



# International School of Hydrocarbon Measurement

## 2025 Exhibitor Requirements, Rules, and Schedule



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### I. ISHM Exhibits Overview

ISHM has a long and proud history of focusing on the school attendees by providing the best educational experience possible. The ISHM Committee and ISHM exhibitors work together each year to ensure that attendees receive a world-class educational experience. Given this focus, it is the express intent of ISHM to provide an educational environment in the exhibit area.

**ISHM is not a trade show for sales and marketing purposes.** ISHM exhibits shall be educational and must provide instructive value to attendees. Therefore, material provided to attendees must include information of an educational nature, that can be used to help solve a problem, present a problem, or improve or describe a method, procedure, or process within the hydrocarbon measurement industry.

Before and during the school, the Exhibits Committee will review each exhibit for educational value and will help provide guidance to maintain consistency with Sections I and V. Compliance with the exhibitor rules is mandatory and is much appreciated by ISHM.

**FOLLOWING ALL EXHIBITS RULES ARE THE EXPECTED RESPONSIBILITY OF THE EXHIBITORS AND THE ISHM COMMITTEE IN ORDER TO CREATE AN EXCEPTIONAL EDUCATIONAL EXPERIENCE FOR STUDENTS.**

**The Exhibits Chairperson reserves the authority to resolve any ambiguity in the interpretation of the rules.**

Adhering to rules and deadlines is a key obligation of all ISHM exhibitors. Anyone who does not follow the rules as outlined may experience probationary measures which can include, but are not limited to, exclusion as an ISHM exhibitor in subsequent years.

*The ISHM Committee recognizes the important contributions made by exhibitors at ISHM and welcomes constructive comments and feedback. **Thank you.***



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### II. Exhibitor Requirements

There are two classifications of ISHM exhibitors:

- **Primary Exhibitors** must be original manufacturers of proprietary measurement and control devices of equipment used by the hydrocarbon industry.
- **Secondary Exhibitors** must be firms that are either:
  - Producers of specialty calibration gases and odorants used by the hydrocarbon industry,
  - Petroleum and gas measurement software designers,
  - Measurement system fabricators,
  - Providers of hydrocarbon measurement services and or control-related services, such as meter calibration/proving, sampling, laboratory analysis, and technical training.

### III. Educational Exhibit Types

There are two classifications of ISHM educational exhibits:

- Booth Exhibits are the primary exhibit type with a booth unit space of 10'W x 8'D x 8'H. Booths are furnished with uniform tables, table skirts, backdrops, and carpeting, all of which shall not be removed or replaced. If the allotted booth unit width is not sufficient, adjacent booth units may be available for purchase, not to exceed 4 booth units per exhibitor. The cost of each 10'W X 8'D booth unit space is **\$1,225**. Partial units are not available.
- **Mobile Displays are for trailers or portable structures as a required accessory or a functional educational exhibit component.** PRIOR TO REGISTRATION, the Exhibits Chair must explicitly approve that any mobile display meets requirements and content and then determine the amount of space sufficient for display. **IF THE MOBILE UNIT IS NEW OR IF THERE ARE ANY CHANGES FROM LAST YEAR, pictures of the mobile display must be submitted to the Exhibits Chair for approval.** Mobile display units are 8'L x 10'D x 14'H and are grouped as required for specific display item length, including the necessary space surrounding the object for walk-around. The cost of each 8L' X 10D' mobile display unit space is **\$1,225**. With the express approval from the Exhibits Chair, necessary augmentation of mobile display space will be charged at the rate of **\$16.00 per square foot**.

### IV. Exhibit Requirements

If you have any questions about exhibit requirements, please contact the Exhibits Chair for approval of the display. The chair shall review a picture of your proposed exhibit for compliance with the rules before the school and prior to shipping any materials.



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### A. Exhibit Content

1. Educational exhibits must contain equipment, information, and services about gas, gas liquids, petroleum based product measurement, produced water, regulation, software, and control.
2. No gases, compressed gases, pressurized containers, flammable materials, or toxic liquids may be brought into the Convention Center. All exhibits must adhere to local fire codes, which are available from Frypan Partners. Water can be arranged if used in your display.
3. Exhibits consisting solely of replacement parts or components without educational benefit will not be considered an educational exhibit.
4. Visual aids are allowed, however they shall adhere to the following instructions.
  - Backdrops and banners, must be educational (see Section I for definition).
  - The maximum height of the visual aid shall not exceed the curtain height in the booth (which is approximately ~8 ft) measuring from the floor to the top of the visual aid and must comply with all other rules listed (see Exhibit Size details below for further size requirements).
  - A backdrop is a WIDE tabletop or floor-standing poster containing educational information.
  - A banner is typically a narrow tabletop or freestanding poster containing educational information held upright by a stand of some type.
5. Any signs such as placards or posters must be visual aids, educational in nature, and MATERIALS FOR NEW EXHIBITORS OR FOR THOSE WITH CHANGES FROM PREVIOUSLY DISPLAYS must be approved by the Exhibits Chair in advance of the school. No visual aids consisting of **only logos** are allowed, such as logo table covers, banners, etc. Trailers with external permanent signage are an exception as this is not an item that can be removed in the booth space.
6. Videos and other audio displays or other noise must not be loud enough to interfere with neighboring displays. **Video screens must not be larger than 65 inches corner to corner, measured diagonally.** Company logo screen savers and video visual aids consisting of only logos are not allowed. **Multiple screens are allowed within a single booth space, providing the total diagonal length of all screens within the single booth added together does not exceed 92 inches.**
7. No signs or handouts advertising locations of exhibitor's hospitality suites, events, or the location of other after-hours activities shall be delivered in the Convention center.
8. QR Codes are allowed as long as the information shared is of the educational nature, described in Section I.
9. For new exhibitors or displays that have changed from the previous exhibit year, a picture of design or changes must be submitted for review and approval by January 31, 2024, or when



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the exhibitor registers, if the registration is later than January 31, 2024. The rule applies to mobile/trailer displays as well.

10. Interaction between attendees and exhibitors is encouraged. Technical literature, business cards, and educational items may be provided to attendees.
11. "Giveaways" and convention-type advertising items are not allowed (for example, pens, carrying bags, whistles, baseball caps, etc.).
12. Food or candy is not allowed for display or distribution to attendees.
13. Business cards, and other items listed in IV.A.10 can be shared with attendees during exhibits and the ISHM App is encouraged to also share contact information. While uncommon, it is not an acceptable practice to leave business cards on a table that is unattended, which does not promote an interactive experience for students.

### **B. Exhibit Size**

1. Educational exhibit components must not extend past the provided booth space of 10'L x 8'D x 8'H.
2. If multiple booth spaces are purchased, items must not exceed 8' in height nor extend past the combined booth space's total width and depth. Please refer to section IV.A.4.
3. Multiple booths are limited to four (4) ADJACENT 10'W x 8'D booth units for a total maximum booth size of 40'W x 8'D.

### **C. Exhibit Installation**

1. Vehicles shall not be driven into the educational exhibits area of the Convention Center. Loading and unloading must take place at the Dock Door. Vehicles shall not block access to the Convention Center. All material is to be unloaded and left in a staging area near the dock door while the vehicle is temporarily parked at the Dock Door location. Then, once permanent parking is completed, please return to the dock where your goods are staged and move them to your booth. A small number of dollies are available for use, but it is advised to bring your own. Please ID label all of your equipment and moving tools.
2. Do not obstruct any portion of the ISHM provided sign attached to the drapes in the back of the booth, indicating your company name and booth number. Please see section IV.A.4. Backdrops shall not cover the booth numbering sign; however alternate sign placement is acceptable if it is unobstructed and visible from the center of the aisle.
3. Exhibitors may not alter any part of the booth structure, including taking down or extending curtains, expanding rods out into the aisles, or placing displays in the aisles.
4. No attachments to curtains or rods on the back wall or sides of the booth are allowed.
5. Equipment may rest on the floor if it meets all other guidelines listed.



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6. Black table SKIRTS are provided and shall be used. **Table covers shall not be replaced or substituted, nor may additional logos be applied over the top.**
7. Supplemental lighting provided by the exhibitor is allowed and limited to only integrated back lighting of educational displays. Back lighting must be white light, constantly on, not flashing or transition colors. Any lighting used must be low wattage LED's and not exceed the power 20-amp supply rating provided by the exhibit hall. All new or additional supplemental lighting is to be included in the booth review and approved by the exhibits chair.
8. Exhibitors must keep the provided table in their booth. The table may be moved around within the confines of the booth. If space is needed for large equipment, the table or chairs' removal must be approved by the Exhibits Chair before the school opens.
9. Each booth unit is provided with a single electrical outlet, up to 20 amps. Exhibitors must bring a UL listed power or surge protector strip if more than one device requires an electrical connection in the booth unit. If your display requires unique connections or additional power beyond a single standard outlet, you must confer with the Exhibits Chairman.
10. Trash, packaging, and crates must be disposed of or stored correctly. Do not leave items in the utility aisles of the educational exhibits area. **NOTHING CAN BE STORED IN THE "ELECTRICAL AISLE" BEHIND THE BOOTHS.** The final setup is not complete until trash, including packaging and crates, are correctly stored and disposed of in the correct locations.
11. Crate storage & trash pickup left behind for Frypan Partners to manage shall be billed as a minimum labor charge to the exhibiting company.

### **D. Additional Information**

1. An ISHM Committee Exhibitor Information Center is stationed inside the exhibit area. This center is provided for exhibitors who have questions, comments, or who need assistance during the school.
2. Booths are assigned through a coordinated placement and the prior-year location is not a factor. Location preferences will not be given to any exhibitor.
3. Please be respectful of others when using mobile phones in the Exhibits Hall.
4. Exhibitor customer service at ISHM is provided by Frypan Partners, including advance & outbound freight services, and on-site help desk at the event. The Convention Center is responsible for all electrical issues, including AV equipment rentals.



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### V. Exhibitor Timeline

Table 1. ISHM 2025 Exhibitor Timeline – Registration & Forms

Activity	Schedule / Deadline	Details
<b>New Exhibitor Application</b>	By January 31, 2025	New exhibitor applicants are accepted by committee vote, primarily at committee summer and winter meetings. This deadline allows new applicants to be accepted in committee voting during their Winter meeting in late January. No new exhibitor applications will be accepted after this deadline.
<b>Exhibitor Registration</b>	November 11, 2024 – March 20, 2025	March 20, 2025, is the final date for exhibitors to be included in the booth assignment random drawing. Only on-time paid reservations are included. Registration acceptance and booth assignments for registration submittals received or paid <i>after</i> March 20, 2025, are subject to space availability and are facilitated by the Exhibits Committee on a first-come-first-serve basis. Any exhibitors accepted past this deadline will likely not be included in ISHM publications due to associated publication deadlines.
<b>Picture Submittal for New Exhibitor or Changes from Last Year's School</b>	By February 20, 2025 (or upon registration)	<b>The rule applies to New Exhibits or changes to previously approved exhibits, including mobile/trailers.</b> A picture of any signs, placards, posters, visual aid, etc., must be submitted for review and approval by February 20, 2025, or when the exhibitor registers, if the registration is later than January 31, 2025.
<b>Mobile / Trailer Notice Form Submittal</b>	By January 31, 2025 (or upon registration)	Mobile / Trailer exhibitors must complete and submit this form to ensure a practical trailer space assignment and trailer move-in.





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Activity	Schedule / Deadline	Details
<b>Exhibitor Freight Form Submittal</b>	March 20, 2025 – May 9, 2025	Inbound and outbound freight forms can be downloaded from the Frypan Pardners website <a href="http://www.frypanpardners.com">www.frypanpardners.com</a> or requested by email from Betsy Fry at <a href="mailto:FrypanOK@aol.com">FrypanOK@aol.com</a> or call her at 405-623-8183. Completed forms must be submitted to Frypan Pardners on or before Friday, May 9, 2025, or incoming goods may be “trapped” at Customer Service rather than delivered to your booth to be ready for exhibitor move-in on May 12th.
<b>Exhibitor Labor Order Form Submittal</b>	March 20, 2025 – May 9, 2025	Should an exhibitor require on-site assistance with exhibit setup or teardown labor services can be procured with the Labor Order Form found on the Frypan website <a href="http://www.frypanpardners.com">www.frypanpardners.com</a> or requested by email from Betsy Fry at <a href="mailto:FrypanOK@aol.com">FrypanOK@aol.com</a> . Order forms must be submitted to Frypan Pardners by May 9, 2025. On-site labor requests will be handled in the order received and as time permits.
<b>On-Site Services Payment Arrangement</b>	March 20, 2025 – May 9, 2025	Payment Arrangement forms may be submitted to Frypan Pardners in advance, on site, or processed by phone at a convenient time.
<b>Freight Arrival</b>	Monday, April 28, 2025 - Friday, May 9, 2025	Freight must be shipped to the Advance Warehouse in accordance with the Frypan Pardners shipping instructions found on their website <a href="http://www.frypanpardners.com">www.frypanpardners.com</a> or requested by email from Betsy Fry at <a href="mailto:FrypanOK@aol.com">FrypanOK@aol.com</a> . <b>DO NOT SHIP DIRECTLY TO THE CONVENTION CENTER as nobody is prepared to accept delivery, and additional handling fees will be applied for misdirected Freight. Any freight received before Monday, April 28, is subject to storage fees. Any freight received after Friday, May 9, is subject to late fees as the receiving dock is closed on weekends.</b>



VI. Exhibit Hall Schedule

Table 2. ISHM 2025 Exhibit Hall Schedule

Activity	Schedule	Details
<b>Mobile / Trailer Move-In</b>	Sunday, May 11th 10:00 am – 5:00 pm – BY APPOINTMENT	<b>All mobile / trailer displays must be moved into the hall through the EAST SIDE Dock at their specific scheduled appointment time.</b> MOVE-IN BY APPOINTMENT ensures the required time for setup crews is sufficient prior to the booth setup.
<b>Display Freight</b>	Sunday, May 11th	Freight is moved from the Advance Warehouse to your booth or the aisle space in front of your booth. Be SURE your goods are clearly labeled with your Exhibiting Company Name
<b>Exhibitor Mandatory Move-In &amp; Setup</b>	Monday, May 12 11:00 AM – 5:00 PM	Beginning at 11:00 am, exhibitors must first sign in at the <b>ISHM Committee Exhibitor Information Center</b> before setting up exhibits and equipment.
<b>Setup Complete</b>	Monday, May 12 5:00 pm	<b>Setup must be completed no later than 5:00 pm on Monday.</b> If circumstances arise which prevent check-in during the designated time, the Exhibits Chair or Exhibitors Chair must be notified, and special arrangements may be made for this instance. <b>All equipment to be exhibited must be set up and completely arranged, in accordance with the rules, in the assigned space by 5:00 pm on Monday. Setup time is NOT Tuesday morning.</b>
<b>General Assembly</b>	Tuesday, May 13 8:30 am - 9:15 am	<b>ALL ISHM PARTICIPANTS</b> must meeting in the Grand Ballroom, 3 <sup>rd</sup> floor of the Convention Center for the Mandatory General Assembly.
<b>Educational Exhibit Hours</b>	Tuesday, May 13 7:30 am – 5:00 pm  Wednesday, May 14 7:30 am – 5:00 pm  Thursday, May 15 7:30 am – 11:00 am	All educational exhibits are open Tuesday, Wednesday, and Thursday except during the General Assembly. Educational exhibits shall be manned at all the scheduled Exhibit times during the open hours. During the General Assembly and class periods, booths may be briefly unattended. (Exhibitors are welcomed and encouraged to attend classes.)



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<b>Breakdown of Exhibits</b>	Thursday, May 15 11:00 am – 4:00 pm	<b>Breakdown of educational exhibits must not begin before 11:00 am on Thursday</b> (the beginning of the final class session) and must be completed by 4:00 pm on that same day. <b>All Activity related to the shipping and loading of vehicles happens through the exhibit hall Dock.</b> For safety reasons, only exhibitor personnel and ISHM Committee Members can tear down the exhibit hall. All others are required to leave the exhibit areas at 11:00 am on Thursday.
<b>Freight Pickup Window</b>	Thursday, May 15 1:00 pm – 4:00 pm	<b>LTL Shippers</b> should schedule their chosen carriers for the <b>Freight pick up window: 1:00-4:00 pm on May 15.</b> Materials not picked up by 4:00 pm will be force-shipped ABF, on shipper's account if possible, or as <i>Freight Collect</i> if the shipper does not have an ABF account. <b>Small package shippers</b> do not need to schedule pick up with their service provider. Frypan Parners will arrange for your pre-labeled items to go out that day via UPS, FedEx, or DHL.
<b>Mobile / Trailer Move-out</b>	Thursday, May 15 1:00 pm – 4:00 pm As directed by Frypan	<b>All mobile/trailer displays are required to move out of the hall at the direction of Frypan Parners or the Exhibits Chairman.</b> The organized teardown of all displays requires time for crews to safely remove the booth equipment before tow vehicles may enter and before trailers may leave the hall. <b>All trailers will be moved out by direction when the pathway is clear. All mobile display exhibitors are asked for their patience to make move-out safe.</b>



**Thank You**

We value your participation in the  
**International School of Hydrocarbon Measurement**  
 and respectfully appreciate the adherence to our Exhibits Requirements, Rules and Schedule