



## EXHIBITOR RULES & REGULATIONS

Contract Conditions

**Annual National Conference**  
Denver, Colorado | July 9–11, 2023



**Association:** The word “Association” means the School Nutrition Association, its officers, directors, committees, agents or employees acting for it in the management of the exhibition.

**ANC Logo:** An exhibitor wishing to use SNA’s ANC logo shall submit an SNA Logo Request Form with its intended use to SNA, for prior approval, which shall be within the sole discretion of SNA.

**Show Management:** Crystal Harper-Pierre, SNA Exhibits Sales Manager, (703) 824-3040, charper@schoolnutrition.org, Fax: (703) 824-3015

### 1. Payment & Refunds

**A. Payment Policy:** A 50% partially refundable deposit must accompany your contract to secure your booth. Booth space will not be held without a deposit. Full payment for all booth space is required by **December 2, 2022**. If full payment is **NOT** received by December 2, 2022, the Association shall have the right to retain the deposit as liquidated damages and cancel the booth reservation. Contracts received **AFTER December 2, 2022**, must be accompanied by full payment.

**B. Cancellations/Reductions:** All cancellations and reductions must be made in writing to Show Management. If notice of cancellation is made prior to **December 31, 2022**, a refund less 75% of the total cost of the booth will be issued. Please note that after **December 31, 2022, NO REFUNDS WILL BE ISSUED** on booth space that is cancelled or reduced. Any space not occupied by the opening of the conference for which no special arrangements have been made may be reassigned by the Association without obligation to make any refund whatsoever.

**C. Membership and Other Fees due:** Any payments, rents, dues, membership fees, sponsorship or advertising owed to the Association must be paid in full **PRIOR** to the show dates. Any exhibiting firm with outstanding booth rent will not receive their Exhibitor Service Kit until payment is made in full. Any exhibiting firm with outstanding booth rent, advertising, sponsorship or membership fees owed to the Association will not be permitted onto the trade show floor. Exhibitors will not be permitted to set-up their booth until full payment has been received.

### 2. Permissible Products in SNA Exhibit Shows and Sponsorships

**A. Permissible Products:** Companies exhibiting at SNA’s Annual National Conference and/or showing their product at a predetermined sponsored meal or event may only include products that are within the USDA regulations to be sold in Child Nutrition (CN) programs. It is the exhibitor’s responsibility to ensure that their products meet all USDA’s compliance requirements.



**B. Buy American Provision:** All Exhibitors agree to display, prepare or promote only those products that comply with the USDA’s Buy American Provision, which defines a domestic agricultural commodity as one that is produced in the United States and a domestic agricultural product as one that is processed in the United States substantially using agricultural commodities that are produced in the United States.” USDA Policy Memorandum SP38-2018, Compliance with and Enforcement of the Buy American Provision in the National School Lunch Program, dated June 30, 2018 provides that “substantially” means the agricultural food component must contain over 51% domestic agricultural commodities by weight or volume.

**C. Visit the USDA’s Child Nutrition Program (CNP) website** <https://www.fns.usda.gov/cn> for more information.

**D.** Exhibitors are allowed to demonstrate or feature product or logos in booth design, signage, written material, any giveaways such as tote bags, T-shirts, or any other merchandise.

### 3. Space Rental & Assignment of Location

**A. Contract Acceptance:** The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

**B. Booth Assignment:** The Association reserves the right to use its sole discretion in reassigning space in cases where competitive products have adjacent exhibits or floor reconfiguration is needed. Prior exhibitors are given the first opportunity to reserve space for the following year at the current show. Booths will be assigned to those companies and others exhibiting at the current show according to the established priority point system. All contracts received thereafter will be assigned on a first-come, first served basis.

**C. Claims made in exhibit booths and products** displayed are required to (a) meet all or part of the reimbursable meal pattern for school lunch or school breakfast or (b) provide nutrient composition which must be substantiated by the following conditions: The manufacturer or service provider must keep on file documents of verification that will substantiate such claims. These documents must be available for review at any time by SNA representatives or members should a question arise. At the request of the Association, before or during the Exhibition,

exhibitor must promptly furnish the Association with sample products, packages, labels, advertising and promotional literature that would be or are being distributed before the exhibitor will be eligible to participate or continue in the Exhibition. The Association, in its sole discretion, reserves the absolute right to determine which firms and products are appropriate, in its judgment, for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any other item that the Association deems objectionable. If the Association decides, in its sole discretion, that any of these do not meet its standards or is not suitable, the exhibitor must immediately comply with the Association's decisions or withdraw. If the exhibitor chooses to withdraw, the booth must remain intact until the end of the show day.

## 4. Use Of Space

**A. Permissible Exhibits:** All activities, including booth character personnel, must occur within the Exhibitor's allotted exhibit space. No activity, demonstrations, sampling, giveaways, solicitation, etc., will be permitted in the aisles.

### B. Food & Beverage Sampling (F&B):

1. All exhibitors must comply with the Colorado Convention Center (CCC). The Guidelines for these requirements can be found on SNA's ANC23 Denver conference page; <https://anc.schoolnutrition.org>
2. **Sample-size requirements:** Food of six (6 oz.) and Beverage of eight (8 oz.) or less may be distributed by exhibitors and sponsoring organizations.
3. **Sampling Authorization Form:** This form outlines policies and procedures pertaining to F&B sampling at the Colorado Convention Center. The document contains specific information regarding allowable sample sizes, eligibility of sampling, method of distribution, etc. This form is required by Colorado Convention Center Catering Office (Centerplate) in order to obtain permission to sample.
4. **Food Preparation Waiver & Indemnification Agreement** must be completed and signed by those companies who plan to offer food sampling within their booth. For more information on available Exhibitor Catering Services or further assistance, please contact: The Centerplate Catering Office: Katelyn Schutz, Catering Sales Manager, Email: [Katelyn.schutz@centerplate.com](mailto:Katelyn.schutz@centerplate.com); Phone: (303) 228-8131; Fax: (303) 228-8212.

### C. Exhibit Hall & Space:

1. **Decorations, Signs and Decals:** SNA & CCC reserves the right to approve all signage, staging, props, and décor. Decorations, signs, banners, posters, etc., may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, or columns. Holes may not be drilled, cored, or punched into any walls, floors, or ceilings of the CCC. Adhesive-backed (stick-on) decals or similar items (except nametags) are not permitted in the CCC and may not be

distributed by exhibitors. Any costs incurred by the CCC for the removal of these items will be charged to Lessee.

2. The CCC strongly encourages all show managers to pursue the creation and display of custom show messaging. However, there are a few areas and/or surfaces where custom show signage is not permitted:
  - The covering of building directional signage is prohibited.
  - The covering of exit signs in meeting rooms or exhibit halls is prohibited.
  - The covering of fire strobes, fire hoses or fire extinguishers is prohibited.
  - The covering of exit stairwells and/or elevator access is prohibited.
  - Signage on ceilings, walls, doors, windows, painted surfaces, or columns is prohibited.
  - Signage that is taped, nailed, tacked, or stapled to the building is prohibited.
  - Holes may not be drilled, cored, or punched into any surface of the CCC.
3. **No hanging signs are permitted without the prior written approval from Show Management & GES.**
4. **Paint, shoe polish and unapproved tapes** are not allowed to be used in the facility. Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.
5. **Rigging & Cables:** Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical buss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the CCC is strictly prohibited.
  - (a) **The CCC is the exclusive rigging service provider for exhibitors.** The CCC management must approve all rigging/suspension of loads from any part of the facility structure.
  - (b) For all planned rigging, suspension and hanging of loads that are to be attached to the building or structure of the Colorado Convention Center, a rigging plan must be submitted and approved by the building. All rigging is expected to meet generally accepted industry standards. These standards can be found in "The Riggers' Manual," by W.G. Newberry.
    - All submittals will need to be overlaid in the correct location and orientation onto the Reflected Ceiling Plans (RCP) for the relevant area for proper review to take place (these drawings can be provided in .DWG or .PDF format if they are not on file already and/or upon request).
    - Any rigging that includes truss and motors should be submitted no later than 30 days in advance so a thorough review can be performed, and approval granted.

- If the rigging plan is not submitted 30 days prior to the first move in date a \$500.00 review fee will be charged in addition to any applicable SER fees or cost..

**(c) Contact Jason Hiester, Technical Services Manager, Email: [jhiester@denverconvention.com](mailto:jhiester@denverconvention.com); Phone: (303) 228-8126** for more specific information, requirements and limitations regarding rigging/ suspension of loads at CCC.

**(d) All cables run across any floor surface must be either taped down with safety hazard tape or placed within the appropriate cable covering option, to minimize the possibility of pedestrian or vehicular injury.** Uncovered, unfastened, or unsecured cables, cords, wires, etc. are strictly prohibited. Cable ramp covers can be rented from the CCC at the prevailing rate. Running any cables across doorways, under doors, under airwalls, or through mouse holes, or between booths/rooms is prohibited.

**6. Contests, Prizes, Giveaways:** SNA is delighted to offer our ANC Exhibitors the opportunity to conduct activities that encourage participation within their booth. Please be mindful that Exhibitors are expected to comply with the rules and regulations that prohibit or restrict gifts, things of value, prizes, lotteries and giveaways in the state in which the ANC is held. In addition, persons who attend the ANC are subject to federal and their respective state and local ethics laws and regulations.

**7.** Giveaway items that are carried or worn as visible advertisement shall be controlled by the Association. Exhibitors may distribute bags to attendees.

**8.** Loud noises, bright lights or other distractions are not permitted. Sound volume of amplifiers or audiovisual presentations must be regulated so as not to disturb nearby exhibitors. Please follow the 80/30 rule explained under Sound and Noise Producing Devices below.

**9. Balloons:** Helium balloons may not be sold or distributed inside the facility. Helium balloons may be approved through the CCC for permanent attachment to authorized displays. A deposit may be required prior to installation.

**(a)** If helium balloons from an authorized display are released within the facility, labor costs to remove balloons from ceilings or ventilation fans will be charged.

**(b)** Helium (or like) balloons distributed outside the CCC should not be brought into the facility.

**10. Vehicles:** that are to be brought into the CCC must be pre-approved by Show Management (SM), and all requirements made under that agreement must be followed. In some cases, vehicles will not be allowed in the building, and there are restricted areas that vehicles cannot enter. Special permission by your SM is required to place vehicles in public and common areas inside the facility. Keys to start the vehicle, as well as any deactivation codes for security features, shall be kept by a company representative at the display location for

removal of such vehicles from the building in event of emergency. Motorized vehicles are defined as any vehicle which is propelled by an internal combustion engine, such as, but not limited to; automobiles, trucks, buses, farm equipment, construction equipment, motorcycles, snow mobiles, aircraft, watercraft, lawn-mowers and other motor vehicles utilizing flammable fuels, which are placed on display inside the facility.

**Motorized vehicles shall:**

**(a)** Vehicles that remain in the exhibit hall as part of a display must have the battery cables disconnected. The gas tank must either be taped shut or have a lockable gas cap and may contain no more than one-fourth ( $\frac{1}{4}$ ) of a tank or five (5) gallons of fuel, or whichever is less

**(b)** All fuel tanks shall be locked or effectively seal or prevent the escape of vapors.

**(c)** At least one (1) battery cable disconnected from the ignition system.

**(d)** Not be moved during exhibit hours. Vehicles may not be started or operated within the exhibit hall for the first 15 minutes after the exhibit hall closes to the public for the day or final closing of the event.

**(e)** No vehicle may be operated in the exhibit hall without a lead person walking in front of the vehicle warning people of vehicle movement.

**(f)** Fueling or defueling of vehicles is prohibited.

**(g)** Carpeted areas must be protected using a minimum six (6) mil polyethylene sheeting (reinforced preferred).

**(h)** Fire Watch required if covered surface exceeds 300 sq. ft or greater. If trailer is occupied: Fire Extinguisher, Smoke Detector and Handrails on stairs are required.

**(i)** Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials in the CCC should have written authorization by the CCC management and the Fire Prevention Bureau. Permits may be required.

**11. Containers of flammable liquids.** The Exhibitor shall not bring upon the premises any exhibit, equipment, or vehicle that, in the judgment of the CCC, would be, or might be, dangerous to persons or property or otherwise incompatible with the structure, systems and furnishings.

**(a)** Hazardous chemicals and materials, including, but not limited to, pesticides, herbicides, poisons, flammable and combustible liquids, hazardous gases, pressure cylinders and tanks, and hazardous chemicals (including oxidizers) are prohibited inside the CCC.

**(b)** Gasoline, kerosene, diesel fuel, combustible gases and other flammable liquids may not be stored (permanently or temporarily) in the CCC during an event or its move-in and move-out activities.

**(c)** Disposal of cooking residue into the CCC drainage system is prohibited. Show management will provide holding tanks for disposal of all cooking

residue (oil, grease, etc.) within the two (2) cleaning areas.

- (d) All booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher.

**12. Cooking Appliances.** Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials in the CCC should have written authorization by the CCC management and the Fire Prevention Bureau. Permits may be required.

- (a) Each exhibit using cooking or food warming devices may be subject to an individual inspection. Cooking devices must be separated from the public by at least four feet, or by a substantial barrier between the devices and the public.
- (b) In addition, a K-Class fire extinguisher must be in the cooking location, within thirty (30) feet of fryers and a 2A40BC fire extinguisher must be within thirty (30) feet of all cooking appliances. All fire extinguishers must be properly charged and tagged by a licensed fire extinguisher contractor.

**13. Use of Pyrotechnic or similar equipment.**

Fireworks/pyrotechnics are only allowed in the Convention Center with the written permission of the Building Manager and Fire Marshal. Pyrotechnics must comply with NFPA 1126 Standard for the Use of Pyrotechnics Before a Proximate Audience. A pyrotechnics permit is required. (Consult the CCC Exhibitor Services division for further information and approval by the Denver Fire Department.). A demonstration of the pyrotechnics display may be required at the discretion of the Denver Fire Marshal's office. A mandatory fire watch will be required. A fire engine stand-by may be required, per the discretion of the Denver Fire Marshal's office.

**14. Flame-Retardant Treated Materials.** The following rules apply regarding flame retardant treatments:

- (a) All curtains, drapes, table coverings, skirts, carpet and any materials used in exhibits must be flame retardant or constructed of flameproof material or treated with an approved flame proofing solution. Treatment shall be renewed as often as may be necessary to maintain the flame proofing effect.
- (b) No combustible materials, merchandise or signs shall be attached to, hung from or draped over side and rear driver draperies of booths, or attached to table skirting facing aisles, unless flame proofed.
- (c) All straw, sawdust, wood-shavings and hay shall be thoroughly treated with an approved flame-retardant product, stored and maintained in a manner approved by the Fire Marshall.

**15. Live Animals and Pets:** Animals are not permitted on CCC premises, except in conjunction with an approved exhibit, or in accordance with Americans with

Disabilities Act (ADA) as a service animal trained to do work or perform tasks for the benefit of an individual with a disability. The CCC Event Management must be notified in advance of any planned animal exhibit and/or any intended general public interaction with live animal displays. A detailed schedule must be provided in advance, outlining the nature of the animal exhibit and all appropriate move-in, show and move-out information.

The following criteria must be met before the animal is allowed on property:

- (a) The animal must be relevant to the convention or booth. Personal pets are not permitted unless they are relevant to the convention or booth, or if they are an assistance animal.
- (b) Animals may not remain in the building overnight. A trainer must always accompany animals. Animals cannot be allowed to roam freely. They must be contained within the booth or enclosure. Animal(s) must be always on a leash, if not confined to a pen.
- (c) When permission is granted to display live animal(s) in the booth, the floor should be protected from stains by laying a leakproof plastic covering on the floor. Animal(s) are not permitted on carpeted CCC areas. The exhibitor is responsible for cleaning any mess created by the animal or its enclosure.
- (d) A separate certificate of insurance in the amount of \$1 million combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, naming CCC as additional insured.

**16. The use of glitter, confetti, sand, rice, cascarones or simulated snow types of material is NOT permitted within the Exhibit Hall.**

**17. No crates, packing material, wooden boxes or other highly combustible materials may be stored in exhibit halls. No storage of any kind is allowed behind booths or near electrical service.** CCC public areas and service hallways cannot be used for storage of supplies or equipment by guests or contractors. Service hallways and service areas are to be kept clear of all empty crates and cases. Empties are to be placed back on trucks. (Empties can be stored in the respective production/exhibits "bone yards" with regard to fire exits, egress and ingress). All empty crates and boxes should be stored in areas approved and assigned by the CCC management and the Fire Prevention Bureau.

**18. ADA:** All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act (ADA). The Exhibitor shall hold SNA or its directors, officers, employees, agents or subcontractors harmless from any consequences of exhibiting company's failure in this regard. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:



ADA, Civil Rights Division  
(800) 514-0301

[https://www.ada.gov/2010ADASTandards\\_index.htm](https://www.ada.gov/2010ADASTandards_index.htm)

- 19. Videography/Photography:** SNA has developed policies to meet the videography and photography needs of ANC Exhibitors while maintaining a professional and educational conference environment. Exhibitors wishing to hire a professional photographer/videographer to capture the excitement of their exhibit booth must contract with SNA's official vendors. Contact information will be shared with all Exhibitors.

**Videography:** SNA events are private. Therefore, for security, privacy, and courtesy reasons, recordings of any kind in any conference facilities, meeting rooms, hotels, and/or Exhibit Halls associated with the conference are prohibited without explicit permission from SNA.

To obtain approval for filming, Exhibitors must submit requests to [meetings@schoolnutrition.org](mailto:meetings@schoolnutrition.org) no less than two weeks before the conference start date.

SNA reserves the right to exclude any persons engaged in unauthorized audio or video recording from the conference facilities, meeting rooms, hotel and/or Exhibit Hall.

**Photography:** We ask Exhibitors to uphold a professional and respectful environment when taking photographs and posting to social media. ANC Exhibitors are encouraged to share in the excitement of the event; therefore, SNA permits still photographs to be taken in the Exhibit Hall. Exhibitors who wish to take pictures should do so in their booth only. Exhibitors planning traffic-building activities for Attendees that will be posted on social media channels must have signage visible to Attendees in the booth stating how and where these pictures are to be posted.

Attendees should ask permission of Exhibitors before taking photos of their booth unless Exhibitors have expressly granted permission otherwise. If an Exhibitor requests a person refrain from taking pictures, and the person disregards the request, SNA staff should be notified immediately.

Questions related to photography, videography, audio recording, and social media should be directed to [meetings@schoolnutrition.org](mailto:meetings@schoolnutrition.org).

**Credentialed media interested in covering SNA's ANC should contact [media@schoolnutrition.org](mailto:media@schoolnutrition.org)**

for detailed rules and press registration requirements.

**D. Aisles & Archways:**

1. Vertical aisles can only be purchased if there are an even number of participating booths involved (i.e., there must be an even number of booths on both sides of the aisles that are participating in the grouped exhibit section). Horizontal aisles (cross aisles) may not be purchased.

2. Archways may only be placed at the beginning and ending of vertical aisles that are even across. Archways may not interfere with the set-up of non-participating exhibit booths. Archways must be contained within the 10' x 10' booth space. Archways may not be placed on aisle carpet. Contact Show Management for further details.

**E. Subletting of Space:** Exhibitor may NOT assign this contract, or sublet any space contracted for hereunder, or show in such space any articles other than those manufactured by the exhibitor and shall not place any name signs or courtesy cards on any equipment it loaned for demonstration purposes unless the supplier of such equipment also is an exhibitor in the Exhibition.

**F. Hand-Carry Policy:** Move-in or Move-out through the facility lobbies is strictly limited to hand-carried items. Dollies, flatbeds or anything mechanical is prohibited. Materials that require the use of wheeled or mechanical equipment must be delivered via the loading docks. Passenger elevators and escalators are designed for passenger use only, and are not intended to carry freight.

**G. Unloading Personal Owned Vehicles (POV): Parking at the loading docks and staging areas is prohibited unless authorized by GES.** Exhibitors bringing exhibit materials in personal vehicles (POV) will be required to obtain a DOCK PASS at the GES Freight Desk in order to gain dock access. This pass will allow 10 minutes to unload the POV before it must be moved from the dock ramp area. At the end of the 10 minute allotted time, vehicles must be moved to the convention center parking areas. The definition of a POV is one which **MUST BE** unloaded within 10 minutes by two (2) full-time company employees, **MUST BE** unloaded by hand, and **MUST NOT BE** a closed-bodied vehicle with dual wheels. Vehicles that qualify include: Sedan, Sports Utility Vehicle, Pick-Up, and Economy Van.

**H. Cartload Services:**

1. To facilitate the move-in and move-out of Exhibitors with small exhibit material shipments, GES is pleased to make available Cartload Service for hire which includes One (1) laborer with One (1) flat cart, for one trip. Services can be made from the dock to your booth or your booth to the dock.
2. This service is for those who have small carry items all of which must fit on a 2'x6' push cart, in one trip only. If you arrive with a truck, van, trailer, or truck with trailer filled with exhibit materials you will not qualify for this service and will be redirected.
3. A cartload is eight (8) pieces or less, weighing less than 200 LBS total. One cartload trip allowed per booth.
4. Freight that is too large or heavy will be charged Material Handling rates. No personal trucks (one ton or over), no rental trucks, trailers, or bobtails will be unloaded through Cartload service.

## 5. Canvassing & Prohibited Materials

- A. Activities that Cause Aisle & Booth Blockage:** Exhibitors must cease the activities of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. If the exhibitor does not take action to stop such activities that are causing aisle or booth blockage, Show Management has the authority to stop such activity immediately. It is the sole responsibility of the exhibitors to "police" their own lines.
- B. Canvassing & Other Activities:** No person, firm or organization not having contracted with the Association for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention center or corridors or in hospitality suites. In addition, exhibitors with contracts may not distribute materials in the convention center corridors. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights for claims against the Association arising out of the enforcement of this rule.
1. Circulars or other promotional material may be distributed only from the exhibitor's booth space.
  2. The Association reserves the right to reject, cancel, remove or restrict exhibitors whom, because of noise or any other reason, shall interfere with the best interests of the Exhibition as a whole.
  3. The *School Nutrition* magazine (the Association magazine) is the **ONLY** "official magazine and electronic publication" that exhibits on the floor, distributes materials within the convention center facility and contracted hotels.
- C. Sale or Distribution of Merchandise:** Exhibitors may show, discuss, explain and demonstrate items or services but shall not make sales that result in exchange of merchandise or money in the Exhibit Hall. Exhibitors engaging in objectionable methods shall be subject to eviction without refund and the loss of all priority points for the current year.
- D. Prohibited Materials:** The use of characters, musicians, entertainers, loud speakers, sound systems and noise-making devices is restricted to **within the booth**. Balloons, horns, use of other mechanical devices that create objectionable noises, odors or congestion are prohibited. Show Management reserves the right to determine when such items become objectionable.
- E. Eviction:** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, are determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited.
- F. Behavior Towards Your Competitor:** Abusive language, threats, assault, vandalism, theft and other conduct detrimental to the successful staging of an event are grounds for immediate removal from the premises or arrest,

depending on the nature of the offense: Every exhibitor must adhere to the rules and regulations set forth for the conference. If an exhibitor has a complaint to make against another organization, we ask that you refrain from confronting that organization regarding the issue. Please contact Show Management immediately, so that we can follow the proper measures needed to resolve the issue. **SNA DOES NOT** tolerate the destruction or vandalism of an exhibitor's booth or the disrespectful behavior towards a colleague. Professionalism is to be displayed at all times. While on the exhibit floor, exhibitors may not make disparaging references or claims, either verbally or in print, regarding a competitor or other outside company and its products.

- G. Discrimination:** A Company participating within a School Nutrition Association event shall not discriminate against any person because of sex, race, color, religion, ancestry, national origin, or disability. The Exhibitor shall not directly or indirectly display, circulate, publicize, or mail any advertisement, notice, or communication which states or implies that any facility or service shall be refused or restricted due to discrimination.

## 6. Arrangement & Care of Exhibits

- A. Booth Construction and Arrangement:** The Association will provide and arrange for construction of necessary draped backgrounds of uniform style. Drapery is flameproof fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor. The Association does not allow for "end caps" or peninsula booths.
- B. Booth Configuration & Restrictions:** *All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of booth is 8 feet high; side dividers are 3 feet high. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc., will be permitted to extend above 8 feet with the exception of island or perimeter spaces. Perimeter booths (booths located on the outer wall of the exhibit floor) are restricted to 10 feet in height. Island booths (exhibit exposed to aisles on all four sides) having exhibit fixture & components exceeding 12 feet in height must submit drawings for approval by Show Management and GES. Based on the facility design, new height restriction for a structure within an Island booth is 12 feet. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical and fire department codes and regulations. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space. We ask that those companies exhibiting within island booths be mindful & courteous to your neighboring exhibitors. Please do not create a structure that will block the sight line of the aisle.*
- C. Care of Exhibit Space:** Specific dates and hours for installation of exhibits will be communicated to exhibitors. If erection of any exhibit has not started by five hours prior to opening (unless prior written approval is received from Show Management) the Association shall order the exhibit to be rejected and the exhibitor billed for all charges incurred. All exhibits must be fully operational and completely installed

no later than two hours prior to opening. After this time, no installation work will be permitted without special permission from Show Management. The Association follows the general guidelines for booth construction as established by IAEE (International Association for Exhibitions & Events).

**D. Two-Story Booth Guidelines:** All Double-Decker exhibits are subject to applicable state and city building codes and are subject to inspection by state/city officials and the Colorado Convention Center.

1. All multi-level booths must have two (2) remote means of egress if the upper level is greater than 300 square feet.
2. All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. Doors must be unlocked during occupancy of the booth. The Fire Marshall must be informed of all multi-level exhibits and reserves the right to require the appropriate permits.
3. If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.
4. All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant. Certificates of flame retardant treatment must be submitted to the Fire Marshall along with samples of said materials prior to construction of booth. You must maintain copies of flame certificates on premises as the Fire Marshall can require verification at any time. Utilizing cardboard boxes as parts of exhibits or displays is not permissible.
5. Exhibitor must provide at least one (1) 2A 10-BC portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. Fire extinguisher(s) must be mounted in a visible location and be always accessible.
6. Requests for construction of multi-level (regardless the size) or covered exhibits (larger than 301 sq. ft) must be reviewed by Show Management, GES, CCC Event Management and the Denver Fire Department. Plans should be submitted before exhibit construction begins and must adhere to the following:
  - a. They must be scaled, signed, and dated by a registered architect or engineer. They must include the show name and dates. They must include exhibitor's name and assigned booth number.
  - b. They must include directional information (i.e., indicate neighboring aisles and/or booth numbers). They must indicate maximum exhibit height within the booth. Height guidelines are established, per event, by show management. Refer to the Exhibitor Service Kit for applicable guidelines.

- c. They must include the rise and tread of the stairs. They must include the guardrail measurements.
- d. Multi-level exhibits have special requirements to obtain approval from the Fire Prevention Bureau. Send two (2) copies of scaled, signed, and dated blueprints (with front and side elevations), by a registered architect or engineer, to the following:
  - i. Colorado Convention Center—Attn: CCC Event Management—700 14th Street—Denver, CO 80202. Contact Operations for clarification and specifics, (303) 228-8013
  - ii. Email Crystal Harper Pierre ([charper@schoolnutrition.org](mailto:charper@schoolnutrition.org)) a copy of the renderings for your multi-level booth.
- e. Please submit your plans no later than April 30, 2023.

**E. Mandatory Floor Covering:** In order to maintain a consistent and professional appearance on the show floor, SNA requires that all exhibitor booths have carpeting or an alternative floor covering. If you are not bringing your own carpeting or floor covering, please contact GES for flooring options and ordering.

## 7. Hanging Signs

All hanging sign requests must be received no later than April 30, 2023.

- A. Definition:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.
- B. Height Restrictions:** Hanging identification signs and graphics will be permitted to a maximum height of **20 feet from the top of the sign to the floor**—only for island booths, but only when written approval is received from Show Management. Hanging signs are part of the overall exhibit presentation and whether suspended or attached to the exhibit fixture will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.
- C. Length:** Hanging signs and graphics will be permitted to a total length not to exceed 50% of the corresponding dimension of the booth. The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.
- D. Structural Integrity:** *Exhibitors hanging signs must have drawings available for inspection by Show Management and the installation and dismantling contractor prior to the installation of the booth. Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure. Any large or heavy structure that will be rigged from the ceiling should also be approved by the Colorado Convention Center. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space.*
- E. Approval:** All hanging sign requests must be submitted with floor plans or diagrams in writing to Show Management. All hanging sign requests must be received no later than April 30, 2023. Signs not approved in advance will not be hung.

## 8. Authorized Exhibitor Representatives

**A. Badges:** The exhibit is limited to individuals, business firms and manufacturers who have contracted and paid for space assignments. Each exhibitor shall furnish the Association with the names of its representatives. *For each 10 foot by 10 foot booth, each exhibitor is entitled to badges for five (5) representatives at no charge. Additional badges purchased, with advance registration, are available at \$150 each. When registering onsite at the conference, the fee for badges is \$180 each.* The exhibitor and its representatives are required to wear these identification badges throughout the Exhibition. The badges are not transferable, and the Association reserves the right to withdraw the use of the badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. *The Conference Badge is for Exhibitors only! False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any method or device used to assist unauthorized persons to gain admission to the conference shall be cause for expelling the violators from the exhibit hall. School Nutrition Operators cannot register as Exhibitors. If your organization is sponsoring a School Nutrition Operator, please complete the Attendee Registration Form. If a School Nutrition Operator is registered with a company badge, that School Nutrition Operator attendee will not receive CEUs or tickets to special events.*

**B. Replacement Badges:** Exhibiting companies will be charged \$10 each for replacement badges to a maximum of five badges.

**C. Admittance:** No one under the age of sixteen (16) will be allowed in the Exhibit Hall Floor or Loading Docks. No exceptions will be made.

**D. Personnel:** All exhibitor personnel attending the convention and Show shall be required to register. Contracted booth space includes trade show passes for booth personnel. The number of show passes varies with the size of the contracted booth space. All employees, representatives, subcontractors or agents representing the exhibitor must be fully identified by the official Show badge. During install/dismantle, subcontractors must have proper SNA sanctioned identification. Each exhibitor must provide at least one attendant within his/her exhibit space during the open hours of the Show. All attendants must be bona fide employees of the exhibiting firm or authorized subcontractors. Live models will be admitted onto the exhibit floor only if in costume and with activities approved of in advance by Show Management. *They must be 16 years of age or older and proof of age will be required.* Models must be properly and modestly clothed. False certification of individuals as exhibitor's representatives, misuse of exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the exhibition hall, banning the exhibitor from future entrance onto the exhibit floor, and forfeiture of fees. All agents or representatives who are performing services at the exhibit facility directly for an exhibitor (other than the exhibitor's employees) **MUST** provide Show Management with a certificate of insurance within 30 days prior to the show dates.

**E. Membership:** All exhibitor personnel attending and/or working at the SNA Convention and Exhibit Hall shall be employed in the School Nutrition Segment (K-12). SNA reserves the right to exclude any unauthorized persons from the Conference facilities, meeting rooms and Exhibit Hall. By purchasing an Exhibit Booth, your company hereby certifies that they are employed in the School Nutrition Segment.

## 9. Installation & Removal

### A. Set-up Times and Hours

#### Move In Hours:

Friday, July 7, 2023 / 8:00 a.m. – 5:00 p.m.  
Saturday, July 8, 2023 / 8:00 a.m. – 9:00 p.m.  
Sunday, July 9, 2023 / 8:00 a.m. – 9:00 p.m.

There is a strict move-in schedule for ALL exhibitors to follow over the dates of July 7–9, 2023. Please refer to Target Move-in Schedule & Distribution Map from GES. GES Service Desk is open from 8:00 a.m. – 5:00 p.m.

#### Move-Out Hours:

Tuesday, July 11, 2023 / 2:00 p.m. – 10:00 p.m.  
Wednesday, July 12, 2023 / 8:00 a.m. – 5:00 p.m.

### B. Anticipated Exhibit Hours (subject to change):

Monday, July 10, 2023 / 9:30 a.m. – 2:30 p.m.  
Tuesday, July 11, 2023 / 9:15 a.m. – 2:00 p.m.

**NOTE:** All exhibits must remain intact on Tuesday, July 11, 2023, until after the official close of the exhibit hall and exit of the ANC attendees. Dismantling may begin at 2:30 p.m. Exhibitors, who dismantle before 2:30 p.m., will forfeit priority points and will be subject to a \$500 fine. The number of priority points forfeited is at the discretion of Show Management.

## 10. Sound & Noise Producing Devices

**A. Sound Systems:** Each exhibitor must have the opportunity to meet and talk with buyers, unimpeded by excess noise from another exhibitor.

**B. Monitoring Decibel Levels:** SNA Show Management will utilize professional electronic monitoring equipment, which can objectively monitor sound levels at individual booths. Show Management will advise exhibitors to adjust their sound systems to be under the pre-determined decibel level. Sound levels on the exhibit floor must not exceed 80 decibels.

**C. The 80/30 Rule:** Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 30 feet from the booth is considered objectionable. If sound levels become excessive or if an exhibitor fails to reduce the sound level, or later turns the volume up, the sound will again be monitored and the exhibitor will be given a second warning. The third time an exhibitor is found to be in violation, all electrical power to that booth will be terminated for the remainder of the day. The exhibitor will also incur the expense of reconnecting the electrical service to the booth and will forfeit 15 priority points.



**D. Cooperation:** Remember that the use of sound systems or public address equipment in exhibit booths is a privilege, not a right. Each exhibitor is asked to monitor their own booth site to make sure the sound levels do not infringe upon the business activities of neighboring exhibitors.

**E. ASCAP/BMI:** It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/ or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function or hospitality event.

## 11. Food Preparation and/or Beverage Sampling

**A. Sampling of Food Products:** All products prepared and/ or sampled must be approved by the Colorado Convention Center Catering Office (Centerplate). All exhibitors offering a sample of food and beverage product must comply with all local, state and national regulations of transport, storage, preparation and distribution of the product to include refrigeration of any perishable products. The product must properly dispense in full compliance with all applicable federal, state and local health and sanitation regulations. You are responsible for complying with applicable Denver Department of Public Health & Environment and the Centerplate Catering Department regulation, which include, but are not limited to:

1. Food sampling is permitted only by the manufacturing company or the distributor of the product.
2. The product is offered in single bite size portions no larger than six (6 oz) for food and eight (8 oz) for beverages.
3. Proper hand washing facilities MUST be provided at each booth (sanitary towelettes are NOT acceptable). Tongs, plastic gloves, or other appropriate utensils are required in the handling of food products. Servers MUST have their hair in restraints (hairnet, hat, etc.), wear gloves and a mask while preparing food, serving food or pouring liquids from open containers into sample cups.
4. Food temperatures must be 140° F. or above (hot), 41° F. or below (cold). Poultry products must be cooked to 165° F., beef and pork must be cooked at 155° F. and seafood and eggs must be cooked at 145 degrees F. Metal stemmed thermometers must be provided at each booth to monitor product temperature.
5. Adequate refrigeration must be available for proper food storage.
6. Samples MUST be protected from contamination by sneeze guards, domes, or covers.
7. At least a five (5) gallon container of water with approved sanitizing such as 1.5 teaspoon of bleach for each 1 gallons of cool water MUST be available to clean and sanitize utensils or pans that may have been dropped or need cleaning.

8. No smoking or eating is permitted in any booth preparing or serving food.

9. A fire extinguisher must be provided in any area using canned heat, gas or fire.

10. Adequate extension cords must be available and stored to prevent electrical shock or a tripping hazard.

11. All food must be stored off the floor.

12. All parties affiliated with our show are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials.

## B. Cooking and Food Preparation:

**1. Sampling Authorization Form (SAF) FORM:** Any exhibitors cooking and preparing food in their booth must complete the SAF FORM in the Exhibitor Service Kit.

2. Any food that is fully or partially baked, grilled, fried, heated or otherwise prepared in the booth for attendee sampling must be listed on the **SAF FORM**, located in the Exhibitor Service Kit. Temperature sensitive foods such as dairy products, fish, or any other product that requires a regulated temperature should also be listed on the SAF FORM.

3. **A Cooking/Open Flame Agreement form** must be obtained prior to any on-site cooking, and/or food warming activities on the premises. Cooking/Open Flame Agreement forms can be obtained via the CCC Exhibitor Services division, which are then submitted for review and approval by the Denver Fire Marshal's office. The use of cooking appliances must be disclosed on the Cooking/Open Flame Agreement form. Each exhibit using cooking or food warming devices may be subject to an individual inspection. Cooking devices must be separated from the public by at least four feet, or by a substantial barrier between the devices and the public. In addition, a K-Class fire extinguisher must be in the cooking location, within thirty (30) feet of fryers and a 2A40BC fire extinguisher must be within thirty (30) feet of all cooking appliances. All fire extinguishers must be properly charged and tagged by a licensed fire extinguisher contractor. Exhibitor shall comply with all Denver Department of Public Health & Environment rules and regulations. Exhibits involving cooking or food preparation must provide a clean-up area or use those provided by show management. Disposal of cooking residue into the CCC's drainage system is prohibited. Holding tanks for disposal of cooking residue (oil, grease, etc.) are required.

## C. Heated and Cooking Oil or Grease Operations:

1. Exhibitors using heated oil or grease for cooking or any other purpose must have a type "K" fire extinguisher present during the demonstration. An example of this extinguisher is a potassium bicarbonate extinguisher. Also acceptable is a sodium bicarbonate extinguisher. Disposal shall follow storm water and EPA guidelines.

2. All booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher and have Fire Marshall approval.
3. Liquefied petroleum gas (LPG) shall not be used inside buildings, tents or in other areas.
4. Natural Gas is not available. Gas cylinders must be obtained through one of the exclusive providers of the temporary event utilities, subject to approval by the facilities and the City's Fire Marshall. At conclusion of each event, gas cylinders must be removed from the convention center property.
5. Each exhibitor shall provide an approved non-combustible container with approved cover for daily accumulation of waste material.
6. 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. Each situation must be individually approved. Permit information may be obtained by contacting your Event Manager. Appropriate permit applications for the following activities must be made to the Office of the Fire Marshal, at least twenty-one (21) days prior to the event move-in:

**D. Dishwashing Facilities:** Two exhibitor clean-up areas will be available during show days and set-up time. **RESTROOMS AND JANITORIAL CLOSETS ARE NOT FOR THIS USE.**

**E. Water/Waste Disposal/Ware Washing:** No oils, combustibles, or any liquids other than water may be poured in the CCC drainage or sewer systems. No tools, machines, cookware, or any other items may be emptied, washed, or rinsed in CCC restrooms.

## 12. Labor and Services

**A. Auxiliary Services:** Decorating, drapery, furniture rental, drayage, sign painting and labor will be handled by the official service contractor.

1. The exhibitor shall provide only the material and equipment that is owned and is to be used in the exhibit space. All other items used in the booth are to be provided through arrangements with the official service contractor. Payment for services provided to the exhibitor by the contractor is the responsibility of the exhibitor. All services not ordered in advance must be procured through the Exhibitors' Service Area, which will be maintained in the Exhibit Hall.
2. Forms for ordering auxiliary services (Exhibitors' Service Kit) will be supplied to you 90 days prior to show time from the official service contractor.

**B. Special Services:** Exhibitors requiring exceptional or unusual services should submit their orders well in advance to ensure availability of such services. All labor requirements can be acquired from the official service contractor.

## C. Union Requirements:

1. Exhibitors may hand carry, in or out, their own equipment so long as they use a designated entrance and said equipment is delivered to the booth solely by the exhibitor with a minimum amount of trips and without the use of carts or dollies.
2. Exhibitors may set up and dismantle "pop-up" exhibits in their booth with a minimum amount of tools if the display can be completed in thirty (30) minutes or less.
3. Exhibitors may plug in certain products in their booth to pre-designated outlets as long as they do not exceed 110 volts.

## 13. Storage and Shipping

**A. Storage Behind Booths:** Because of fire regulations, **NO STORAGE** will be allowed behind booths. If any exhibitor has special requirements in this area, please advise the official service contractor during set up.

**B. Frozen Food and Refrigeration Storage:** Information on this topic is in the Exhibitors' Service Kit. This kit will be mailed to exhibitors approximately 90 days prior to show time from the official service contractor.

**C. Shipping Instructions:** Delivery receipts, waybills and bills of lading are to show weight, number of pieces and classification. Shipments to the warehouse should be timed to arrive no later than seven (7) days prior to the opening of the conference. Colorado Convention Center does not accept freight shipments for exhibitors. Questions regarding shipping should be directed to the official service contractor.

## 14. Miscellaneous

**A. Exhibitor Housing:** Housing information and other necessary forms will be sent once a signed contract is received and exhibit space has been paid in full.

**B. Social Functions:** Hospitality suites, meeting rooms and offsite activities (tours) must receive prior written approval by Meetings Department to obtain a release from the hotel and the convention center. **The Association does not restrict social functions in hotel suites with the exception that functions may not compete against any official ANC event or program and that these social functions end prior to midnight. NOTE: RESERVATIONS FOR SUITES IN ANY PARTICIPATING HOTEL MUST BE APPROVED BY THE SNA MEETINGS DEPARTMENT.** A application for meeting rooms and hospitality suites will be included in Exhibitor Service Kit. The cost to submit an application is \$50 before May 9 and \$150 after May 9. Friday, Saturday, Sunday, Monday evenings (July 7, 8, 9 & 10, respectively), are the "free" nights: (subject to change) on which no SNA functions are planned for attendees. Violation of the public space rule by any exhibitor could cause this rule to be reversed to the use of hospitality suites only, and the violator's firm name will be made public to all participating exhibitors.

**C. Security:** Twenty-four-hour security will be provided by the Association throughout the entire Exhibit, including set-up and teardown days at the entrances to the Exhibit Hall and Freight Doors. Any theft is to be reported to Show Management immediately and a theft report must be completed. Security also will be available in the aisles during clean-up each day. Exhibitors must provide adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee to exhibitors and is recommended by Show Management, as show security will be circulating the hall. Although general overall security service will be provided by the Association for the exhibition period, the Association and the security service will not be responsible for the loss of any material by or for any cause.

**D. Signs:** A two-line standard sign (11" x 17") is provided complimentary to exhibitors, including booth number and company name. Additional signs may be ordered through the Exhibitors' Service Kit.

**E. Official General Service Contractor:** GES—Global Experience Specialists is the official general service contractor for the SNA Show and is in charge of show production.

**GES – Global Experience Specialists, Inc.**  
Phone: (800) 475-2098  
Fax: (866) 329-1437  
International: (702) 263-1520  
Website: [www.ges.com](http://www.ges.com)

**F. Exhibitor Service Kit:** The official general service contractor will distribute to each Exhibitor, approximately **ninety (90) days prior to the show** opening, an information and service manual that provides Exhibitors with complete shipping instructions, production information, and other forms for all services needed during installation, show days and dismantle. If you have any questions in advance, please call GES at the aforementioned phone number. The Exhibitor must be in "good standing" with the Association in order to receive the Exhibitor Service Kit. Exhibitors in "good standing" have **NO** outstanding balances on their records.

## 15. Liability

It is agreed that the exhibitor shall make no claim of any kind against the Association, The Colorado Convention Center, State of Colorado and "their indemnities," or against any of the Association agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of the Association or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising

out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit.

**A. Food Samples:** The School Nutrition Association (SNA) cannot assume any liability for adverse reactions to food consumed, items or other individual one may come in contact with while visiting the Expo – Exhibit Hall related activities. Please inform the exhibiting company and /or service staff if you have any food/dietary allergies. They will make every effort to identify ingredients that may cause allergic reactions for those individuals with food allergies. Because of the number of different samples and meals served throughout the Expo-Exhibit Hall and various Expo activities, as well as the number of ingredients used, it cannot be guaranteed that every allergen in the food served will be identified and labeled. Consumers that are concerned with food allergies need to be aware of this risk.

**B. I understand** that the School Nutrition Association may, at its option, make photographs, videos or recordings of Expo events, which may include my likeness or participation, and reproduce them in the SNA educational, news or promotional material, whether in print, electronic or other media, including the School Nutrition Association website ([www.schoolnutrition.org](http://www.schoolnutrition.org)).

**C. Photography/Videography:** Attendance at SNA's conferences and meetings constitutes an agreement by the registrant for SNA to take and use photos, video, and audio tapes in public spaces during the conference and related events. SNA may make photographs, videos, or recordings of SNA events, which may include the likeness or participation of attendees, and reproduce them in future educational, news or promotional materials, whether in print, electronic or other media, including the SNA website and its social media channels. Attendance at SNA's conferences and meetings constitutes a waiver and release of any claims against SNA and its employees, members, and representatives related to photography, videography, and/or audio recording, and grant SNA permission to make, use, and distribute such items without payment or compensation.

### 1. Attendee/Exhibitor Filming or Recording Requests

SNA events are private, therefore, for security, privacy, and courtesy reasons, recordings of any kind in any conference facilities, meeting rooms, hotels, and/or Exhibit Halls associated with the conference are prohibited without explicit permission from SNA. To obtain approval and filming/recording guidelines, Attendees/Exhibitors must submit requests to **meeting s@schoolnutrition.org** no less than two weeks before the conference start date.

**2. Photography in Exhibit Hall:** We ask Attendees and Exhibitors to uphold a professional and respectful environment when taking photographs and posting to social media. ANC Exhibitors and Attendees are encouraged to share in the excitement of the event; therefore, SNA permits still photographs to be taken in the Exhibit Hall. Exhibitors who wish to take pictures should do so in their booth only. Exhibitors planning traffic-building activities for Attendees that will be posted on social media channels, must have signage visible to Attendees in the booth stating how and where these pictures are to be posted.

Attendees should ask permission of Exhibitors before taking photos of their booth unless Exhibitors have expressly granted permission otherwise. If an Exhibitor requests a person refrain from taking pictures, and the person disregards the request, SNA staff should be notified immediately. SNA reserves the right to exclude any persons engaged in unauthorized audio or video recording from the conference facilities, meeting rooms, hotel and/or Exhibit Hall. Questions related to photography, videography, audio recording, and social media should be directed to [meetings@schoolnutrition.org](mailto:meetings@schoolnutrition.org).

**D. Code of Ethics Policy:** School nutrition professionals act in a variety of roles related to serving K-12 students' meals and snacks in compliance with federal child nutrition programs. It is the policy of SNA that its members uphold the highest standards of professional and ethical behavior as representatives of the profession at large. [Learn more about SNA's Code of Ethics Policy.](#)

**E. Policy Against Harassment in Conjunction with SNA Activities:** SNA is committed to creating and maintaining a harassment-free environment for all participants in the Association's activities. The open exchange of ideas is central to SNA's mission. This requires an environment that embraces diversity and provides a safe, welcoming environment for all. All participants, including members, employees, contractors, vendors, and guests, are expected to engage in mutually respectful behavior and to always preserve SNA's standard of professionalism. [Learn more about SNA's Policy Against Harassment.](#)

## 16. Exhibitor Insurance

**Exhibitors must carry:**

**A. Comprehensive General Liability:** Insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury or death and property damage, including coverage's for personal injury, contractual, and operation of mobile equipment, products and liquor and liability (if applicable).

**B. Worker's Compensation:** Insurance as required by State of Colorado law:

- 1. Employers Liability Insurance**—with limits not less than \$1,000,000 for each occurrence. Workers' compensation insurance coverage is required when there are paid Exhibitor employees on site working the event. However, coverage can be waived in certain circumstance when applicable, such as the following:
  - Other than Show Management, no paid staff
  - Sub-contractors or temporary agencies staffing utilized.
  - Volunteers used for event work
  - Associations, clubs, religious, charitable organizations without employees
  - Your organization is State Exempt from coverage, i.e., independent contractor/sole proprietorship; non-profit organization; volunteer associations etc.; organization with no employees.

**2. Worker's Compensation, including Occupational Disease Insurance**—to full compliance of all Federal and State laws covering all of Client's employees engaged in performance of any work for the Client and Employers Liability Insurance with limits of a least \$100,000 per accident covering injury or death to any employee which may be outside the scope of the Worker's Compensation and Occupational Disease statute and bodily injury by disease for each employee.

**C. Automobile Liability Insurance**—with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage's for owned, non-owned and hired vehicles, including loading and unloading operators. The coverage protects State of Colorado, our municipal partners, as well as our clients from the risk and liability exposures inherent to vendors, exhibitors and sub-contractors driving upon our docks and exhibit hall floors during set-up and take-down operations. Comprehensive General Liability, Workers' Compensation and Automobile Liability Insurance policies required shall name as additional insured's: City of Denver, ASM Global, the State of Colorado its Officers, Agents & Employees.

1. Each insurance policy required above shall include the following required provisions within the body of the insurance contract or by endorsement to the policy:
  - (a) The term of this insurance is for the duration of this contract which includes the period from the right of access to set up through the period allowed for removal of property.
  - (b) Companies issuing the insurance policies shall have no recourse against the City & County of Denver, ASM Global, State of Colorado, its Officers, Agents & Employees for payment of any premiums or assessments for any deductibles, which all are at the sole responsibility and risk of Lessee.
  - (c) The term "City & County of Denver, ASM Global, State of Colorado, its Officers, Agents & Employees" shall include all authorities, boards, bureaus, commissions, divisions, departments, and offices of State of Colorado and the individual members, employees and agents thereof in their official capacities, or while acting on behalf of the City & County of Denver, ASM Global, State of Colorado, its Officers, Agents & Employees.
  - (d) The policy clause "Other Insurance" shall not apply to any insurance coverage currently held by the City & County of Denver, ASM Global, State of Colorado, its Officers, Agents & Employees, to any such future coverage, or to State of Colorado's self-insured retention of whatever nature.
  - (e) The City & County of Denver, ASM Global, State of Colorado, its Officers, Agents & Employees reserves the right to review the insurance requirements during the effective period of the contract and to adjust insurance coverage's and limits when deemed necessary and prudent by the State of Colorado's Risk Management Division of the Human Resources Department.



**D. Certificates of Insurance:** Copies of additional insured endorsements and primary coverage endorsements and, if requested, complete copies of policies, satisfactory to ASM Global, shall be furnished to ASM Global no later than sixty (60) days before the first move-in day of the Event. Certified copies of the Certificate of Insurance or policies shall provide that they may not be canceled without thirty (30) days advance written notice to ASM Global.

1. A copy of the Certificate of Insurance must be sent to RAIN PROTECTION INSURANCE (official vendor of SNA) at least ninety (90) days prior to the show and must be on file with RAIN PROTECTION INSURANCE before an exhibitor may take possession of the assigned booth space.
2. All sub-contractors must carry the same insurance coverage as all exhibitors. SNA must receive proof of this insurance prior to the exhibit hall set-up.
3. It is strongly recommended that exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the Exhibition site.
4. While the Exhibition provides security guards, this is solely as an accommodation to exhibitors, and the Association, Colorado Convention Center, City & County of Denver, ASM Global, and the State of Colorado its Officers, Agents & Employees assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees, or contractors, whether attributable to accident, fire, theft, or any other cause whatsoever.

## 17. Indemnification By Exhibitor

Neither the Association, the management of the Association, nor the operators of the Colorado Convention Center premises, City & County of Denver, ASM Global, State of Colorado, its Officers, Agents, or Employees shall be held liable for injuries to any persons or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with the exhibitor's occupation of display space, or on account of the neglect by exhibitor of any rule, regulation or instruction of the Association; or any rule, regulation or instruction of the premises; or on account of violation of any law, ordinance or governmental regulation of any kind. The exhibitor shall indemnify and hold the Association, the management of the Association, and the operators of the premise harmless against all such claims. To the fullest extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or damage to property occurring in or upon the exhibitor's booth space or occurring in whole or in part due to or arising from the acts of the exhibitor, its employees, agents or contractors. The exhibitor expressly agrees to save and hold harmless, the Association, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space.

## 18. Waiver, Assumption of Risk & Release

The School Nutrition Association cannot prevent you from becoming exposed to, contracting, or spreading COVID-19 or any other communicable disease while attending ANC. It is not possible to prevent against the presence of the disease. Therefore, if you, as an exhibitor, chooses to exhibit at and attend ANC you may be exposing yourself to and/or increasing your risk of contracting or spreading COVID-19 or another communicable disease. We the exhibitor, have read and understood the above warning concerning COVID-19 and communicable disease. We the exhibitor, hereby choose to accept the risk of contracting COVID-19 for myself and/or my agents and employees to exhibit at and attend ANC. These services are of such value to me that we accept the risk of being exposed to, contracting, and/or spreading COVID-19 or other communicable disease to exhibit at and attend ANC. We hereby forever release and waive my right to sue SNA, Show Management and its owners, officers, directors, managers, officials, trustees, agents, employees, or other representatives in connection with exposure, infection, and/or spread of COVID-19 or other communicable disease related attendance at ANC. I understand that this waiver means we give up my right to bring any claims including for personal injuries, death, disease or property losses, or any other loss, including but not limited to claims of negligence and give up any claim we may have to seek damages, whether known or unknown, foreseen, or unforeseen.

## 19. Conference Postponement and/or Cancellation

**A. Force Majeure:** The Association, in its discretion, shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation. The Association will not be liable for the fulfillment of this contract as to the delivery of exhibit space if no-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war, or insurrections, strikes, the authority of the law, postponement, or cancellation of the Show, or for any cause beyond its control.

In the event of its not being able to hold an exhibit for any of the above-named reasons, the Association, in its sole discretion, shall determine the amount of exhibit fees to be refunded, if any, less legitimate expenses incurred, and the exhibitor hereby waives any further claim against the Association, its directors, officers, agents or employees for losses or damages that may arise in consequence of such inability to occupy the assigned space. In the event of any circumstances beyond the control of SNA, including, but not limited to; acts of God, floods, fires, natural disaster, war, strike, or terrorism, or threat of war, strike, or terrorism, that render the holding of ANC in the good faith opinion of SNA to be impractical, impossible, or inadvisable, SNA may, in its sole discretion, cancel ANC and shall have no obligation to Exhibitor other than the return of the unused prorated portion of the booth rental fee. Exhibitor releases SNA from all claims for damages, which may arise in consequence thereof.