



BY CONTRACTING FOR AND/OR UTILIZING EXHIBITION SPACE, EXHIBITOR, FOR HIMSELF/HERSELF AND HIS/HER EMPLOYEES, AGREES TO ABIDE BY THE FORGOING RULES AND BY ANY AMENDMENTS THAT MAY BE PUT INTO EFFECT BY CHOICE HOTELS INTERNATIONAL, INC.

Choice Hotels International, Inc. ("Choice Hotels" and its event consultant GES, the "General Service Contractor") provides exhibitors ("Exhibitors" or "You") with the following information and regulations ("Regulations") for your participation in the 2025 Annual Convention Marketplace ("Marketplace") at the Mandalay Bay Convention Center (the "Convention").

## SPACE ASSIGNMENT

### ELIGIBILITY

Choice Hotels has the sole right to determine the eligibility of any company or product for inclusion in the Marketplace Expo.

### BOOTH SPACE ASSIGNMENT

Choice Hotels determines the final Marketplace exhibitor composition. Choice Hotels will assign booths on a first-paid, first-placed basis. **CHOICE HOTELS WILL NOT ASSIGN A SPACE WITHOUT RECEIVING A SIGNED AGREEMENT/RIDER AND FULL PAYMENT.**

Exhibitors shall not assign, sub-license, or distribute, the whole or any part of assigned space to a third party its rights to the exhibit space or any portion thereof, without written consent of Choice Hotels, which may be withheld at its sole discretion. If approved, the Exhibitor shall assume full responsibility for the conduct of the assignee or sub-licensee and all its representatives, including any costs, penalties or fees assumed by the assignee or third party.

Choice Hotels will make every effort to accommodate your preferences and requests for exhibit space. Choice Hotels reserves the right to make any modifications that may be necessary to best accommodate all requests. Companies requesting any special considerations must submit them in writing along with any supporting documentation.

### CONFIRMATION

After finalizing your agreement or receiving your payment, Choice Hotels will send your designated show contact written confirmation of your assigned Marketplace booth. The General Service Contractor will then email the show contact with information about the online



Exhibitor Service Manual. This manual will include all order forms and price lists for additional furniture, electrical, plumbing, labor, floral, telephone, shipping, customs, and drayage services.

## POLICY

### BOOTH PAYMENTS (IF APPLICABLE)

Exhibit booth fees that are covered under your Qualified Vendor Agreement must be verified by Procurement Services. Choice Hotels will not refund payments after it assigns your booth space. However, all booth cancellations and special requests must be received in writing to your Account Manager in Procurement Services.

### BOOTH RELOCATION AND FLOOR PLAN CHANGES

If it becomes necessary, Choice Hotels and the General Service Contractor retain the exclusive right to revise the Marketplace floor plan(s) and/or relocate any assigned Exhibitors. Exhibitors who change the size of their exhibit space are not guaranteed the original assigned location and may be subject to relocation. Choice Hotels will work to ensure the Exhibitor has the best possible booth space but will not guarantee that the Exhibitor will not be placed in close proximity to a competitor.

### CANCELLATION/DOWNSIZING OR REFUNDS

Exhibitors must notify Choice Hotels in writing if they are cancelling or would like to downsize their exhibit space. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation as determined solely by Choice Hotels. If exhibit space is not occupied during Marketplace hours without notifying General Service Contractor, this may be interpreted as a no show. No shows will be treated as cancellations and the Exhibitor is responsible for all expenses.

It is expressly agreed by the Exhibitor that in the event they fail to pay the space rental at the times specified or fail to comply with any other provisions contained in these Regulations concerning his use of exhibit space, the General Service Contractor shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.



## MERGERS AND ACQUISITIONS

Exhibiting organizations undergoing mergers are required to inform Choice Hotels in writing of their exhibitor status and intentions.

## BADGE POLICY

Admission to all official Choice Hotels events requires Exhibitor registration, proper display of Exhibitor badge(s), and badges are not transferable. All Exhibitor booth representatives that you may bring in, whether they are full-time employee(s) or temporary booth personnel (i.e. models, celebrities, and sales representatives), must have their own badge and occupy their Exhibit booth during all Marketplace hours. Exhibitor staff or personnel found wearing or in possession of a badge that has been altered, modified, or that falsely identifies the holder is subject to confiscation of their badge identification and immediate expulsion from Choice Hotels' convention.

## BADGE ACCESS/CHANGES/CANCELLATIONS

All Exhibit booth personnel that are properly badged may enter the Marketplace one hour before opening and remain on the floor one hour after closing. There is no fee to cancel or replace names on a registration within the Exhibitor's complimentary registration allotment. Refund requests for an Exhibitor's registration that are over the Exhibitor's allotment must be submitted in writing and sent to [ChoiceExhibitor@Maritz.com](mailto:ChoiceExhibitor@Maritz.com).

## DATA PRIVACY

Choice Hotels will act as a data controller in relation to the personal data attendees or Exhibitors supply to them.

**LEAD RETRIEVAL:** Methods you employ at your exhibit booth and in all communications with attendees for securing sales leads (e.g., collecting business cards, holding prize drawings, scanning badges, e-invites) shall be transparent that the information collected is being used to market your goods and services to such attendees, in accordance with applicable data privacy laws.

## INDEMNIFICATION

You assume responsibility for personal and property loss, damage and claims associated with Your booth, employees, agents, and equipment. You will defend, indemnify and hold harmless Choice Hotels and Mandalay Bay Convention Center, and their respective parents, subsidiaries, affiliates, successors and assigns, and their respective directors, officers, employees and agents from and against any claims, losses, judgments, costs or expenses(including reasonable



attorney's fees), incurred by Choice Hotels or Mandalay Bay Convention Center as a result of Your act, omission, error, negligence, intentional act in violation of any law, rule or regulation, or breach of these Regulations.

## INSURANCE

You acknowledge that Choice Hotels and Mandalay Bay Convention Center do not maintain insurance covering Your liability. You will keep in full force and effect during the Convention, including move-in and move-out dates, comprehensive General liability insurance, including workers compensation, General, property damage, business interruption and personal injury liability with a minimum combined single limit of \$1,000,000 for each occurrence of bodily injury and property damage (in addition to any insurance Choice Hotels requires for outside contractors). You will, on Choice Hotels' request, provide Choice Hotels with a copy of the certificate of insurance evidencing these coverages.

## EXHIBITOR APPOINTED/DESIGNATED CONTRACTORS OR OTHER OUTSIDE THIRD-PARTY

If you are contracting a third-party company, other than the General Service Contractor, to build, setup or construct your booth, you must submit a completed Exhibitor Appointed/Designated Contractor Form and Certificate of Insurance to the General Service Contractor by **March 28, 2025**. The Outside Contractor Form can be found in the online exhibitor service manual. Your contractors must check in at Exhibitor Registration to obtain name badges for admission to the Marketplace.

## FORCE MAJEURE

Choice Hotels and the General Service Contractor are not liable to You if their performance is prevented, restricted, or interfered with by circumstances or events beyond their reasonable control. Should the Convention be rescheduled due to a Force Majeure event, it does not change Your obligations to participate in the rescheduled program under the current terms.

## INTERPRETATION

You agree that Choice Hotels has the right to interpret these Regulations in order to properly administer the convention. You agree to abide by Choice Hotels' interpretation of these Regulations.

## MODIFICATIONS

Choice Hotels may, without notice, change or modify these Regulations periodically.



## LIMITATION OF LIABILITY

You agree that neither Choice Hotels nor the Mandalay Bay Convention Center will be liable to You for any special, punitive, incidental, or consequential damages, including, damages regarding or alleging a loss of profit, loss of business or the loss of a business opportunity.

## TRADEMARKS/LOGOS

The use of the Choice Hotels name and/or logo or conference name and/or logo (**collectively, "Choice Marks"**) for promotion by any exhibiting company before and during the Choice Hotels Convention is allowed by confirmed Exhibitors (only) if in accordance with Choice Hotels' usage guidelines. You may obtain a copy of the Choice Hotels Convention logo by contacting the Choice Hotels Procurement Services team. **You may similarly use the Choice Marks for short-term promotion of your participation post-convention, for a period not to exceed two months past the date of Convention.**

## OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Choice Hotels. Choice Hotels shall have full power to interpret, amend, and enforce these rules and regulations, provided Exhibitors receive notice of any amendments when made. Each Exhibitor and its employees agree to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of Choice Hotels, conduct themselves unethically may immediately be dismissed from the exhibit area without refund or other appeal.

# Exhibitor Conduct

## CODE OF CONDUCT / ANTI-HARASSMENT

Choice Hotels is dedicated to providing a safe and welcoming experience for all participants. Any inappropriate conduct, including but not limited to harassment, threatening physical or verbal actions, or disorderly or disruptive conduct, will not be tolerated and will be just cause for repossessing badges of any individuals involved. Choice Hotels reserves the right to expel all parties involved and has no obligation to refund.





## PHOTOGRAPHY/VIDEOTAPING

Photographing or videotaping of the exhibit hall, convention attendees, and/or the contents of any Exhibitor booth, besides your own booth and employees, is strictly prohibited. Photography or videotaping inside of all other exhibit space is limited to photographers appointed and approved by the General Service Contractor and then only with Exhibit owner's express permission. Photographing or videotaping in communal areas, the Marketplace or any other areas, requires written permission from the General Service Contractor.

## NOISE, LIGHTING AND CONTENT

Choice Hotels reserve the right to regulate and/or restrict exhibits to reasonable noise and lighting levels and to suitable methods of operation and display materials. If for any reason an exhibit and/or its contents are deemed objectionable to other exhibitors, attendees or Choice Hotels, the exhibit shall be shut down at the discretion of Choice Hotels. If for any reason the violation continues, the Exhibitor is subject to removal at the Exhibitor's sole expense and Choice Hotels and the General Service Contractor shall not be liable for refund of exhibit space rental fees or exhibit equipment rental fees, except at its sole discretion. This includes people, things, conduct, or poor professional demeanor, which, in the sole judgement of Choice Hotels, is detrimental to the Convention. Exhibitors may only display goods manufactured or dealt in by them in their regular course of business, unless otherwise approved by Choice Hotels.

## CANVASSING/SUITCASING

Any unauthorized person(s) who is observed to be distributing or soliciting business outside the Exhibitor's own booth space (i.e. aisle or other public spaces, or as uninvited attendees in another exhibitor's booth), will be subject to immediate removal from the Convention and/or may be refused the right to exhibit or participate at future Choice Hotels events, meetings and conventions. The General Service Contractor has a ZERO tolerance policy for any person or company demonstrating canvassing/suitcasing behavior. Likewise, known activity conducted from a hotel guest room, meeting room or hospitality suite, a restaurant or any other public suitcasing and outboarding rules and regulations pertain to the show floor, Choice Hotels public areas, the Mandalay Bay Convention Center and Official Conference Hotels.

## NO SMOKING

Smoking and vaping are strictly prohibited, and ashtrays are not permitted in the Marketplace.



## FIRE & SAFETY

Fire regulations require all display material used for decoration to be flameproof. Compliance with this regulation is the sole responsibility of the Exhibitor. No combustible decoration, such as crepe paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior or wrapping paper used must be flameproof, and must be removed from the exposition halls and cannot be stored under tables or behind Exhibitor's exhibit space. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by fire ordinance of the City and/or County and/or State and/or Country in which the Convention is held. A one day supply of product is permitted within but cannot be stored behind the booth. You can order storage through the General Service Contractor Exhibitor Manual. For more information on facility safety rules, please visit the Mandalay Bay Convention Center Rules.

## GIFTS, GIVEAWAYS, DRAWINGS AND CONTESTS

All Exhibitor gifts, giveaways, drawings and contest items are subject to approval by Choice Hotels.

## EXHIBIT BOOTH GUIDELINES

Children under 18 years of age are not permitted on the Marketplace floor during installation and dismantle dates and times. They are also not permitted to attend the Convention unless they have proper credentials and are accompanied by an adult. To assure your safety, during move-in and move-out, no open-toed shoes will be allowed.

## CARPET: BOOTH CARPET IS PROVIDED

Choice Hotels allow only carpet manufacturers or suppliers to lay carpet over the supplied booth carpet, and only if the additional carpet is secured with appropriate tape. Exhibitors who believe their product may damage the carpet provided may request to lay their own carpet (approval must be obtained by Choice Hotels).

## CLEAN FLOOR POLICY

A clean floor policy will be implemented for Convention 2025.

- **Tuesday, April 29<sup>th</sup> by 10:00 a.m.** all crates, skids, and cartons must be tagged with empty labels for removal from the hall.



- **Tuesday, April 29<sup>th</sup> between 1:00 p.m. and 2:00 p.m.** is intended for Exhibitors to fine-tune their exhibits. Exhibitors and display houses may continue working on product displays and focus on exhibit lighting until show opening and product placement. Freight deliveries will be limited to products and small packages only.
- **All Exhibits must be fully installed by 2:00 p.m. on Tuesday, April 29, 2025 – May 1, 2025 (as outlined as Marketplace Show Hours in the GES Exhibitor Service Manual).**
  - There will be NO exception to this policy. Any crates without empty or access storage labels will be tagged by the floor managers and will be removed from the exhibit hall whether they are full or empty. Exhibitors may request crates to be returned to their booth at the Exhibitor's expense; however, depending on the location of the booth, it may or may not be possible to access crates prior to move-out.
- All Exhibitors will be required to exit the hall at **2:00 p.m. on Tuesday, April 29, 2025**, to allow for final carpet installation, cleaning and any remaining preparations for Marketplace to open on time. Exhibitors may return at 4:00 p.m. (one (1) hour) prior to Marketplace official opening at 5:00 p.m.
- Booths are to be staffed and operated during show hours, outlined as Marketplace Show Hours in the GES Exhibitor Service Manual.
- **Booths cannot be torn down prior to 1:30 pm on Thursday, May 1, 2025. Your Account Manager will be notified if your booth is torn down before the show is over.**

## DISPLAY OF PRODUCT/USE OF SPACE

Aisles must not be obstructed at any time. All interviews, demonstrations, solicitations and other activities must be conducted so as not to infringe on the rights of other exhibiting firms or to offend visitors to the Marketplace. No portion of an Exhibitor's display, audience, product, promotional materials, or demonstration activities may extend into any aisle, or public spaces such as entrance ways, lounges, registration areas or other areas of the Marketplace. Space within the booth must be designated for any group of attendees viewing or participating in a presentation or demonstration within the booth. Fog, smoke, and steam machines are not permitted. Items located in the exhibit space must be in good taste or will be removed at the discretion of the General Service Contractor. Aisles cannot be incorporated as part of an exhibit space unless approved by the General Service Contractor.





## BOOTH CONFIGURATIONS AND GUIDELINES

- There are different booth styles, and each must follow the Line-of-Sight Style display guidelines and specified heights based on booth type.
  - **Line-of-Sight Style** display rules provide restrictions on certain booths to allow attendees to view neighboring booths in their line of sight as they walk the floor.
  - **Linear/In-line, Corner, Endcap, & Perimeter Booths:**
    - A **Linear/In-line Booth** is Generally arranged in a straight line and have neighboring booths on the left and right, leaving only one side exposed to the aisle. The back side of in-line booths will be bordered by drape that is eight feet (8') high. The backwall height of an In-line Booth may not exceed eight feet three inches (8'3") including a sign and no booth display item or feature may exceed eight feet three inches (8'3") in height. **Line-of-Sight** must be setback five (5') feet from the aisle.
    - A **Corner Booth** is a Linear Booth at the end of a series of in-line booths exposed to aisles on two sides. All guidelines to include Line-of-Sight for Linear Booths apply (see above).
    - An **End-Cap configuration** is an In-Line (Linear) Booth placed in the position of a Peninsula. End-cap Booths are ten (10') feet deep by twenty feet (20') wide. **Line-of-Sight:** The maximum back wall height allowed is eight feet (8') and maximum backwall width allowed is ten (10') at the center of the backwall with a maximum five feet (5') height on the two side aisles. Within five feet (5') of the two sides, the maximum height for any display materials is four feet (4').
  - **Perimeter Booth** is a Linear Booth that backs to an outside wall of an exhibit facility rather than another exhibit booth. All guidelines to include **Line-of-Sight** for Linear Booth applies to Perimeter booths except, the maximum backwall height can extend to twelve feet (12') high.
  - **Island Booths (20 x 20 or larger with aisles on all sides):**
    - An Island booth is defined as a 20' x 20' or larger with an aisle exposed on all four (4) sides. Hanging Signs are permitted in island booths only. Whether ground supported or suspended. Hanging signs height must not exceed twenty-five feet (25') from the floor to the top of the sign. The maximum combined vertical height between any ground supported structure and hanging sign, when viewed perpendicular to the floor



from any point on any side, may not exceed a maximum of twenty feet (20'). See Booth Diagram Examples A-C below for reference, pg. 5. **Note: Shoreline ceiling height is thirty feet (30').**

- If a structure that is twenty feet (20') in height is used, a hanging sign is not permitted. See Booth Diagram Examples A-C below for reference, pg. 12.
- If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. The empty space must be continuous through the entire cubic space of the booth. See Booth Diagram Examples A-C below for reference, pg. 5.
  - Please submit your scaled plan/drawing (that must include all components and dimensions) of your booth in advance to your Account Manager for approval by **March 3, 2025**. All plans must be submitted to your Account Manager.
  - **Note:** Approval of the use of hanging signs and graphics must be received from the General Service Contractor. Variances may be issued at the General Service Contractor's discretions. Drawings and three-dimensional rendering of both the hanging sign and the floor supported structure, with dimensions, should be submitted to the General Service Contractor with the approval request and available on-site for inspection.

## BOOTH APPEARANCE (UNFINISHED BOOTHS)

Regardless of booth type and number of booths utilized, display materials should be arranged in such a manner as not to obstruct the sight lines of neighboring exhibitors.

All displays must have a professional appearance. If any part of the display detracts from neighboring booths and/or shows open/unfinished sides of the exhibit which may appear unsightly must be draped/covered. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering, or graphics that would detract from the adjoining exhibit. The General Service Contractor has the right to order proper "covering" of the unsightly area at the Exhibitor's expense.



## BOOTH & MATERIAL ABANDONMENT

Exhibiting companies are required to make cleaning and labor arrangements for booth materials dismantle and/or removal. It is expected and required that all the exhibiting material be removed at the end of the show. It is not appropriate for bulk material to be left in the aisles during move-in or left behind during move-out. This includes, but is not limited to flooring, large boxes and crates, racks, exhibit displays, literature, etc. If the exhibiting company does not want any or part of their exhibit material, arrangements for cleaning labor and dumpster/disposal need to be made in advance through the General Service Contractor. Exhibitors that do not comply with this policy and leave excessive literature and/or display materials in their booth during move-in or move-out will be deemed guilty of “material abandonment” and will be charged for the removal of these items. In the event Choice Hotels is charged a cleanup fee by the facility based on Exhibitors’ activities, the General Service Contractor will establish the clean-up fee charged to the Exhibitor.

## LEAD RETRIEVAL: SWAP 2-PACK IS PROVIDED

Confirmed Exhibiting US companies will receive a complimentary SWAP 2-Pack as part of their booth package. The number of SWAP 2-Packs received is determined by your booth size. Exhibitors that are unsure of the quantities your exhibiting company will receive should contact your Account Manager for more details. International Exhibitors can receive this service for a fee, contact your Account Manager for details.

All companies must adhere to the data privacy laws.

## CONTRACTORS, FACILITY, LABOR AND MORE

The information provided herein are the guidelines all exhibitors must follow when exhibiting.

### BOOTH LABOR

Choice Hotels has designated Global Experience Specialists (GES) as the official General Service Contractor. Exhibitors are free to use their own display house. Any outside contractor installing and dismantling exhibits must submit an Exhibitor Designated Contractor form to the General Service Contractor. The General Service Contractor will have complete control of all dock and loading facilities. They will receive all direct and advance shipments and handle all freight and provide rigging services, labor and equipment.



## FACILITY RULES AND ORDERING

Mandalay Bay has exclusive supply on cleaning, internet, electrical and catering services. Information pertaining to these services will be included in the Exhibitor Service Manual.

## CLEANING

The cleaning of all aisles is included in your booth package. Mandalay Bay will provide cleaning services for all aisles. Cleaning services for your Exhibitor's booth should be ordered through Mandalay Bay as the exclusive provider for all vacuuming and porter services.

## ELECTRICITY AND PLUMBING SERVICES

Electricity and plumbing are all supplied exclusively by Mandalay Bay. Additional information will be provided in the Exhibitor Service Manual.

## EXHIBIT RIGGING AND HANGING SIGNS

Only the General Service Contractor and/or Mandalay Bay are authorized to hang signs within the facility. Mandalay Bay has the exclusivity to do an install on all signs that require electrical and the General Service Contractor has exclusivity to do an install on signs under 200 lbs. Booth rigging components, including truss, lighting and signs must conform to the rules, regulations and facility limitations of Mandalay Bay and the General Service Contractor, and specs for these should be submitted to the General Service Contractor for approval by **March 25, 2025**. For hanging sign rules, see details under Booth Guidelines for islands and diagram examples.

## FOOD AND BEVERAGES

Mandalay Bay is the exclusive provider for food and beverage. Mandalay Bay must provide all food and/or beverage items served within the Convention including Exhibitor's Space and meeting/function space. Other food products may not be distributed unless they are products being promoted at the display or they are used to demonstrate the company's product(s). Exhibitors must obtain advance written approval from Choice Hotels to distribute/serve food and beverages from their booth. Exhibiting companies that manufacture food and beverages may distribute at no additional charge, and must adhere to health, safety, and sampling guidelines as set forth by Mandalay Bay. All such requests must be submitted for approval by completing the Intent to Distribute Food and Beverage form that is available in the exhibitor hub, including submitting your information to Mandalay Bay.



To control aisle congestion and reduce litter and spills, these rules must be adhered to:

- Popcorn machines, fried foods (cooked in booths) or nuts with shells are prohibited and may not be served from any booth. Exhibitors may order prepackaged popcorn from Mandalay Bay.
- No hospitality may interfere with the access to neighboring booths
- Food and beverages being served in a 10' x 10' booth must be approved by the General Service Contractor.

## SECURITY

Choice Hotels will maintain security personnel in the Marketplace during installation, show hours and dismantling of the Convention for General safety and security purposes only. The security services provided by the General Service Contractor are not intended or offered, nor are they to be interpreted by Exhibitors, in any form whatsoever, as a guarantee by the General Service Contractor or Mandalay Bay against any loss, theft or damage to Exhibitor or any of Exhibitors exhibit, property or possessions.

## GRATUITIES

The General Service Contractor and Mandalay Bay request that exhibitors refrain from tipping their employees. Work rules prohibit the solicitation and/or acceptance of tips.

Any attempt to imply that service will be expedited by tipping should be reported immediately to Choice Hotels.





## BOOTH DIAGRAM EXAMPLES FOR HANGING SIGNS & AIRBORNE OBJECTS

$$\text{Height of Structure} + \text{Height of Hanging Sign} = \text{Maximum of 20'}$$

