



EXHIBIT BOOTH RULES

ALCOHOLIC BEVERAGES

The distribution of alcoholic beverages from any exhibitor's booth is prohibited without the prior written consent of NAMA. A written request must be received by Show Management at least 60 days prior to the opening day of The NAMA Show and Coffee Tea & Water - Together in 2021. Upon receipt of such a request, NAMA will forward the appropriate insurance and other requirements, which must be provided by the exhibitor prior to granting permission to serve alcohol at The NAMA Show and Coffee Tea & Water - Together in 2021. All alcohol must be purchased through catering at the New Orleans Convention Services.

BOOTH FLOORING

Booth flooring is mandatory and is the responsibility of the exhibiting company.

BORROWING PRODUCT AND/OR MACHINERY

It is a common practice to borrow the machine of another exhibitor in the show for the purpose of showing your vendible products at The NAMA Show and Coffee Tea & Water - Together in 2021 or to demonstrate the capabilities of your own equipment. There probably isn't a better way to showcase your products to the attendees!

It is the policy of NAMA that the display of products or equipment of non-exhibitor companies is not permitted in the machines or booths of exhibitors. Please see condition two (2) of the exhibit space contract for details. It is obviously unfair to NAMA exhibitors that do participate in the Trade Show to allow non-exhibitors to display any merchandise, product or equipment. Your cooperation in this matter is greatly appreciated.

All arrangements to borrow or lend machinery are between the participating exhibitors and do not involve NAMA unless there is a violation of NAMA rules.

You may only use the products or machinery of other exhibiting companies at The NAMA Show and Coffee Tea & Water - Together in 2021 for the following purposes:

- If you require products for display
- If you require products to dispense in your machines
- If you require machinery for display/dispensing purposes

Please follow these guidelines to plan accordingly.

- Ensure adequate communication with the exhibitor you will borrow from so you understand any charges for which you will be responsible. These charges may include costs for drayage, shipping, the movement of the machines on the Exhibit Floor and other handling fees.
- Inform GES of the billing arrangements that are made prior to Move-In. This will allow GES to properly bill the charges. It will also give them advance notice so they can properly plan to facilitate the shipment.
- Order electricity and/or plumbing for your borrowed machine, as necessary.

It is the responsibility of the borrowing exhibitor to make arrangements directly with another exhibitor if their products or machinery are needed. NAMA cannot guarantee availability of products or machines. An exhibitor list with contact information is available. To obtain a copy, or if you have any additional questions, contact Nic Kreger, NAMA Event Customer Care, at 770-432-8410 ext. 111 or nkreger@namanow.org.

CHILDREN/STROLLERS

Because there are capacity limits for the venue this year, children under the age of 18 will not be allowed on the trade show floor in 2021.

IN-LINE EXHIBITS: ALTERED DISPLAY RULES

All in-line booths that are 15' or 20' deep may utilize structures up to 12' in height. Such structures will be restricted to the 5' of booth space closest to the aisle and must be a minimum of 10' away from a neighboring exhibitor. Any exhibitor desiring to use such a structure in their booth design must submit a line drawing to NAMA Show Management for approval at least 60 days before the opening of the show. Only structures approved in this manner will be allowed at the The NAMA Show and Coffee Tea & Water - Together in 2021.

ISLAND BOOTHS ONLY - HEIGHT LIMIT FOR BANNERS, HANGING LIGHTING/PROJECTION TRUSSES

Note: **ISLAND BOOTHS ONLY!** (20 ft. x 20 ft. and larger) Banners may be hung to a maximum 20' from the floor.

Trusses may exceed this 20' height limit provided that they include no company identification on them. Show Management must be given advance notification and each request will be considered based upon the information provided. Walls, roofs or anything else built up from the floor, hung from above and including company identification must not exceed 18 ft. **See Rules and Regulations**, IAEE Display Rules.

MACHINES NOT AVAILABLE FOR DELIVERY MUST BE SO MARKED

Because customer reaction to new machine models is of vital interest to machine manufacturers, NAMA has rejected recommendations that models not actually in production be barred from The NAMA Show and Coffee Tea & Water - Together in 2021. The NAMA Board of Directors has adopted the following policy in regard to exhibits of new machine models:

"Exhibitors shall be required to display a small sign on unavailable equipment reading '**Not Yet In Production**'."

"Unavailable Equipment" is defined as equipment which is not actually in production, or which cannot actually be delivered in a reasonable period of six to eight weeks. The required small sign must be readable at a distance of four (4) feet, and must be so placed that it is easily visible to potential customers.

MUSIC LICENSING

United States Copyright Law requires permission from the copyright owner or its licensing agent for the public performance of copyrighted music. Exhibitors planning use of live or recorded music in their booths, meeting rooms, parties, hospitality suites, meal functions, or anywhere else during The NAMA Show will be required to attempt to obtain licenses from, and pay fees to, ASCAP and BMI. NAMA will not be responsible for an exhibitor's use of music.

SAMPLE CONTROL

It is the responsibility of each exhibitor to control sampling in their booth. You may distribute products indiscriminately or only to true prospects and customers that you have interviewed first. If you have a problem with indiscriminate sampling, it is your responsibility to set up your booth to prevent this. The NAMA Trade Show Advisory Committee does not support the imposition of additional controls. **Please note:** Security guards will not allow anyone to remove boxes from the Exhibit Hall. Please avoid offering containers to attendees for the use of collecting samples; this causes embarrassment for the individual involved, for the exhibitor as well as for NAMA's staff.

SAMPLE DISTRIBUTION

All exhibitors conducting sampling must complete the "Food & Beverage Sampling Policy & Guidelines" and "Hand Washing & Sanitation Kit" forms, which can be found in the exhibitor kit. Exhibitors serving open samples must adhere to local & state health code specifications.

SAMPLE BAGS

Please remember that exhibitors are not allowed to hand out bags or containers that could be used to collect samples. NAMA distributes a (sponsored) bag for this purpose. This helps control the "trick or treat" atmosphere that takes over some of our shows. Violators will be warned once. After that, their bags will be confiscated and held until the end of the show.

SECURITY

NAMA furnishes 24-hour perimeter security service in the Exhibit Hall; however, your booth and its contents are your responsibility. Please exercise every possible precaution and obtain proper insurance coverage from your insurance agent or from a trade show specialist. Private booth security is available for a fee.

SECURITY - MATERIAL REMOVAL

Some general tips to enhance your own security efforts:

- Do not leave anything under skirted tables in your booth or behind the drapes.
- If possible, cover your exhibit at night with a cloth or a tarp. This will discourage anyone from "sampling" your product.
- During Move-out, make sure all your materials are secure before you leave the exhibit hall. Consider staying with your items until they are loaded out. Don't leave valuable small items where they might easily be carried away. This is especially important at the close of the show on Friday afternoon.
- Seal cartons and don't label them so a thief would know the contents. We suggest that you use numbers or letters to identify contents rather than indicating "DVD," "TV," "Computer" etc.
- It is advisable to put small items in the storage room until they are ready for shipment. Instruct your carrier to pick them up there.
- Be sure to complete accurate bills of lading for your shipper.
- Consider renting a security cage to lock up your product or hiring your own security guard for non-show hours.

While NAMA does everything possible to protect you and your material, the primary responsibility is still yours. With your cooperation and assistance, we can have a more successful show and keep potential theft to a minimum.

STORAGE ROOM

NAMA provides a free storage room (excluding labor for delivery to your booth) in the Exhibit Hall where exhibitors may store products, supplies and equipment. Reasonable care will be provided in safeguarding the storage room; however, NAMA will not be responsible for any losses thereof. Place orders for the delivery of merchandise to your booth with the storeroom attendant one (1) day prior to when the merchandise will be needed. Deliveries will be made to the exhibitor's booth before 9:30 am each day. Deliveries may not be possible during Exhibit Hours. Labor cost for deliveries will be the responsibility of the exhibitor.

Money Saving Tip:

Use the Direct Shipment Dry Product Label to ship items directly to the storeroom. This will save you an additional labor charge to move items from your booth to the storage room. These labels can be found in the GES Material Handling section.