



## AAFS 2025 Exhibitor Rules and Regulations

- The total booth cost must accompany this application** — Applications will not be processed, nor booths assigned, without the required payment. If payment balance is not received, reserved space will no longer be guaranteed and is subject to release and resale at the discretion of Exposition Management.
- Exhibit Space Cancellation Policy** — All exhibit booth space cancellations must be submitted in writing and received by AAFS on or before December 13, 2024, for a full refund less a \$500 administration fee. Exhibit booth space cancellations received after December 13, 2024, will not be refunded. Please note that Exhibitor registration cancellations must be submitted in writing separately from the exhibit booth space cancellation.
- Termination of Conference and Exposition** — Should the premises in which AAFS's 2025 Annual Conference is to be held become, in the sole judgment of AAFS, unfit for occupancy, or should the conference be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of AAFS, the contract for exhibit space may be terminated. AAFS will not incur liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, Exhibitor expressly waives such liability and releases AAFS of and from all claims for damages and agrees that AAFS shall have no obligation except to refund to Exhibitor pro-rated shares of the aggregate amounts received by AAFS as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the Exhibitor.
- If Exhibitor violates any of the Rules and Regulations set by AAFS at its sole discretion, then this contract may be terminated immediately** — In the event of a default by Exhibitor, as set forth in the previous sentence, Exhibitor shall forfeit as liquidated damages the amount paid by them for their space rental and Exhibitor registrations, regardless of whether or not AAFS enters into a further lease of the space involved.
- Space Assignment** — Where possible, space assignments will be made by AAFS in keeping with the preferences as to location requested by Exhibitor. However, AAFS reserves the right to make the final determination of all space assignments in the best interest of the exposition. Exhibitor is prohibited from subletting or sharing any part of their assigned exhibit space. Exhibitor shall not assign, sublet, or share any part of their assigned exhibit space with another business (including affiliates, subsidiaries, or parents), firm, organization, or entity without prior written consent of AAFS.
- Use of Exhibit Space** — The general rule of the Exhibit Hall is: Be a good neighbor. No exhibits will be permitted to interfere with the use of other exhibits or impede access or the free use of the aisle. Booth personnel, including but not limited to demonstrators, receptionists, contractors, and models are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which Exhibitor has under contract with AAFS, no part of the Exhibit Hall, its grounds, the convention center, or the official conference hotels may be used by any organization other than AAFS for display purposes of any kind or nature. Marketing is prohibited outside of the Exhibit Hall, unless prior written consent is received from AAFS. Exhibitor representatives shall conduct themselves and be attired to maintain the professional and businesslike climate of the conference.
- Conflicting Meetings and Social Activities** — In the interest of the success of the entire conference, Exhibitor agrees not to extend invitations to meetings, receptions, outings, social events, or otherwise encourage attendee absence from the conference or Exhibit Hall during conference and show hours. Exhibitor must obtain prior written approval from AAFS for all activities, whether official or unofficial, planned during the course of the conference. AAFS reserves the right to request and enforce cessation of any non-approved activity as it sees fit and shall not indemnify Exhibitor for any liability, losses, claims, or expenses resulting from cessation of any non-approved activity.
- Lost Badge Policy** — **Lost, misplaced, stolen, or forgotten badges will incur a replacement fee equal to the original purchase amount of the individual's registration. If the lost badge was complimentary, the fee will be at the prevailing on-site rate.**
- Installation and Dismantle** — In fairness to all exhibitors, AAFS exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back

wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, Exhibitor agrees to comply with all applicable union requirements for the operation of the equipment. Sound presentation, slides, or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. AAFS reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. If the Exhibit Hall is not carpeted, then Exhibitor is required to carpet each booth space contracted for. AAFS reserves the right to make reasonable modifications, additions, or subtractions to exhibit and booth requirements at any time at its sole discretion.

**All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations.**

The Exhibit Hall has been reserved for exhibit installation during the following hours (times subject to change):

**Exhibit Move-In:** Tuesday, February 18, 2025: 8:00 a.m. – 6:00 p.m.

Wednesday, February 19, 2025: 8:00 a.m. – 11:00 a.m.\*

\*All exhibits MUST be completely set by this time.

**Dismantle:** Friday, February 21, 2025, **removal of all display materials is at 5:00 p.m.**

10. **Health, Fire Regulations, and Public Safety** — To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specifications of the local Fire Underwriters Inspection Bureau. Exhibitor is charged with knowledge of and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors, and the sole responsibility is that of Exhibitor.
11. **Care of Buildings** — Cost for repairing any damages to the Exhibit Hall by Exhibitor or Exhibitor representatives shall be billed to and payable by the responsible Exhibitor. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, convention center, or hotel.
12. **Service Personnel will not be allowed on the exhibit floor without work orders and official service badges** — Exhibitors using companies other than AAFS's official service contractors (list will be emailed to Exhibitor and is included in *Exhibitor Service Manual*) must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for contractor management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.
13. **Exhibitor's displays may not be dismantled or packed in preparation of removal prior to the official closing time of Friday, February 21, 2025, at 12:00 p.m.** — No equipment may be removed from the Exhibit Hall during the conference without prior written permission from AAFS. Failure to comply with these Rules and Regulations may result in not being invited to exhibit in future years or denied selection of premium booth space.
14. **Insurance** — Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss. AAFS will automatically provide all fully paid Exhibitors with a public liability insurance policy through Rain protection Insurance, covering against injury to the person, personal effects, and property of others. Guards will be furnished for non-exhibit hours, but the furnishing of such guards shall not be deemed to increase the liability of AAFS, its members, representatives or official service contractors, employees, the official conference hotel, the convention center, their representatives and employees, nor to modify in any way the assumption of risk and release provided for above. All property of the Exhibitor is understood to remain under his custody and control, in transit to and from the confines of the Exhibit Hall, subject to the Exhibitor Rules and Regulations.
15. **Hold Harmless Clause** — Exhibitor assumes the entire responsibility and liability for losses, damage, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the official conference hotel and/or convention center and shall indemnify and hold harmless AAFS, the general services contractor, the hotel and/or convention center, and their respective directors, agents, officers, employees, affiliates, assignees, and/or successors from any and all such losses, damages, and claims. Exhibitors are advised to provide locked storage facilities within their own display area for excess merchandise.
16. **Release of Liability** — In no event shall AAFS or its directors, officers, agents, employees, subsidiaries, affiliates, assignees, or successors be liable for payment of any consequential, punitive, incidental, special, or indirect damages, including, without limitation, lost profits, regardless of the basis of the claim and whether AAFS has been advised of the possibility of such damages.

17. **Royalties, license fees, and other charges** — Exhibitor agrees to pay all royalties, license fees, or other charges accruing or becoming due to any firm, person, or corporation by reason of use of any intellectual property, including, but not limited to, music — either live or recorded or other entertainment of any kind or nature, played, staged, or produced by Exhibitor, its agents, employees, or contractors within the premises, including, but not limited to, royalties or licensing fees due to BMI, ASCAP, or SESAC. Exhibitor agrees to hold harmless AAFS, its agents, and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges.
18. **Age Requirement** — In accordance with AAFS conference policy, all Exhibitor staff, contractors, and other badge holders **MUST** be at least 18 years of age at the time of the show. **NO EXCEPTIONS.**
19. **AAFS reserves the right to make changes to these Rules and Regulations** — Any matters not specifically covered herein are subject to decision by AAFS at its sole discretion. AAFS reserves the right to make such changes, amendments, and additions to these rules (including any or all dates/times noted).