They can also share the sign-up link through the exhibitor portal with their staff to register for the event. Once staff are registered, they'll appear in the portal and receive a confirmation email with a QR code. The portal is also where exhibitors can manage their exhibitor passes afterwards, purchase and assign Lead Capture Licenses, customize Lead Qualification Questions and export lead information from their event.

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### Exhibitor Passes

For the duration of the show, each exhibitor will receive a certain number of complimentary exhibitor badges, based on their booth size.

Complimentary exhibitor passes are provided as follows:

- 100-199 square feet: 2 passes
- 200-299 square feet: 4 passes
- 300-399 square feet: 6 passes
- 400 square feet and above: 8 passes

Additional exhibitor passes can be purchased for \$45 each.

The primary contact for analytica USA receives an email containing login details from MMG's registration partner, Cvent. Please log in and register staff and/or purchase additional exhibitor passes there.

Each co-exhibitor will also receive 2 complimentary exhibitor passes.

We recommend that each exhibitor first uses up their complimentary exhibitor passes before purchasing additional ones. Exhibitors will receive a confirmation e-mail with a QR code after registration. Once the exhibitor is on-site, they can use the QR code or their name to retrieve the printed badge.

### Visitor Vouchers

Each exhibitor will receive 20\* complimentary visitor vouchers (one-day tickets) for their customers to use free of charge. Exhibitors can share their voucher code with their customers in order for them to enter the show free of charge. We will record the numbers of all redeemed vouchers upon entry. Please be advised, once the exhibitor has reached their limit of complimentary tickets, they will be charged each additional time the code is used.

Prices for online vouchers for one-day tickets:

1–20 used online vouchers: complimentary

21 and more used online vouchers: \$25/each

\*LPA members receive 50 complimentary visitor vouchers (one-day tickets).

### Lead Capture Licenses

Lead Capture Licenses (lead retrievals) can be ordered through Cvent, as stated above.

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### 6. Logistics

#### a. Shipping and Material Handling

Exhibitors may use any carrier of their choice for shipping and freight deliveries, and freight can be delivered either to the advanced warehouse or directly to the show site, depending on their preference and event requirements.

**Shepard is the exclusive Material Handling (Drayage) contractor permitted on the show floor.** They will receive all shipments, whether consigned in advance to their warehouse or sent directly to the Exhibit Hall. Material Handling services include receiving exhibit materials, delivering them to exhibit spaces, removing and storing empty containers, returning empty cartons and crates, and delivering shipments to the dock for pickup by outbound freight carriers.

Shipping and handling charges through Shepard Logistics Services are based on the actual weight of the shipment with no rounding to the next hundred weight (e.g., 201 lbs is charged as 201 lbs, not 300 lbs). There is no special handling, uncrated or small package fees.

Shipments are accepted up to 30 days prior to the event by the Shepard. Early shipments (received before 30 days) and late shipments (received within 5 days) may incur additional fees due to disruptions in the staging process. These fees are typically listed in the Exhibitor Resource Center and vary by show location and dates. Freight or package deliveries from carriers such as UPS and FedEx will not be accepted by the GCCC at any time, and carriers will not deliver directly to individual booths. Any shipments arriving at the GCCC during the show, including setup and dismantling periods, must be addressed to the General Contractor. Neither MMG, TSS nor GCCC are responsible for shipping, receiving, or any lost, stolen or damaged deliveries.

#### Shipping Addresses

##### Advance Warehouse Shipment Address

Exhibiting Co. Name & Booth Number  
analytica USA  
c/o Shepard Exposition Services c/o Tforce  
3400 Refugee Rd  
Columbus, OH 43232

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### Direct To Show Site Shipment Address

c/o Shepard Exposition Services  
Exhibiting Co. Name & Booth Number  
analytica USA  
Greater Columbus Convention Center  
400 North High Street  
Columbus, OH 43215

Important Logistics & Transport information can be found here: [Link](#)

### Shepard Logistic Services (domestic)

#### Contact:

[logistics@shepardes.com](mailto:logistics@shepardes.com)

[Shepard ExhibitorPro](#)

### DSV (international)

#### Contact:

Kelly O'Neill-Exley | [kelly.oneill@dsv.com](mailto:kelly.oneill@dsv.com)

<https://drive.shepardes.com/ShowForms/Agility.pdf>

### TWI Group (domestic and international)

#### Contact:

Kelli Morrissey | [kmorrissey@twigroup.com](mailto:kmorrissey@twigroup.com)

<https://www.twigroup.com/>

## 7. Co-Exhibitors

Co-exhibitor participation requires prior approval from MMG, which is granted at MMG's sole discretion. TSS, as MMG's service provider, may communicate MMG's decision to the co-exhibitor. All co-exhibitors must be registered by the primary exhibitor. To register co-exhibitors please contact Kirsten Glass at [kglass@tssworldwide.com](mailto:kglass@tssworldwide.com) and receive a link to register them. Once submitted, MMG or TSS may follow up directly regarding the approval status. **Registration of co-exhibitors is mandatory.**

Depending on the booth size, a maximum number of co-exhibitors are allowed:

- 10 x 10 ft: a maximum of 1 co-exhibitor is allowed
- 10 x 20 ft: a maximum of 2 co-exhibitors are allowed
- 20 x 20 ft: unlimited

The participation fee for each co-exhibitor is \$500.

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### 8. Travel & Accommodation

#### a. Access Conditions / Accessibility

The facility is highly accessible for people with disabilities and limited mobility. GCCC ensures permanent accessibility features such as wheelchair ramps, automatic doors, elevator standards, door-width specifications, accessible parking and restroom accommodation.

The facility can also provide systems for the hearing impaired upon request. If a wheelchair is required, please contact Public Safety directly at +1 614-827-2547. A member of the Public Safety Department will deliver the wheelchair to the designated location. Please be prepared to exchange a photo ID for the wheelchair, which will be returned after the rental period.

Electric scooters are also available for rent through the GCCC Pride Ride program. A scooter can be reserved by calling +1 614-827-2531 and providing payment via credit card. If further assistance is needed, the GCCC can provide a list of companies that offer electric wheelchair rentals.

#### b. Hotels

##### **Hilton Columbus Downtown – SOLD OUT**

401 North High Street, Columbus, OH 43215

##### **Hyatt Regency Columbus**

350 North High Street, Columbus, OH 43215

Phone: + 1 614-463-1234

Special room rate: \$209 plus applicable state and local taxes, use [link](#)

##### **Sonesta Columbus Downtown**

33 East Nationwide Boulevard, Columbus, OH 43215

Phone: + 1 614-461-4100

Special room rate: \$199 plus applicable state and local taxes, use [link](#)

Other hotels:

**Drury Inn & Suites Columbus:** + 1 614-221-7008, [www.druryhotels.com](http://www.druryhotels.com)

**Hampton Inn and Suites:** + 1 614-559-2000, [www.hamptoninn3.hilton.com](http://www.hamptoninn3.hilton.com)

**Red Roof Inn:** + 1 614-224-6539, [www.redroof.com](http://www.redroof.com)

#### c. How to get there

##### **By car**

##### **From I-70 on the East (Wheeling)**

Take I-70 West to East Mound Street. Take Exit 101B from I-70 W Continue on E Mound St. Take S 4th to Nationwide BLVD The Turn right onto N High St

##### **From I-71 on the North (Cleveland)**

Take I-71 South Travel West on I-670 "109-A" Take Exit "4-B" to the Greater Columbus Convention Center

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Or

Take I-71 South to the Spring Street Exit Travel West on Spring Street to Fourth Street Head North on Fourth Street to Nationwide Boulevard Turn Left onto Nationwide Boulevard

### From I-71 on the South (Cincinnati)

Take I-71 North to I-70 East Travel on I-70 East to the Fourth Street Exit Head North on Fourth Street to Nationwide Boulevard Turn Left onto Nationwide Boulevard

### From I-70 on the West (Indianapolis)

Take I-70 East to the Fourth Street Exit Head North on Fourth Street to Nationwide Boulevard Turn Left onto Nationwide Boulevard

From the John Glenn Columbus International Airport

Take I-670 West Exit at "4-B" to the Greater Columbus Convention Center

## By air



### d. Parking

**There is no designated exhibitor parking area at the Greater Columbus Convention Center. All exhibitors should park in one of the five separate onsite parking areas consisting of approximately 4,000 parking spaces.**

The parking facilities are:

- Goodale Garage (800 spaces), 80 East Goodale Street
- Vine Street Garage (1,800 spaces), 37 Vine Street
- East Lot (868 spaces), 80 East Nationwide Boulevard
- South Garage (526 spaces), 50 East Nationwide Boulevard

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- North Surface Lot (61 spaces), 50 East Goodale Street
- Ohio Center Garage (650 spaces), 400 North High Street, GPS directional address Ohio Center Way

### Purchase Advance Parking:

To purchase parking at the GCCC parking facilities in advance and check parking availability use the following link: [Parking Availability - Greater Columbus Convention Center](#)



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### 9. Facilities at the Exhibition Center

#### a. Medical Emergencies

For minor medical emergencies, the nearest First Aid Kit will be located in the Guest Services Center, across from Hall A.

In the event of a medical or other emergency where one would normally dial 911, please do the following instead:

- From any in-house phone dial +1 614-827-2547. This will put you in contact with our Public Safety Department, which is on duty 24 hours a day, 365 days a year.
- Our Public Safety staff will take the necessary information regarding the emergency, notify emergency services, meet emergency services upon their arrival, and escort them directly to the location of the emergency.
- At the same time, another of our officers will immediately go to the area of the emergency to provide first response. This method of emergency response has proven to be most beneficial, especially in a facility as large as ours.
- We have pre-established Emergency Response Stations (ERS) with the Columbus Fire Department to ensure they go to the exact area.
- Dialing 9-1-1 yourself could delay the arrival of emergency personnel since it may be confusing where to direct help.
- The GCCC Public Safety team and many members of the GCCC staff are trained both in First Aid and the use of AEDs (Automated External Defibrillators). AEDs are located in the main concourse outside Exhibit Halls A, B, C and D.
- Our Public Safety staff arrives on the scene of an emergency with a First Aid kit, an AED, and oxygen.

#### b. Food Court, Café and Marketplace

The South Café & Marketplace is a food court and services hub, situated on the southern side of the convention center. Here a selection of dining options can be found, including Indian cuisine, pizza, gyros, sandwiches, desserts and more. The Marketplace offers specialty gifts, souvenirs, a beauty and barber salon and a convenience store.

Discovery Café is located inside the facility's west entrance, between Exhibit Hall A and Exhibit Hall B, and features a variety of seating options. Operated by Levy, Discovery Café features local cuisine and beverages within the Homegrown Café, Columbus Grille, CBUS Tap Room and Crimson Cup Coffee & Tea.

In addition, North Market Downtown can be found across the street from the convention center which is a public market featuring a variety of food and retail vendors. (59 Spruce St, Columbus, OH 43215).



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### c. Lost and Found

Lost & found is located in the Public Safety office. The Public Safety office is located on the second floor at the end of the Hyatt Regency Columbus Union meeting room hallway. The lost & found form can also be filled out [here](#). Public Safety can also be reached by contacting + 1 614-827-2547.

- All lost items are turned into Public Safety where they are logged in and maintained for a period of 30 days.
- Items not claimed within the 30-day time period are customarily discarded or donated to charity.

## 10. General

### a. Amendments

Messe München GmbH and TSS Worldwide reserve the right to make amendments and additions in matters affecting technical arrangements and safety.

### b. Evening Event

Evening events on the exhibition booth require authorization by MMG and TSS and must be registered by September 2, 2025, at the latest. Events on September 10 and 11, 2025 should start no earlier than 4:30pm and must end no later than 10:00pm. The cleanup may be undertaken on the booth until 10:30pm. By 11:00pm at the latest, everybody must have left the convention center.

During the event, it must be ensured that aisle areas and neighboring booth areas are not included in booth activities. The exhibitor who has registered for the evening event is liable for any damage and cleaning costs attributable to this event. All attendees are to follow the instructions of the security and public order service staff deployed by MMG and TSS. To ensure a smooth, uninterrupted event, we recommend to consult with booth neighbors in advance of the planned event.

Several services provided by MMG and TSS in connection with each booth party are charged to the exhibitor in the final invoice. There will be an additional one-time charge for the event:

- \$ 500 for events until 7:00pm
- \$1,000 for events until 10:00pm

For more information, please reach out to TSS.

### Contact

Kiana Franz | [kfranz@tssworldwide.com](mailto:kfranz@tssworldwide.com)

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- c. **Exhibitor Functions / Show Regulations**  
Show Regulations prohibit functions being scheduled during show hours. Show Regulations also prohibit product displays in suites and locations other than the exhibitor's rented space in the convention center. Any violation of this requirement will result in the termination of the existing Exhibitor Agreement Rules. If the exhibitor has a function in an official show hotel, signs for that function may be placed in the public space of that hotel only. No exhibitor signs may be placed in any other official show hotel for any other reason.
- d. **Disorderly Conduct**  
MMG and TSS reserve the right at all times to refuse admission to or to cause to be removed from the Event, the Premises and/or the Center any disorderly person, including Licensee's employees, agents, contractors, exhibitors, guests and invitees, as determined by Licensor in its sole discretion, and in the event of the exercise of such authority, Licensee hereby waives any and all claims for damages against Licensor and the Owner on account thereof.
- e. **Cameras and Filming**  
Photography is generally allowed at analytica USA, including in the exhibit hall. Permission must be obtained from the exhibitor before taking any photographs or videos within their space. Press with Press/Media Badges are required to verify their status by providing their ID from their publication. Photography restrictions apply during premieres, screenings, or specific guest appearances. Please be mindful of these guidelines to ensure a respectful and enjoyable experience for all attendees and exhibitors.
- f. **Safety and Security / Indemnification**  
It is understood and agreed that neither MMG as organizer nor the owners nor lessors of the property which serves as the exhibition hall, nor the management of these properties, can or will be responsible for the safety of exhibits, exhibitors, or their employees against robbery, burglary, theft or damage by fire, or any other cause. Perimeter security for the protection of property, during hours when the exhibition is closed, can be booked through the Exhibitor Resource Center. In all cases, the exhibitor is advised to insure its property against damage or loss and insure itself against public liability at its own expense. The exhibitor waives all claims of any kind against MMG and TSS, or any of their directors, committee members, or employees, arising from the conduct of the exhibition. The exhibitor agrees that none of these parties shall be liable for any loss, damage, or destruction of property, or for any personal injury to the exhibitor, its agents, or employees while on the premises, nor for any business loss due to the cancellation of the conference, failure to provide exhibit space, or

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removal of an exhibit. Additionally, the exhibitor agrees to hold harmless the management, owners, and lessors of the GCCC exposition areas from any claims arising from acts or omissions connected to the exhibitor's participation, whether negligent or not.

### g. Taxes and Licenses

Exhibitors shall be responsible for obtaining all licenses, permits, or approvals that may be required in connection with the event, including without limitation those required by ordinances, rules and/or regulations of governmental authorities, and all licenses required by any performing arts societies such as ASCAP or BMI for music or other copyrighted works to be utilized or displayed at the event; provided. The exhibitor shall defend, indemnify and hold harmless from MMG, TSS and the exhibition facility owner from any and all claims, fees, expenses, costs or damages, including reasonable attorneys' fees and court costs, suffered or incurred by such parties in connection with any breach of these paragraphs.

Exhibitors are solely responsible for obtaining any required tax identification numbers and for paying all applicable taxes, license fees, or other charges imposed by any governmental authority in connection with their participation in analytica USA. The GCCC is available to provide guidance or assistance if needed.

### h. Tipping

Work Rules prohibit the solicitation and / or acceptance of tips by any employee, including all employees representing MMG, GCCC and TSS. Should the exhibitor be solicited for a tip, please report the incident to MMG or TSS as soon as possible.

### i. Sales Regulation

Exhibitors who sell merchandise from the show floor must have the appropriate seller's permit and licenses. Some merchandise may be subject to sales and general excise tax. For more information, please contact the Ohio Taxpayer Service Center:

30 E. Broad Street  
Columbus, OH 43215  
1-888-405-4039

<http://tax.ohio.gov>

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**11. Site Plan**



**12. Important Phone Numbers**

John Glenn Columbus International Airport: +1 614-239-1084

Ambulance: +1 614-827-2547

Fire Department: +1 614-827-2547

Lost and Found Office of the venue: +1 614-827-2547

Lost and Found of the City Columbus: +1 614-292-5200

Paramedic Service during the Trade Fair: +1 614-827-2547

Public Safety Office: + 1 614-827-2547

Police: 911

Status: April 2025

Messe München GmbH reserves the right to make alterations and additions in matters affecting technical arrangements and safety.