

Show Rules & Regulations

Americans with Disabilities:

All exhibiting companies are required to comply with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at www.ada.gov.

Animals:

Animals are not allowed at the Show except for service animals (dogs).

Announcements:

Announcements are only made for lost children. Lost and found is available at Registration. We encourage attendees, if separated from their group, to designate Registration as the location to meet.

Badge Access/Age Restrictions:

All exhibitors must have their badges before they will be allowed onto the Show floor. No one under the age of 18 will be allowed on the Show floor during set-up and break-down hours. See Child Policy in Show Policies [here](#).

Balloons:

- The use of helium balloons smaller than 36 inches in diameter is **not** allowed.
- Smaller air-filled balloons may be used for decoration.
- Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. No helium balloons or blimps may be flown inside or outside the building.
- Mylar balloons are **NOT** allowed anywhere on property.
- Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building is allowed.
- Balloons cannot be released out of doors due to the airport flight patterns in the area.
- A cleaning fee will be applied should balloons “escape” to the ceiling or left on property after the event.

Booth Activity/ Events, Meetings & Seminars:

- Demonstrations are part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling. **All live demonstrations should be documented and submitted to Show Management.**
- Live demonstrations consist of presentations/activities such as live music, dancers, special guest appearances, comedian acts, etc. as well as any type of activity, other than daily product sampling, which may attract a large crowd and higher noise levels. If you plan to have this type of activity in your booth, please provide this information with your [Booth Approval form](#).

- Booth activity, including sales presentations, product demonstrations, entertainment, celebrity appearances, etc., must be confined within the exhibitor space contracted for so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Sampling or demonstration tables must be placed at a minimum of 3ft (.914m) inside your booth. Exhibitors must contract enough space to comply with this rule.
- Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated. Intent: The aisles are the property of the entire Show, and each exhibitor has the responsibility to ensure proper flow of traffic through the entire Show. Aisles must not be obstructed at any time.
- Exhibitors must regulate their own booths to be sure the noise level from demonstrations or sound systems is kept to a minimum and does not interfere with other exhibitors and attendees conducting business.
 - Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Sound levels may not be higher than 85 decibels measured from a minimum of ten feet away.
- All product demonstrations involving **any moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators.** Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in an emergency. All demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by [Show Management](#) by August 6, 2021. Demonstrations must be set back at least 3ft (.914m) from the aisles.
- Events, seminars and meetings must be registered and have prior approval by [Show Management](#). Meetings, events and seminars not designated or organized as a part of the Show are not permitted during Show floor hours. Exhibitors have the option to publish their meeting or events in the printed directory. ALL activities must be submitted with the [Booth Approval form](#). If it is indicated as a private event, it will not be listed online.

Company promotion, sampling and literature distribution by exhibitors must be done within their contracted exhibit space, with the exception of designated sponsorships and event marketing opportunities for which exhibitors have contracted with Show Management. Violation of this policy can result in expulsion from future shows.

Carpet/Floor Covering:

Carpet or floor covering is optional in your booth space. If you choose to have carpet installed in your booth, you may bring your own or order from GES [here](#). Exhibitors are responsible for safely covering utility cords within their booth space. Please note that we will not have aisle carpet.

Character of Exhibits:

- It is the exhibitor's responsibility to create an attractive display area.
- Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the Show. Exhibits must be in good taste as determined by Show Management.

Competing Events:

Show Management reserves the right to control all suites and meeting rooms in the official hotels, which are participating in housing for the Show. Exhibitors shall not have hospitality suites and/or meeting rooms that conflict with official functions of the Show and shall not host any event during the Show or official functions. Marketing and sales activities are limited to the Show floor during Show hours.

Compressed Gases:

See Fire Rules and Regulations for additional rules and regulations.

- Compressed gas cylinders are prohibited unless prior approval is obtained from the Fire Marshal and comply with the rules within this document regarding use and storage.
- LP-Gas used for displays or demonstrations are limited to cylinders not exceeding the nominal 5-pound size (12 lbs. water capacity), maximum 2 per booth. Additional cylinders must be located 20 feet apart. You will require a permit from the Fire Marshal for using any amount of LP-Gas or butane inside the building.
- A minimum of one (1) Class-K fire extinguisher shall be required for each cooking appliance/grill and must be kept in plain sight within the booth.
- Solid fuels including charcoal and woods, i.e. hickory, mesquites are prohibited within exhibit halls.

Cooking Regulations/Product Sampling:

- All booths sampling food or beverages must comply with the Food Safety and Sampling Guidelines.
- **All food or beverage samples must be approved by Show Management. If sampling, exhibitors MUST complete the Sampling form in the Food and Safety Guidelines section of the Exhibitor Service Kit by March 11, 2022.**
- Dishwashing and food prep cleaning: dishwashing, utensil cleaning and food dumping are not permitted in the restrooms. Dishwashing stations are provided to assist with these needs.
- Each exhibitor that is sampling food or beverages must add the exclusive caterer of the convention center as additionally insured. Fire and health regulations are strictly enforced. The exhibit hall will be regularly inspected by Fire Marshals and representatives from the health department.
- Exhibitors that manufacture or distribute food and beverages may sample these products to attendees. Exhibitors are prohibited from sampling products they do not manufacture or distribute. For example, if you make or distribute veggie burgers, you may not add condiments or buns to the sample.

- Exhibitors that do not manufacture or distribute food and beverage products, but wish to distribute these items to attendees, must go through the exclusive caterer of the convention center.

General Conditions applicable to Food/Non-Alcoholic Beverage Samples:

- Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm.
- Non-alcoholic beverages are limited to a maximum of four (4) ounce servings.
- Food items are limited to two (2) ounce servings. Full size products will be permitted if the exhibiting firm is the manufacturer, distributor and/or supplier of the specific product only, and it is given out in its original package. For example: If your product is deli turkey meat or beef product, you may give out a full-size sample in its original package, but you will not be permitted to give out a full-size sandwich or full-size hamburger.
- Single-service gloves or suitable utensils must be used in the handling of all ready to eat food.
- Any exhibiting firm wishing to give out samples that include additional ingredients not distributed and/or manufactured by it are required to purchase these items through the exclusive caterer of the convention center.
- Food and/or beverage items such as traffic promoters (e.g., popcorn, coffee, bar service) MUST be purchased through the exclusive caterer of the convention center.
- The use of expanded polystyrene foam (aka Styrofoam) is prohibited in any form for the use of product sampling, give-a-ways, or signage (foam core).

General Conditions applicable to Alcohol Samples:

- No alcoholic beverages may be brought onto the premises from an outside source.
- All alcoholic beverages being sampled must be ordered through exclusive caterer.
 - All alcohol that will be sampled must be purchased by the exclusive caterer of the convention center and then resold to the exhibiting firm that is licensed to sample the alcoholic product (even if the exhibiting firm is the manufacturer or distributor of the product).
- No person under the age of 21 will be served alcoholic beverages. Samples are to only be served to persons 21 years of age or older. Each booth must provide a visible sign, stating: *"Guests must be 21 years of age to participate in sampling of alcoholic beverages. Picture I.D. is required."*
- All alcoholic beverages must be served by an exclusive caterer of the convention center certified bartender(s).
- Show Management reserves the right to refuse alcoholic beverage service to anyone who appears to be intoxicated or underage.
- No alcoholic beverage may be removed from the premises.
- All alcohol items are limited to the manufacturer of the product only.
- Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm and must be directly related to the purpose of the Show.
- Standard fee for storage, handling, delivery, etc. will be charged if applicable.

Health Department Regulations:

- Food may not be served from a “common bowl” unless tongs are used to distribute the food. We suggest compostable single-serve cups, toothpicks and single napkins.
- Even if gloves are used, a hand-washing kit is still required. The sole use of a waterless hand sanitizer is not in compliance with health department regulations.
- All perishable foods such as milk, fish, eggs and poultry products must be temperature controlled. Cold foods must be kept at or below 41° F (refrigerated or on ice). Hot foods must be maintained above 135° F.

All vendors who wish to sample their product must provide protection of open food sampling (e.g., unpackaged crackers, chips, dips, drinks, etc.). All unpackaged foods on display must be protected with a sneeze guard shield, or plastic covering that is rigid, semi-permanent, and provides adequate protection that follows the Temporary Food Facility Guidelines. All food samples should display a label with its common name and ingredients.

- **Tip: Per the health department’s advice, you may be asked to cease sampling operation at your booth if you do not meet the above requirements. Sneeze guard protection has been required for the protection of open food sampling. This health code is strictly enforced if violated.**
- Sneeze guards and/or clear dome food covers/tents are required to protect open food products from contamination, such as insects or dirt.
 - a. Sneeze guards and food domes can be ordered from any restaurant supply store or by googling “Sneeze Guards or Food Covers”.

A few resources:

- <https://www.webstaurantstore.com/>
- <https://www.katom.com/>

Tips for Sampling

- For cost-effective sampling, only distribute samples to customers and prospects who have entered your booth to discuss your product.
- Sampling further inside of the booth encourages attendees to stop in and speak with you.
- Sampling at the edge of your booth encourages attendees to taste and keep walking.
- An appropriate sample size is typically a bite or drink. After attendees’ express interest, offer a larger sample.

How many samples do I need?

- Determine the number of product demos one person can make in an hour
- Multiply that by the number of hours of the Show (e.g., 12 hours)
- Multiply the results by the number of Exhibitor staff in the booth
- Review the final numbers with your staff

Electrical Equipment:

Please see [Additional Show Services](#) in Exhibitors Service Kit to order SMG electrical services and review venue policies.

Exhibitor Appointed Contractors (EAC):

Please refer to the [EAC section](#) of the Exhibitor Service Kit for details and links to online submission.

Federal Tax ID (Informa will not give out its tax ID):

Please be advised that under **NO** circumstances will **Informa**, **GES** or the Convention Center provide their Federal Tax Identification numbers for international shipments entering the United States. It is the responsibility of the exhibitor to engage the services of a freight forwarding company/customs broker that can help facilitate the proper clearance of its exhibit material. This includes shipments entering the United States over the borders using the exhibitor's company-owned or privately-owned vehicles.

For your convenience, we have secured the services of **GES Logistics** to assist with clearance of goods through customs. Please contact GESLogistic_International@ges.com.

Fire Laws:

- Please read and understand the Fire Regulations located under [Regulations and Guidelines Section](#). All materials used in exhibit construction, decoration or as a temporary cover must be certified flame retardant. A sample must be available for Fire Marshal testing.
- Crates, packing material and wooden boxes may not be stored in or behind exhibit booths, back drapes, display walls or inside the display areas.

Emergency Equipment:

It is imperative that all fire hose cabinets, strobes, and fire extinguishers be kept clear, accessible, and free of obstructions at all times. The fire hose cabinets, strobes, and fire extinguishers are permanent fixtures of the facility and cannot be moved.

Music Licensing:

It is the responsibility of the exhibitor to pay all royalties, license fees, or other charges due to any person or entity for any music or other entertainment played within the exhibitor's contracted space. Exhibitor must obtain music performance rights licenses through ASCAP and/or BMI (and any other necessary performing rights associations) if exhibitor intends to use copyrighted music in its booth.

Moving Displays/Lighting:

Lighting instruments must be focused so as not to interfere with adjacent exhibits. The use of any stem mounted halogen or other fixtures employing a non-shielded halogen bulb is NOT allowed.

Onsite Sales:

No direct/retail selling is permitted on the Show floor. Attendees may place orders with exhibitors for products/services at the Show, but the product or service ordered/purchased must be delivered to the attendee after the close of the Show. No soliciting of attendees shall be permitted in the aisles or in other exhibitors' booths. Signs showing the prices of items must not be displayed.

Personnel:

Booth must be staffed the entire time.

Photography/Videography Restrictions :

- Exhibitor may take photos or videos of its displays; however, exhibitor is not permitted to directly take pictures of any other display or instruct others to take such pictures without written permission of Show Management and the exhibitor whose display is being photographed.
- Exhibitors may not broadcast (either live or on a delayed basis), tape or record on hotel property for any purpose or by any means without receiving written permission from Show Management.

Drones:

Drones are **NOT** allowed at any time on or off property.

Escalators:

The transportation of dollies, luggage, boxes or freight on escalators is not allowed.

Parking Policy:

- Any vehicle parking in a red zone or in any zone labeled “No Parking” will be towed at the owner’s expense without notice.
- Oversized vehicles cannot park on property.

Floor Load Limits:

The floor load limits may not exceed 250 pounds per square foot, live load. Any exhibit exceeding this limit will require special handling to distribute the load.

Privately Owned Vehicles/Hand Carried Items:

Please review the Hand Carry/Cartload and Privately Owned Vehicle Services section [here](#).

Roaming Characters:

Roaming characters are not allowed at the Show. Any character in costume must stay within your contracted exhibit space. If roaming characters are found on the Show floor, they will be sent back to the exhibit space. If the roaming character is spotted again, the individual’s badge will be confiscated, and the individual will be asked to leave the Show floor.

Security:

Show Management, the building operator, the official exhibit services contractor (GES), provide a measure of protection, such as providing perimeter security, but only you and your staff are responsible for your valuables. Some exhibitors hire designated booth guards to assist in this process.

We have found that theft at trade shows is most likely to take place during the set-up and dismantling (move-in and move-out) of exhibits. You are responsible for the safety of your booth and all exhibit and personal items.

To ensure the best possible protection, we would like your cooperation working within the following guidelines to help safeguard your exhibit and your products.

- Don't identify the product or manufacturer on the outside of cartons, crates, boxes, etc. Mark these numerically to indicate the total being shipped (1 of 6, 2 of 6, etc.).
- Stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
- Products or equipment given away should be accompanied by donation stickers available on the last day of the Show.
- Use "empty" containers for display purposes.
- After Show hours, cover your display and products.
- If you observe an attendee taking more samples than normal, please contact your Floor Manager. See **Hemp-based CBD Sampling** for separate details regarding samples.
- Move all samples and displays to the rear of your booth. Post signs encouraging attendees to take only one sample. See **Hemp-based CBD Sampling** for separate details regarding samples and displays.
- Do not leave any items of value in your booth overnight. If you order in advance, GES has security cages available for equipment and larger items. You will need to supply your own lock and key for security cages rented from GES.
- Be sure you make all arrangements for your outbound shipping prior to leaving the Show floor.
- Be sure to turn in your Bill of Lading to the GES service desk after your freight is packed and ready to be picked up. Do not leave it in your booth with your freight.
- Remove all old labels from inbound shipping and apply new labels for outbound shipping.
- At the close of the Show, you may begin to pack up products within your exhibit space. Keep all aisles clear of crates, boxes and cartons until the carpeting has been rolled up in front of your booth.

Subletting booth space:

Please refer to the exhibit space contract.

Suitcasing/Soliciting:

Only exhibitors that have contracted with Show Management are permitted to promote their products, services or company at the Show. Unless a marketing opportunity has been contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to:

- Approaching exhibitor booths to sell products
- Leaving and/or distributing product information in public spaces and Show floor aisles

Exhibitors violating this policy will be sent back to their booth space and materials left will be recycled. Attendees violating this policy will be asked to leave the Show and forfeit their badges. Any "suitcasers" should be reported to the Floor Manager. Repeated violations will be reported to Security and may result in loss of priority points.

We make every effort to ensure exhibitors will not be solicited in their booths. However, this

does occur at trade shows. Should you be approached in your booth, kindly take down the name and company of the solicitor and provide the information to your Floor Manager.

Termination Rights:

Show Management reserves the right to terminate at any time the privileges of any exhibitor if Show Management determines, in its sole discretion, that an exhibitor is conducting its exhibit in such a fashion that might reflect unfavorably upon Show Management or the Show. In the event of termination by Show Management, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. No portion of payments paid or owed to Show Management on account of said exhibit shall be refundable.

Union Jurisdictions:

Please make sure you read and understand the [Show Site Work Rules](#) in the Rules and Regulation section.

Vehicles on Show Floor:

Please refer to GES at 800-801-7648.

Violation:

Violation of any of these regulations on the part of the exhibitor or its employees or agents shall, at the option of Show Management, constitute cause for the termination of the exhibitor contract for exhibit space and could cause the exhibitor to be expelled from the Show. In the event this action is taken, the exhibitor will forfeit all fees paid and incur all related costs.

Violation Show Policy Enforcement Procedure:

1. An exhibitor or attendee in violation of this policy will receive a verbal warning by the Floor Management Team
2. If the exhibitor continues to violate this policy, a written warning will be delivered by the Floor Management Team
3. If an attendee continues to violate this policy, their badge will be removed for the remainder of the show
4. If the exhibitor continues to violate this policy despite the two official warnings, the booth will be closed for the remainder of the day
 - Electrical power will be removed if applicable
 - Drape will be placed at the front of the booth along with a sign stating "Closed due to Policy violation"
5. If a violation continues the following day, the booth will be permanently closed and/or removed from the show floor for the remainder of the show. (Booth fees are non-refundable)

Please be advised that exhibitors receiving three violations will jeopardize their booth location at future SupplySide East events. Complaints of regulation violations may be made directly to the Floor Management Team.

Waste Management:

Trash removal service is provided during Show hours and immediately after daily Show closing in the following areas: exhibit hall aisles (excluding exhibit booths), corridors, public space and areas used for meetings. Janitorial services are provided in restrooms throughout Show hours.

Exhibitors are responsible for cleaning their own booths (including but not limited to trash removal and vacuuming) or ordering service through [GES](#). Show Management and GES are committed to reducing our environmental impact on the earth.

By incorporating environmentally-friendly practices into your trade show presence you will encourage your customers and peers to follow. Green business is good business!

IN ADDITION TO THESE RULES AND REGULATIONS AND ALL OTHER TERMS AND GUIDELINES SET FORTH IN THIS ESK, ALL EXHIBITORS MUST COMPLY WITH THE TERMS AND CONDITIONS APPLICABLE TO THE EXHIBIT SPACE CONTRACT AND ALL POLICIES, DIRECTIVES AND STANDARDS PUBLISHED ON THE SHOW WEBSITE OR OTHERWISE PROVIDED BY SHOW MANAGEMENT RELATING TO THE SHOW.