



# EXHIBITOR INFORMATION

ACF NATIONAL CONVENTION

**ORLANDO, FLORIDA • AUGUST 4-8, 2019 • ORLANDO WORLD CENTER MARRIOTT**

# Welcome



**American Culinary Federation**  
The Standard of Excellence for Chefs

Greetings,

On behalf of the American Culinary Federation, I am pleased to welcome you to the 2019 ACF National Convention: Orlando. We are confident that this year's event will be one of our finest!

Our purpose for the trade show is simple; to bring culinarians with purchasing power together with the nation's top food industry suppliers. To capitalize on your investment, keep in mind that decision makers attend the convention intent on developing new professional relationships, while advancing existing ones.

To assist you in your planning, please accept this copy of the Exhibitor Manual. The manual contains all the necessary information and order forms to ensure your successful participation in this year's show. If you have questions beyond the scope of this guide, please contact ACF trade show team as they are glad to assist.

Great partners make a great show, and ACF wants to provide an environment that will facilitate positive networking & business experiences in a fun and enjoyable atmosphere. Let us know how we can support you, and help ensure your success!

Again, thank you for choosing to exhibit with ACF, we appreciate your business.

Respectfully,

A handwritten signature in black ink that reads 'Heidi Cramb'.

Heidi Cramb  
Executive Director  
American Culinary Federation



# Welcome & ACF Contact Information



**American Culinary Federation**  
The Standard of Excellence for Chefs

Dear Exhibitor:

Thank you for choosing to exhibit with ACF at the National Convention! Your participation is a valuable part of our continued success.

It is our goal to make your experience as seamless as possible. Our knowledgeable staff is ready and able to answer any questions you may have prior to the trade show.

During the trade show we will be onsite to assist as needed. We're looking forward to a successful show. Again, thank you for being a part of ACF and we look forward to seeing you.

Sincerely,

*Catherine Prais*

Catherine Prais  
Exhibitor Liaison

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## Key Contact Information American Culinary Federation

**Catherine Prais**  
*Exhibitor Liaison*  
(312) 673-4919  
cprais@acfchefs.net

**Brooke Beissel**  
*Sponsorship Coordinator*  
(312) 673-5877  
bbeissel@acfchefs.net

# Hotel & Travel Information

**Orlando World Center Marriott**

8701 World Center Drive

Orlando, FL 32821

Phone: 1 (407) 239-4200

Website: [Click Here](#)

Discounted rate starting at \$169 plus room tax of 12.5% and a daily resort fee of \$25.00 per room

August 3rd- 9th

Reservations must be made by July 12, 2019



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## Rental Car Providers - You Save, You Support!

ACF has established partnerships with Alamo, Avis, Budget and Hertz to offer members exclusive discounts on car rentals.

To access these members-only savings, go to [www.acfchefs.org](http://www.acfchefs.org), log in and visit the ACF Members Advantage Program page.

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## Area Airports

**Orlando International Airport (MCO)**

1 Jeff Fuqua Blvd, Orlando, FL 32827

<https://orlandoairports.net/>

The hotel is located approximately 20 miles from the airport.

**Kissimmee Gateway Airport**

The hotel is located 10 miles away from the airport.

## Alternate transportation:

**Hotel Parking**

Hotel On-site parking, fee: \$22 USD daily and is subject to change; A 50% discount off prevailing rate for self-parking for overnight guests.

Valet parking, fee: \$35 USD daily

# Frequently Asked Questions

## How do I make hotel arrangements?

Make your hotel arrangements by calling (407) 239-4200. Ask for the ACF rate. Or [click here to book reservations online](#).

## How many complimentary exhibitor badges do I receive with my booth?

Each exhibitor receives two (2) complimentary badges for the first 100 square feet of space purchased.

## How much are additional exhibitor badges?

\$40 per person

## What time can exhibitors get on the floor during Show days?

Exhibitors are allowed on the Show floor during the following times if wearing an exhibitor\* badge:

**Monday, August 5** 8:00 a.m. - 5:00 p.m. (Exhibitor Move-In)

**Tuesday, August 6** 9:00 a.m. - 4:00 p.m. (Exhibits Open)

**Tuesday, August 6** 4:00 p.m. - 9:00 p.m. (Exhibitor Move-Out)

*\*A person wearing an attendee badge is not allowed in the hall outside of official Show hours. Exhibitor representatives who have obtained their own (attendee) badges will not be allowed in the hall early.*

## Do I need insurance?

Show Management does not maintain insurance covering exhibitors' property. It is required that an exhibitor obtain adequate insurance coverage (\$1,000,000), at their own expense, for property loss or damage and liability for personal injury.

Exhibitors are responsible for their own equipment. It is expected they have, or will purchase, adequate insurance to protect against all perils. You will need to submit this to the ACF, and you must be able to prove insurance on site if needed.

Submit the certificate of insurance to [Catherine Prais](#) by **July 5, 2019**.



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# Exhibitor Registration Information



**American Culinary Federation**  
The Standard of Excellence for Chefs

Please read the information below prior to completing the exhibitor registration form!

1. You have two ways to register:  
**Website [www.acfchefs.org/ACFSource/Events/Sponsor](http://www.acfchefs.org/ACFSource/Events/Sponsor)**  
*If you choose this method, you do not need to complete the form on the next page*  
**Email** form to [jbooth@acfchefs.net](mailto:jbooth@acfchefs.net). You need to complete the form on the reverse side and print clearly and legibly.
2. Each exhibiting company is entitled to an allotment of complimentary badges (*valid during move-in, move-out and throughout the Show*) based on the total square footage of the booth contracted for by your company. **Refer to the badge formula chart below.**
3. Badges ordered **by the posted deadline** will be held for **onsite pick-up** at ACF's registration desk.
4. Exhibitor badges must be worn during move-in, show hours and move-out. **Only someone wearing an Exhibitor badge will be allowed on the floor during move-in and move-out.**
5. **Children under 16 years of age will not be permitted to work your booth or gain access to the exhibitor floor at any time. ACF reserves the right to request proof of age.** This policy will be strictly enforced onsite.

**Register your badges by July 5, 2019.**

## Complimentary Badge Formula

Every exhibitor receives two (2) complimentary badges. For each additional 100 sq. ft. of booth space, an additional two (2) badges are added to the complimentary allotment up to a maximum of 11 badges. For example:

**Up to 100 sq. ft. = 2 badges**  
**Up to 200 sq. ft. = 4 badges**

**Up to 300 sq. ft. = 6 badges**  
**Up to 400 sq. ft. = 8 badges**

Each additional badge over the complimentary allotment is \$40.

# Exhibitor Registration Form

**Due Date: Friday, July 5, 2019**

ACF National Convention: Orlando  
Orlando, FL • August 4-8, 2019  
*Badge Questions? Please call Jayme Booth at (904) 484-0243*



## Two ways to register

**Website:** [www.acfchefs.org/ACFSource/Events/Sponsor](http://www.acfchefs.org/ACFSource/Events/Sponsor)

**Email:** Jayme Booth  
[jbooth@acfchefs.net](mailto:jbooth@acfchefs.net)

**Badges will be available for pick-up onsite.**

For the first 10 x 10 booth space, 2 complimentary badges are provided. For each additional 100 sq. ft., 2 additional complimentary badges are provided up to a maximum of 11 badges. All badges over this allotment are \$40 each.  
**An exhibitor badge entitles the wearer to enter the Exhibit Hall only.**

Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Please register the following exhibit booth personnel

Please complete first and last name to appear on badge. Print clearly. Use additional sheet if necessary.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## Payment method for badges over booth allotment

Please bill my:    Visa        MasterCard        Amex        Discover  
Account Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Amount: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Name on Account: \_\_\_\_\_ Signature: \_\_\_\_\_

# ACF Sales Permit Notification

**Due Date: July 5, 2019**



Exhibitors are prohibited from selling products on the exhibition floor unless they have purchased a sales permit from the ACF. Exhibitors who purchase the sales permit will have the opportunity to sell goods and products from their assigned booths on the trade-show floor, subject to the following limitations:

1. Sales may be made only during published trade-show hours.
2. Sales permits cover apparel, equipment, cookware, books and media, seasonings, packaged goods and similar merchandise.
3. No prepared food or beverages may be sold. Sample food items may be served in accordance with trade-show rules and regulations.
4. The sale of alcohol and alcoholic beverages is strictly prohibited.
5. A list of merchandise to be sold must be submitted to ACF for approval. List can be faxed to ACF Events Department at (904) 940-0741.
6. Exhibitors are responsible for payment of sales and all other taxes.

Violation of any of the foregoing conditions may result in revocation of the Exhibitor's sales permit for the duration of the trade show.

The ACF reserves the right to decline to grant sales permits or to impose such additional conditions on permits as it may deem appropriate, in the exercise of its sole discretion and business judgment.

\_\_\_\_\_  
**Complete and sign this form only if you intend to conduct retail sales within your exhibit space.  
By signing this form, exhibitor agrees to abide by the terms and conditions outlined above.**

Company: \_\_\_\_\_

Authorized Exhibitor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Event:** ACF National Convention: Orlando

**Location:** Orlando World Center Marriott

**Fax completed form to:** Jayme Booth (904) 940-0741



# Demonstration/Cooking/Sampling Regulations

**Please remember the following regulations will be strictly enforced during the Show.**

## Demonstration Regulations

- It is recommended that sampling, serving and demonstration tables be positioned at least three (3) feet back from the aisle. Exhibitors must allot area in their booth to absorb sampling lines and spectators congregating to view the booth.



- The aisles are the property of ALL exhibitors; therefore, each exhibitor has the responsibility to assure the proper flow of traffic through the entire show.
- Large crowds gathered outside a booth interfere with the flow of traffic in the aisles and create excessive crowds in neighboring booths. This is an infringement on fellow exhibitors' rights. Aisles must not be obstructed at any time.

## Cooking Regulations

- All electrical appliances and cords must be U.L. approved.
- Fire extinguishers (2A40BC) are required in any booth with cooking, "sterno" or heat producing appliances and have a current inspection tag from a licensed contractor.
- Fire extinguisher must be located no more than ten feet (10') from any cooking, "sterno" or heat producing appliance.
- Cook tops must be located at least four (4) feet away from attendees or be protected with a physical barrier along the front side of the appliance. (Plexiglas or glass is a common material used to provide a barrier.)
- Deep fat fryers are not permitted on the trade-show floor.
- No open flames are permitted on the trade-show floor.
- Combustible materials and decorations within the exhibit space must be minimal or eliminated altogether. All flammable or combustible aerosol containers used for display must be empty.
- Exhibitor agrees to abide by all ACF and Event Facility Rules. (See General Rules and Regulations)
- In the event there is a discrepancy between ACF and local Fire Department or venue requirements, the more stringent rule will apply.

## Sampling Regulations

- Must complete Authorization Request for Food/Beverage Sampling.
- Items dispensed are limited to products manufactured, processed or distributed by exhibiting firm.
- All Items are limited to SAMPLE SIZE and must be distributed from exhibit location.
  - Beverage samples are limited to a maximum of three fluid oz. of product
  - Food Items are limited to "Bite Size" portions of three oz. or less.
- Exhibiting firms are not authorized to sell any food or beverage items.
- Additional rules from exhibit hall venue may apply. In the event there is a discrepancy in requirements the more stringent rule will apply.

## Good Sampling Practices

Being successful at the Show is not about giving samples to everyone who walks down the aisle. The objective is to get them into your booth. Sampling positioned directly on the aisle in an "open house" manner encourages buyers to keep walking after sampling.

Entice attendees into your booth to receive samples, discuss product and avoid blocking already crowded aisles. Sampling to premium customers and prospects who have taken the time to enter your booth and discuss your product is much more cost-effective.

# Demonstration/Cooking/Sampling Regulations

## **Good Sanitation Practices**

When representing your company and interacting with professional chefs good sanitation practices are a must. Consider these points when preparing to participate in the trade show:

1. If preparing or serving any food items you will need to wash your hands. A portable hand-washing facility for your booth is easy. All you need is a dispenser of warm water with a catch bucket, single-use paper towels and a pump-type soap dispenser.
2. Use tongs when serving from a common bowl. We suggest single-serve cups, toothpicks and napkins.
3. Protect open food by keeping it in a covered container or using a sneeze guard.
4. All perishable foods should be temperature controlled.

# Authorization Request for Food/Beverage Sampling

**Due Date: July 5, 2019**



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This form is **required** for all exhibitors that will be sampling food. **Email completed form [cprais@acfchefs.net](mailto:cprais@acfchefs.net).**

Exhibiting Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Onsite Contact: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**Sample Information:**

Description of product(s) to be sampled (be specific):

Portion Size: \_\_\_\_\_

Method of Preparation:

Method of Distribution:

Estimate of cooking frequency and quantity: \_\_\_\_\_

**Use of Heat Producing Devices (check all that apply):**

"Sterno" or other jellied fueled must be used in a device designed to prevent container of fuel from tipping over.

Electric Range      Electric Cook Top      (Select one)

Electric Grill      Electric Griddle      (Select one)

Heat Lamp

Hot Plate

**Other heat producing device(s)** – (please describe or attach appliance literature, including Underwriter's Laboratories listing information):

# Authorization Request for Food/Beverage Sampling

**Note:**

Please ensure you email the following documents along with the completed form:

- Completed equipment list including the manufacturer's specification sheet for each piece of equipment
- Certificate of Insurance
  
- Exhibitors are responsible for ordering electrical service using the appropriate form in the exhibitor manual.
- Exhibitors are encouraged to order porter service to remove trash accumulated from sampling.
- Deep fat fryers not permitted on the trade-show floor.
- No open flames are permitted on the trade-show floor.

Name of person acknowledging regulations: \_\_\_\_\_

Signature: \_\_\_\_\_

# ACF NATIONAL CONVENTION & SHOW

## ORLANDO, FL - AUGUST 4TH – 8TH, 2019 • ORLANDO WORLD CENTER MARRIOTT

### Trade Show General Rules and Regulations

#### Application & Payment Terms

A deposit of 50% is required with Exhibit Application and Contract. Exhibit Applications and Contracts submitted after March 15, 2019, must be accompanied by payment in full. For Regional applications, payment is due in full with contract. Applications received without such payment will not be processed nor will space assignment be made.

Purchase of space less than 7 days from start of show will be subject to a \$100 administrative service fee.

#### Cancellation or Downsizing of Space by Exhibitor

Requests for cancellation or reduction of exhibit space must be in writing and shall become effective upon receipt by ACF. Due to the difficulty of determining and detailing losses which would result from cancellation of exhibit space, Exhibitor agrees to pay the following as liquidated damages (not as a penalty): If written notice of cancellation is received by ACF at least 60 days prior to event opening date, ACF will retain or shall be owed a cancellation fee equal to \$100/100 sq. feet; if written notice of cancellation is received by ACF on or after less than 60 days prior to event opening date, ACF will or shall be owed a cancellation fee of 100% of the original fee. The above cancellation terms shall apply regardless of the execution date of this Agreement and regardless of any re-sale of booth space by ACF.

Requests for a reduction in booth space will be handled on a case-by-case basis. Every effort will be made to accommodate, but due to the difficulty of determining and detailing losses resulting from reductions in exhibit space, ACF reserves the right to assess liquidated damages (not as a penalty) at its sole discretion up to 100% of the difference between the original fees and the reduced rate. Furthermore, ACF has full authority to relocate any Exhibitor after downsizing of space.

#### Cancellation or Postponement of Event Including Force Majeure

It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Agreement will be automatically terminated and ACF management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.

#### Processing of Applications

ACF accepts for processing only those applications that include completed forms with all required information,

- are signed by an appropriate representative of the exhibiting company and
- are accompanied by the required payment.
- ACF reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

#### Space Assignments

Booth assignments will be made upon receipt of full payment on a first-come/first served basis. Sponsoring companies will have priority for booth selection. Requests for space will be available upon receipt of contract, and a formal space selection process will occur in early 2019.

Exhibitors wishing to avoid assignment of space

adjacent to that of a particular competitor should indicate this on their application. Careful consideration will be given to all such requests. ACF reserves the right to modify the floor plan to accommodate space or change as necessary to avoid conflicts. Any space not reserved prior to the start of the conference may be deleted by ACF without any obligation on the part of ACF. ACF reserves the right to assign booths as necessary to meet the requirements of all participants. ACF will notify any affected exhibitors in writing.

#### Exclusivity Clause

The ACF does not guarantee exclusive representation of a product on the exhibit floor.

#### Subletting of Space Prohibited

Exhibitors are not permitted to assign, sublet or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space, any merchandise, advertising materials or signage which are not part of their company's regular products or services without approval from ACF.

Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

Any firm or organization not assigned exhibit space will be prohibited from soliciting business within the exhibit areas.

#### Contractor Services

An ACF appointed decorator will provide the following services: booth furnishings and accessories (tables, shelving, etc.), furniture rental and signs. They can also provide various booth designs, shipping, and labor to erect or dismantle custom exhibit booths. An Exhibitor Services Kit with order forms, rates, and instructions on the services provided will be made available to each exhibiting company approximately two months prior to the Trade Show. Included in this manual will be selected suppliers for all other services (e.g., plumbing, electrical, floral, cleaning, telephone, etc.).

An Exhibitor's Service Desk will be available during all hours of set-up, trade show hours & tear down. Although all efforts will be made to try to accommodate Exhibitors' last minute requirements, it is in Exhibitors' best interests to plan ahead due to limited equipment and services on-site.

#### Courtesy

The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/investigate another exhibitor's products at any time without the express permission of that exhibitor.

#### Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted unless approved by management in writing. Music, whether mechanical, vocal or instrumental, shall not be permitted in the Exhibit Hall except at those times specified by Show

Management. In general, the employment of any method to project sound beyond the confines of any Exhibitor's booth is prohibited. Exhibitors must police their own booths to ensure noise levels from demonstrations, machinery, music or any noise device does not disturb neighboring Exhibitors. Please note: Exhibitors whose demonstrations, machinery, music or any noise device reaches a level above 80 dba will be required to turn down noise device or limit use of device. After initial warning regarding booth noise, Show Management reserves the right to levy a maximum fine of \$250. After the third warning, Show Management reserves the right to disconnect or remove noise-making device.

#### Canvassing

Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's booth.

#### Conduct

Unethical conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor or both to dismissal from the Trade Show. In this event, it is agreed no refund shall be made by ACF.

#### Restrictions

Exhibitors or their agents may not allow any articles to be brought into the Trade Show or commit any act on the premises which would invalidate the insurance or increase the premium on the policies held by the management of the host facility, nor permit anything to be done by their employees through which act the premises, property, or equipment of other Exhibitors will be damaged. No signs or articles can be affixed, nailed or otherwise attached to walls, floors, etc., in such a manner as to deface or destroy them. In addition, use of tacks, plastic tape, nails, screws, bolts, or any devices that could mar or damage the floor or carpet is prohibited. Adhesive backed decals/stickers may not be used or distributed. Glitter is not permitted. All space leased is subject to these restrictions. Violations of these rules will annul the Exhibitor contract, and the Exhibitor will be held liable for any damage resulting from such violation.

All hanging is subject to approval by ACF, the host facility and the local fire marshal. Please submit all requests for all sign hanging to ACF Event Management, 180 Center Place Way, St. Augustine, FL 32095, no later than 30 days prior to the event.

Please Note: There will be no smoking or open flame in the exhibit hall.

#### Use of Space General

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass the rights of other Exhibitors. No exhibit will be permitted which interferes with the use of the other exhibits or impedes access to them or impedes the free use of the aisles.

ACF reserves the right to limit or restrict operations that, for any reason, might be considered objectionable, without any liability for refund or damage.

#### Use of Space - Lights/Audio, Etc.

- No spotlight, drop lights or other special lighting device may be directed toward the aisles, or so that



# ACF NATIONAL CONVENTION & SHOW

ORLANDO, FL - AUGUST 4TH – 8TH, 2019 • ORLANDO WORLD CENTER MARRIOTT

## Trade Show General Rules and Regulations

it proves to be irritating or distracting to neighboring exhibit booths or guests.

- No strobe light effects are permitted.
- Operation of A/V equipment that is deemed to be annoying to neighboring Exhibitors or guests will not be permitted. Show Management will have jurisdiction over any disputes of this nature.
- Any audio system or electronic device producing irritating or intermittent or sequential sound that attracts attention to an exhibit is not permitted. The distribution of noisemakers such as whistles, crickets, horns, etc., is prohibited. Audio presentations must be muffled so noise does not interfere with other Exhibitors. Extremely loud noises such as bells, sirens, buzzers, etc. will not be permitted in order to maintain a businesslike atmosphere.

### Use of Space - Catering

Food and beverage for exhibit booth spaces may be ordered directly from the host facility. To order, complete the Catering Request Form printed in the Exhibitor Service Kit.

### Use of Space - Promotions, Contests, Giveaways, Etc.

- Any special promotions or stunts planned for the Exhibit Floor, or in the area of, or within, the host facility, including parking lots, sidewalks and streets adjacent to the area, must be approved by ACF. ACF reserves the right to determine if, when & where such special promotions and stunts may be conducted.
- Distribution by Exhibitors of any printed matter, souvenirs or other articles shall be restricted to the space occupied by their exhibits.
- Exhibitors are not permitted to conduct contests or drawings in their booths without written permission from ACF.
- Live animals are prohibited in the exhibit hall.

### Models, Hostesses, and Product Sampling

- All exhibits must be staffed during Trade Show hours.
- Exhibitors are encouraged to pre-register models/ hostesses in order to avoid any delay in booth operation. Models must be properly and modestly clothed. No scanty or excessively revealing attire will be permitted.
- Product demonstrations and sampling involving the interaction of Exhibit personnel and their audience are restricted to the exhibit floor only. Use of so-called "barkers" or "pitchmen" (mechanical or human) is prohibited.
- There shall be no demonstrations for sampling outside of contracted exhibit space. Should samplers interfere with the normal traffic of neighboring exhibits, ACF will have no alternative but to request that the sampling be eliminated.

### Selling Products and Taking Orders for Show Delivery

Exhibitors are prohibited from selling products on the exhibition floor unless they have purchased a sales permit from the ACF. Exhibitors who purchase the sales permit will have the opportunity to sell goods and products from their assigned booths, subject to the following limitations:

- 1. Sales may be made only during published tradeshow hours.
- 2. Sales permits cover apparel, equipment, cookware, books and media, seasonings, packaged

goods and similar merchandise.

- 3. No prepared food or beverages may be sold. Sample food items may be served in accordance with tradeshow rules and regulations.
- 4. The sale of alcohol and alcoholic beverages is strictly prohibited.
- 5. A list of merchandise to be sold must be submitted to ACF for approval by ACF or its designee as directed by ACF Events Manager. List can be faxed to ACF Events Manager at (904) 825-4758.
- 6. Exhibitors are responsible for payment of sales and all other taxes.

Violation of any of the foregoing conditions may result in revocation of the Exhibitor's sales permit for the duration of the tradeshow. Permits must be posted in exhibitor booth in plain site for the duration of the event. ACF reserves the right to decline sales permits or to impose such additional conditions on permits as it may deem appropriate, in the exercise of its sole discretion and business judgment.

### Fire Regulations

- All materials used in the Trade Show must be of a nonflammable nature and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Fire regulations prohibit the use of crepe paper, corrugated paper or cardboard or any other highly combustible or flammable material. Please refer to the fire regulations found within the Exhibitor Service Kit for more specific regulations.
- Electric signs and equipment must be wired to meet the specifications of local fire authorities.
- Fire extinguishers on walls or on the floor or elsewhere may not be removed or obstructed in any manner.
- Any Exhibitor having equipment which produces heat, smoke, or open flames as an integral part of product demonstration must receive written approval of plans from the host facility, local fire authorities and from ACF. The use of lasers, x-ray equipment, compressed gases, and the use, handling storage and disposal of hazardous materials and waste requires prior permission from ACF and the host facility.
- All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.
- Absolutely no storage of any kind will be permitted within the confines of the Trade Show floor.
- If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the Exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with city and state fire regulations.
- Any kitchen equipment that is going to be used on the Trade Show floor must receive advance approval from the host facility as well as be included on the layout for Fire Marshall approval.
- There are no canopies or covered booths permitted as this prevents access to the overhead sprinkler system. All displays are subject to inspection by the Fire Prevention Bureau. Any construction materials found not to be fireproof may be ordered dismantled.

### Music Licensing

Exhibitor will be responsible for individual licensing

fees (e.g., ASCAP/ BMI/Guilds). ACF assumes no responsibility for licensing agreements or fees for individual Exhibitors or parties.

### Security and Storage

Watchmen will be in place in the exhibit hall from installation through dismantling, except during show hours. All security is subject to the provisions of the following paragraph on Assumption of Risk.

### Assumption of Risk

The Exhibitor acknowledges that the layout of the exhibit area and the large numbers of people present in the exhibit hall make it impossible for adequate security to be provided to protect the Exhibitor's merchandise and other property. Accordingly, the Exhibitor assumes all risk of loss for Exhibitor's merchandise, fixtures, displays, and any other property of the Exhibitor located in the exhibit area, storage area, or any other area where access has been provided to Exhibitors by ACF where such loss results from theft, vandalism, or any other damage caused by any agent or employee of ACF or caused by any other person either authorized or not authorized to be present at the exhibit hall. Furthermore, the Exhibitor acknowledges that security guards and storage areas are provided by ACF merely as a service, and that ACF has made no representation regarding the adequacy of such security measures. ACF requires that all Exhibitors consult their individual insurance representatives to obtain appropriate insurance coverage.

It is understood by the Exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each Exhibitor shall assume the risk of any injury, loss or damage. The Exhibitor, by signing the Application & Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify ACF and its members, officers, representatives and employees from any and all claims for any such loss, damage or injury.

Watchmen will be furnished for the perimeter of the hall, but the furnishing of such watchmen shall not be deemed to affect the non-liability of ACF and its members, officers, representatives, and employees; the official service contractors; the host facility, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above.

It is highly recommended Exhibitors take precautionary measures of their own, such as ordering their own security guard through the official ACF security company. An order form is included in the Exhibitor Service Kit.

### Exhibition Hours

All Exhibitors will be notified in writing of the show hours. The exhibit floor will not be open at any other time. Exhibiting companies may enter the hall 1 hour before show opening. No children under 16 years of age will be permitted in the exhibit hall at any time.

### Exhibition Set-up and Teardown

Exhibitors will have access to the exhibit floor to begin setting up their booth at a posted designated time.

# ACF NATIONAL CONVENTION & SHOW

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### Trade Show General Rules and Regulations

All teardown must be completed by posted deadline.

If an exhibit is not set up by the posted deadline, ACF has the right to either reassign such space to another Exhibitor or to make other use of the space as deemed necessary or appropriate. No refund will be made to the original contracting Exhibitor. ACF also has the right to approve labor charges (which will be billed to the Exhibitor) for the installation of the booth in a manner that is presentable for show open. Any charges incurred for necessary changes to an unoccupied exhibit booth shall be borne by the original contracting Exhibitor. No part of an exhibit shall be removed during the show without special permission from ACF.

#### Registration and Admission to Exhibition

Entrance to the ACF Trade Show during exhibit hours is restricted to persons in possession of an authorized conference badge. Each person working in your booth must register by completing a separate exhibitor registration form to receive an exhibitor badge.

Conference badges are non-transferable. Exhibitors who register personnel of a company other than their own will be deemed to have violated their contract and may be prohibited from participating in future ACF Trade Shows.

Exhibitors will be allowed access to the exhibit floor one hour prior to show opening. Meetings, press conferences, etc. will not be allowed in the exhibit hall during non-show hours. This is for the protection and security of each exhibiting company and will be strictly enforced.

Children less than 16 years old will not be allowed on the Trade Show floor at any time, either during exhibit set-up, Trade Show hours, or exhibit tear down. There will be no exceptions to this rule.

All personnel assisting with the set-up of exhibit space who are not conference attendees must present written credentials at the ACF Registration Desk for admittance to the exhibit hall during set-up days only.

Each exhibiting company must name one person to be the official representative in connection with installation, operation and removal of firm's exhibit. This person will receive all mailings pertaining to this show. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibiting company shall be responsible. The exhibiting company shall assume responsibility for such representative being in attendance throughout all exposition periods and this representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times.

#### Force Majeure

ACF shall not be liable to any Exhibitor for a cancellation of the Trade Show occurring either before or during the Trade Show days due to causes beyond our control, including, without limitation, acts of God, fires, strikes, acts of war, or intervention by any governmental authority. If a cancellation occurs under the terms of this provision, then all amounts paid by Exhibitors to ACF for the Trade Show will be returned, minus a pro rata reduction equal to the expenses incurred by ACF, prior to, and arising from, such cancellation.

In the case that said premises shall be destroyed by

fire or the elements or by any cause, or in the case of government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for ACF to hold the show at the time and place provided in the Application and Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

Exhibitors are required to obtain adequate insurance coverage at their own expense for property loss or damage, minimum one million (U.S. Dollars) per occurrence and liability for personal injury, minimum one million per occurrence, and must provide evidence of insurance naming ACF as an additional insured on the first day of move-in.

#### Limitation of Liability

ACF, its respective members, officers, employees, or agents shall not be liable to any Exhibitor (or any of his employees, agents, or invitees) for any injury, loss or damage to property or injury to person sustained by reason of such Exhibitor's participation in or presence at the Trade Show, unless such loss, damage, or injury is caused by an act of ACF, its employees, or agents which is willful, wanton, reckless, or amounts to gross negligence. Notwithstanding the foregoing, in the event ACF, its respective members, officers, employees, or agents shall be found liable to any Exhibitor for loss, damage, or injury sustained by reason of such Exhibitor's participation in or presence at the Trade Show, or arising under the terms of these Rules, the amount of such liability to said Exhibitor shall be limited to a maximum of \$1000.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the host facility premises and will indemnify, defend, and hold harmless the ACF, the host facility, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

#### Indemnification

Exhibitor agrees to protect, save and hold the American Culinary Federation and the host facility, the official service contractor, and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitors or those holding under the Exhibitor, and further, the Exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorneys' fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employee or business invitees, which arise from or out of or by reason of said Exhibitor's occupancy and use of the Trade Show premises, the hotel or any past thereof.

#### Amendments and Enforcement

The Exhibitor agrees that the ACF shall have the right to make such rules and regulations or changes in floor plan arrangements of booths for said Trade Show as it shall deem necessary and to amend same from

time to time. The ACF reserves the right to amend, interpret and enforce all contract conditions, rules and regulations. Written notice of any amendments or interpretations shall be given to Exhibitors. Each Exhibitor, for himself, his agents, and employees agrees to abide by the contract conditions, rules and regulations, set forth herein, or by any subsequent amendments or interpretations.

Any Exhibitor not abiding by the rules and regulations set forth herein may forfeit the right to participate in future exhibitions and may be subject to additional penalties.

Compliance with the Americans with Disabilities Act Exhibiting company shall be responsible for making its Exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold ACF harmless from any consequences of exhibiting company's failure to this regard.

#### Notices

All notices required herein to be given to ACF should be mailed to: American Culinary Federation, 180 Center Place Way, St. Augustine, FL 32095.

#### Severability

If for any reason any provision of these Rules shall be deemed by a court of competent jurisdiction to be legally invalid or unenforceable, the validity of the remainder of these Rules shall not be affected and such provision shall be deemed consistent with applicable law, and, in its modified form, such provision shall be enforceable and enforced.

#### Choice of Law

These rules shall be governed by, and construed and enforced in accordance with, the internal laws of St. Augustine, Fla.

#### Trademarks/Copyrights

The Exhibitor represents and warrants to ACF that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify ACF of any information of which Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold ACF, its agents, successors and assigns harmless from and against all losses, damages and costs (including attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party.

All exhibitors are bound by the rules and regulations of the host facility.

# ACF NATIONAL CONVENTION & SHOW

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## Exhibit Construction Guidelines

### Standard Booth

#### Definition

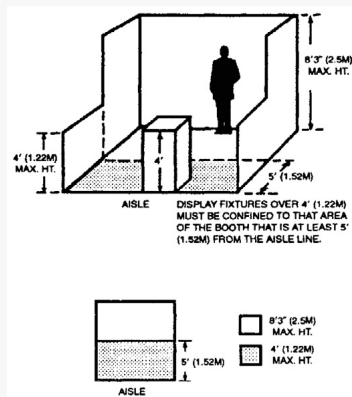
One or more standard units in a straight line.

#### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m). All display fixtures over 4'0" (1.22m) in height and place within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for those exhibits with 9'0" (2.75m) or less of depth, they must confine their display fixtures over 4'0" in height to the back half of the booth.

#### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space - 30 lineal feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



### Perimeter Wall Booth

#### Definition

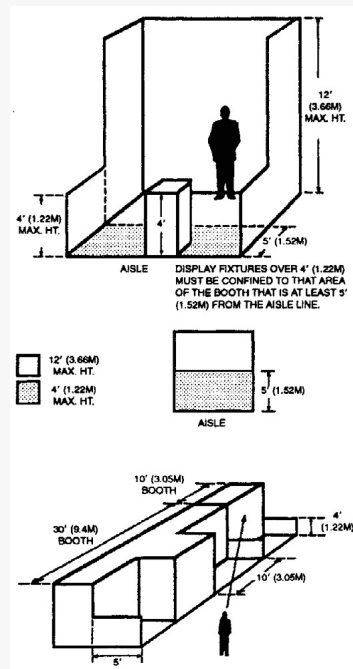
Standard booth located on the outer perimeter wall of the exhibit floor.

#### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 11'0" (3.66m) in perimeter wall booths. All display fixtures over 4'0" (1.22m) in height and place within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 14'0" (4.27m) depth or more. Meanwhile, for depth they must confine their display fixtures over 4'0" in height to the back half of the booth.

#### Intent

See Standard Booth Guidelines.



### Towers

#### Definition

A free standing exhibit component separate from the main exhibit feature that is used for identification purposes only.

#### Booth Design

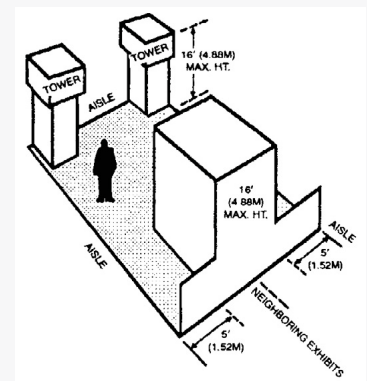
Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 11'0" (4.88m) in height, and will not be placed within 10 lineal feet (3.05m) of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline for the aisle to the adjoining booth.

#### Structural Integrity

Towers in excess of 11'0" (3.55m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specification set forth on the drawings.

#### Intent

Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



# ACF NATIONAL CONVENTION & SHOW

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## Exhibit Construction Guidelines

### Island Booth

#### Definition

Exhibit with one or more display levels in four or more standard units with aisles on all four sides.

#### Booth Design

Exhibit features, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from the Show Management, 60 days prior to the opening of the Exposition.

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

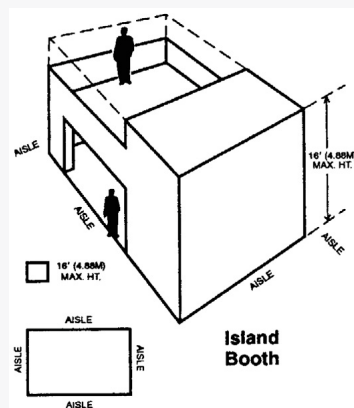
**Caution:** Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

#### Structural Integrity

See Peninsula Booth guideline.

#### Intent

Exhibitor in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



### Peninsula Booth

#### Definition

Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides.

#### Booth Design

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 11'0" (4.88m), provided written approval is received from the Show Management, 60 days prior to the opening of the Exposition.

All display fixtures over 4'0" (1.22m) in height and place within 10 lineal feet (3.05m) of a neighboring exhibit must be confined to that area of the booth that is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

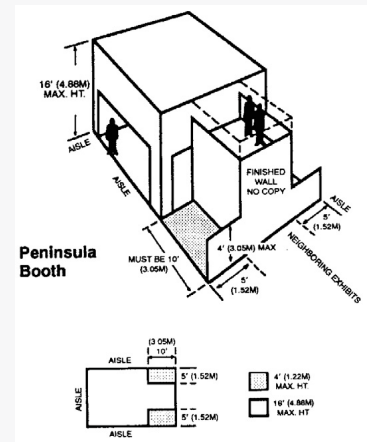
**Caution:** Exhibitors installing a display with a ceiling or second level should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

#### Structural Integrity

All multi-story exhibits and all exhibit fixtures and components exceeding 11'0" (3.55m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company in compliance with the details and specification set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

#### Intent

Exhibitor in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



# ACF NATIONAL CONVENTION & SHOW

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## Exhibit Construction Guidelines

### Canopies and Ceilings

#### Definition

An exhibit component supported over an exhibitor's space for decorative purposes only.

#### Booth Design

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. The canopy or false ceiling exhibit will not exceed 1'0" (30cm) in depth and cannot be used for identification purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.63cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Caution: Exhibitors installing a display with a ceiling should check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

#### Intent

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

