

The following regulations are part of the Exhibitor Lease Agreement and the provisions of both will be in effect. All matters and questions not covered by these regulations are subject to the discretion of Show Management and may be amended at any time to accommodate the best interest of the show.

#### **Alcohol Hosting**

If you wish to serve alcohol in your booth during Market, you must purchase ALL wine, beer & spirits through LEVY, the holder of the liquor license for our campus. Standard pricing will apply. For more information, contact LEVY at mcomo@levyrestaurants.com. Outside alcoholic beverages are not permitted on the show floor. No person under 21 shall be served alcoholic beverages. Show management reserves the right to refuse alcoholic beverage service to anyone for any reason.

#### **American with Disabilities**

All exhibiting companies must comply with the Americans with disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating to attendees with disabilities. Information regarding ADA compliance is available from the US Department of Justice ADA information Line (800) 514-0301 and at [www.ada.gov](http://www.ada.gov).

#### **Animals**

Animals and pets are not permitted (with exception of those assisting the handicap) in the building. Proof of certification is required upon request.

#### **Announcements**

Announcements are made for lost children or elderly. Lost and found is located at Protective Services on the 1st floor of the World Trade Center, just beyond the loading dock.

#### **Balloons**

Helium balloons are not permitted. Any balloon applications must not exceed the 8ft height restriction or extend outside the confines of the booth. Exhibitors are responsible for disposal of all balloons post market. Balloons left in the booth will be subject to disposal fees. No balloon popping is permitted on the show floor. Please remove all balloons completely from the building.

#### **Badges/Access**

All exhibitors must obtain a badge to access to the Dallas Market Center. Exhibitors should utilize the Exhibitor Badge Request form located on the GES Online Exhibitor portal. Onsite Exhibitor Registration is located on the 1st floor lobbies of the World Trade Center, Trade Mart, The Interior Home + Design Center, and Market Hall. Badges must always be visible. Exhibitor personnel are allowed to access the Show Floor at 7:30AM each exhibit day. Show Management must approve all requests for early or late entry/stay on the show floor outside of published hours. EXHIBITORS ARE PROHIBITED FROM BRINGING IN ANY UNAUTHORIZED PERSONNEL OR CONTRACTORS FOR BOOTH SET-UP AND DISMANTLING PURPOSES DUE TO LIABILITY AND SECURITY CONSIDERATIONS.

#### **Behavior**

All exhibitors, workers, managers, and staff are prohibited from the use or possession of alcohol or drugs, guns or other weapons, abusive language, or sexual harassment.

#### **Booth Height Restrictions**

Booths are not to exceed (8) feet in height. Please contact DMC Trade Show Operations for any special considerations at [tradeshowops@dallasmarketcenter.com](mailto:tradeshowops@dallasmarketcenter.com).

#### **Carpet/ Floor Covering Requirements**

Exhibitors are not required to carpet or install floor coverings. Exhibitors are permitted to bring your own floor covering but are required to safely secure, avoiding any tripping hazards.

#### **Catering - Food and Beverage**

Levy is DMC exclusive catering partner. All on site catering, food and alcoholic beverage service must be ordered through Levy. Levy holds the liquor license at the Dallas Market Center and must serve any alcohol distributed out of booth space. For catering and bartender pricing please contact Michael Como at (214) 749- 5493 or [mcomo@levyrestaurants.com](mailto:mcomo@levyrestaurants.com).

#### **Clean Floor Policy**

Please be mindful of clear aisles when unpacking/ packing your product samples within your contracted booth space. Once you've emptied your crates and boxes, please label your empties with the official empty sticker provided by GES and place in the aisle for GES pick up. All empties should be ready for pick up by 6pm the last day of move in to ensure time for us to clear the floor and clean for show opening. Failure to meet these deadlines could result in a \$200.00 penalty. Any empties placed out in the aisle the morning of the show open or found hidden behind booths will be fined \$500.00.

#### **Décor/Graphics Installation**

- Decorations, signs, posters, etc., may not be taped, nailed, tacked, or otherwise fastened to building elements such as ceilings, painted surfaces, columns, marble or fabric and decorative walls. Damage to these areas will result in fines. Please use command strips or non-adhesive applications such as zip ties, s-hooks are clips on GEM hard walls that do not leave a residue.
- Product information, adhesive backed decals and stickers may not be distributed outside the confines of your contracted booth space.
- Permanent planters and furniture in public areas may not be removed or repositioned.

#### **Dismantle**

Early move-out is strictly prohibited and a violation of your lease agreement. Failure to comply will result in penalties and future booth relocation. Please contact DMC Trade Show Operations at [tradeshowops@dallasmarketcenter.com](mailto:tradeshowops@dallasmarketcenter.com) or 214-749-5446 for any unforeseen circumstances.

#### **Electrical**

Electricity is not included in your booth package. Exhibitors are responsible for ordering any electrical services through the GES, our exclusive electrical provider. Exhibitors found using another exhibitor's electricity will incur charges.

#### **Exhibitor Conduct**

Please be courteous to your fellow neighbors and exhibitors.

- All exhibits MUST be contained within the exhibitor's contracted booth space. Failure to comply is a violation of your lease agreement and must take immediate action.
- Exhibitors are not allowed to sell or promote outside products outside the confines of their booth space and should not approach buyers in the aisles.
- Exhibitors are not allowed to enter the exhibit space of another exhibitor without permission and at no time may anyone enter an exhibit space that is not staffed.
- Exhibitors are prohibited from taking photographs, filming, or taping the exhibit or product of another exhibitor. Violators will be required to immediately relinquish the film, tape, or cell phone to show management.

#### **Exhibitor/ Booth Listings**

While every effort will be made to ensure accurate booth listings, show management cannot be held responsible for inaccurate exhibitor listings and/or other errors/omissions made in the Dallas Market Center's Market Guide, SPARK, website, app, or exhibitor listings. Compensation will not be granted in the event of an inaccurate listing. To confirm your listing information please visit your online directory profile at [www.Dallasmarketcenter.com](http://www.Dallasmarketcenter.com).

#### **Exclusive Contractors**

DMC Official Contractors are specific vendors contracted to manage trade show operations for DMC Markets on your behalf to ensure smooth installation, dismantling and operations during the exhibition.

Exhibitors are encouraged utilize required services and labor from these Official Contractors:

**Booth Equipment/ Freight** – Global Experience Specialists, Inc. (GES)

**Electrical Service** – Global Experience Specialists, Inc. (GES)

**Catering/Alcohol** – Levy

**Display Equipment** – Mannequins, apparel racks or any other specialty display equipment can be rented through American Showroom Concepts (214.631.1737) or Habitat Decorating (214.879.8144).

#### **Fire Regulations/ Fire Marshall Considerations**

- Exhibitors must comply with all governmental mandated fire rules and regulations.
- No gasoline, kerosene, diesel fuel or other flammable liquids may be stored, permanently or temporarily, in hazardous work areas.
- Exit doors may not be blocked with freight, equipment, display materials, etc. Escalators and passenger elevators are for the use by the general public and may not be blocked and or used to transport equipment or freight.
- Clear access is to be maintained to exhibit hall concession stands and restrooms.
- Utility panels and switchgear, hose cabinets and standpipes located in exhibit hall columns and around perimeter walls must always remain accessible.

#### **Firearms**

Carrying a firearm on the premises of the Dallas Market Center is STRICTLY PROHIBITED.

#### **First Aid/ Emergencies**

In an extreme emergency, call 911 first and then call 214-655-6166. General first aid may be obtained from Protective Services located on the first floor of the World Trade Center, Suite 113.

#### **Food Sampling**

It is the responsibility of each exhibitor to obtain a food permit and abide by the rules and requirements of the local Consumer Health Division of Dallas County when sampling any type of food, beverage, or product for consumption. Please refer to the Open Sampling section of the Exhibitor Service kit to obtain Temporary Food Permit documents and review regulations.

#### **Freight/ Drayage**

GES is the official designated freight handling company for the World Trade Center, Trade Mart and Market Hall. GES has full control over freight movement, freight docks and elevators for Trade show freight. Ship early to avoid problems and potential delays that will cost you money. Shipments must be sent with freight charges PREPAID. COD shipments will not be accepted and turned away. Loose, unpalletized, or improperly packaged materials will not be accepted.

#### **Hazardous Work Areas**

During move-in and move-out, exhibit halls and loading dock areas are considered HAZARDOUS WORK AREAS. Safety is the primary concern in hazardous work areas. Only authorized contractors and exhibitors carrying insurance liability coverage should be present on the show floor. No animals.

**Illegal Substances**

Use or possession of illegal or controlled substances of any kind is prohibited. Violators will be prosecuted.

**Insurance/ Liability**

The Dallas Market Center does not provide insurance to cover exhibitor activities at the Dallas Market Center and their contractors assume no liability or responsibility for loss by any exhibitor by theft, fire, breakage, or any other reason.

Exhibiting companies are required to carry insurance policies, at their own expense, covering liability insurance, property insurance and worker's compensation expense and must comply with state laws.

Coverage should include also include transportation of freight, booth display materials, and include the full duration of the show from Move-in to Move-out.

Coverage may be obtained by adding a rider to your current policy. If you need assistance acquiring exhibitor insurance, please connect with Rainprotection, our official show insurance provider at 800-528-7975 or sales@rainprotection.net.

**Internet/Wi-Fi Services**

Secure Wi-Fi is available in Temp trade show floors. Network and password information will be distributed at market.

If exhibitors encounter issues connecting to Wi-Fi, please contact the Tenant Connectivity Help Desk at 214.760.2826 or tenanhd@dallasmarketcenter.com.

DMC cautions against entering credit card info by hand using a keyboard, touchpad, or unencrypted card reader vs being swiped/inserted with a secure credit card reader/machine.

For security purposes, it is suggested that exhibitors use a point of sale (POS) system approved by a bank or processor to physically scan and encrypt the credit card transaction.

**Late Installation**

If installation of any crated exhibit has not started by 4:00PM on the last day of move-in and no arrangements for set-up have been made, then Show Management may erect the exhibit and the Exhibitor will be billed and must agree to pay for all charges incurred. Show Management shall not be liable for damages that may occur during this exhibit set-up. In the event Show Management arranges to erect exhibit, payment of services must be paid in full before freight can be removed from the show.

**Lost and Found**

Lost and found is in the Protective Services office located on the first floor of the World Trade Center, Suite 113 or call 214-655-6166.

**Music, Audio-Demonstrations, Noise**

If your product(s) and/or product demonstration produces sound that may be disruptive to neighboring exhibitors, we ask that you be always mindful of volume. Should Show Management receive complaint(s) regarding the noise level coming from your booth, you will be required to lower the volume and possibly eliminate the activity all together.

**Music Licensing**

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

The performance or use of live or mechanically-produced music that is under copyright of another organization, such as the American Society of Composers, Authors and Publishers, (collectively "Organizations") is strictly prohibited, unless you can provide us written evidence either (a) that any required licensing fees have been previously paid to the appropriate Organizations to cover the period of the Show; (b) that you have express permission from the copyright owner to perform the music at the Show; or (c) that you, in fact, are the owner of the copyright. This may be accomplished by providing us with a copy of an agreement with the appropriate Organizations with respect to such licensing fees, a copy of an agreement with the copyright owner granting you permission to perform such music, or written representation that you are the copyright owner of the music to be used. You should note that express permission from the copyright owner relating to reproduction and/or distribution rights, does not include performance rights; hence the copyright authorization that you provide us must specifically reference performance rights. Moreover, U.S. copyright laws contain no exemption allowing you to perform such music at a trade show for purposes of promoting sales of that music. Exhibitor must provide the above-mentioned requested evidence prior to the Show.

**Open Flame Policy**

Open flames, propane or other bottled gas are not allowed in DMC buildings except those approved by the Fire Marshal of Dallas Fire Department. Please see the Open Flame Fire Permit located in the exhibitor Service kit for consideration. Fees apply.

**Parking**

Exhibitors are encouraged to park in lots near 2300 Stemmons leaving spaces closer to the World Trade Center and Trade Mart for retailers. For your convenience, the west end of Parking Lot C is designated as the lot to be used by motor homes and other large vehicles while parked on the Dallas Market Center property. DMC shuttles transport exhibitors and staff between campus buildings and contracted hotels at no charge. **NO PARKING IS ALLOWED ON THE DOCKS** except for unloading/loading. No parking is allowed in fire lanes, loading areas or any other location posted "NO PARKING". This policy is strictly enforced. Unauthorized vehicles will be removed at owner's expense.

**Personnel**

Booths must be staffed the full duration of the show.

**Phone Numbers**

Dallas Market Center office telephones are reserved exclusively for DMC business. Dallas Market Center numbers may not be published as an official show or convention number.

**Photography/ Videography**

Exhibitors may take photos or videos of its own display; however, exhibitors are not permitted to directly take pictures of any other display or instruct others to take pictures without permission of the exhibitor.

**Product Display**

No Exhibitor shall display any product which infringes upon another exhibitor's booth space or the registered trademark, copyright, or patent of another company as been determined by a court of competent jurisdiction.

**Rigging/Hanging**

All items to be suspended from exhibit hall ceilings, including signs, displays, light and sound equipment, etc., must be approved in advance by Show Management and installed by GES or approved EAC. Rigging of cable and other hanging devices on or near ceiling electrical buss ducts and conduits is strictly prohibited. Any approved ceiling equipment, material and rigging must be removed immediately upon close of the show.

**Security**

Although show management provides a level of protection, exhibitors and their staff are responsible for securing their personal valuables, booth fixtures, and product samples. Uniformed security will be on duty from the beginning of move-in through the completion of move-out; however, Show Management cannot accept responsibility for loss or damage. Exhibitors are expected to carry liability insurance coverage for exhibit materials and valuables. Protective Services' office is located at WTC, Suite 113. To report an emergency, please call 214-655- 6166.

**Sales Policy**

The AETA International Trade Show is primarily wholesale order writing only Market. No direct Cash & Carry /Retail selling should be conducted. This is only allowed if you have signed up for the cash & carry category. Buyers may place orders with exhibitors for products/services at the shows, but the product or service must be delivered after the close of the Market. If you plan to sell your entire exhibit, merchandise, or material from your booth, please plan for delivery at the loading dock and maintain a full and active booth until the close of the show.

**Signage**

All signage must be professionally prepared and properly finished. Handwritten or non-professional signs are not allowed on the show floor and will be removed at the discretion of Show Management. Pop-up signs and signs promoting pricing are strongly discouraged. Any means of attachment must be nondestructive to the structure. Dallas Market Center permanent graphics, signs or displays may not be visibly blocked in any manner, covered with temporary signs, or repositioned. No drilling of the structure is allowed without specific

**Smoking**

Smoking is not permitted in any part of the building. Designated smoking areas are located outside the building.

**Solicitation**

Only officially contracted exhibitors are permitted to promote their products, services, or company at the Market. All company promotion and sampling must occur within the confines of the contracted booth space. This includes approaching buyers in neighboring booths to sell product or leaving and/or distributing product information in public space or bathrooms. Exhibitors violating this policy could jeopardize future booth location or complete show removal for forfeiting all booth fees.

**Space Abandonment**

All exhibitors should occupy their booth space by 4:00PM on the last day of move-in. Failure to show could result in resale or reassignment of booth space by Show Management without obligation of refund.

**Subletting Space**

Exhibitors shall not assign, sublet, subcontract, or apportion the whole any part of the space contracted and may not share exhibit space or allow representatives, equipment signs or printed materials from other than its own firm without the prior written consent of Show Management.

**Temporary Help**

Exhibitors requiring assistance at market may post job positions via their online listing or contact A+ Student Staffing at 214.357.9500.

**Vehicles on Show Floor**

Any vehicles on the show floor must be approved by show management and could result in vehicle spotting fees.

Events or circumstances not covered in the EXHIBITOR INFORMATION & GENERAL POLICIES may be subject to the consideration and stipulations, as deemed appropriate, of Dallas Market Center Show Management.

**PLEASE REPORT ANY VIOLATIONS OF THE ABOVE TO SHOW MANAGEMENT IMMEDIATELY. SHOW MANAGEMENT HAS THE RIGHT TO REMOVE ANYONE FROM THE SHOW FOR ANY REASON.**