

## **Show and Building Rules & Regulations**

### **Americans with Disabilities:**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at [www.ada.gov](http://www.ada.gov).

### **Animals:**

Animals are not allowed at the Show except for service animals (dogs). Proof of certification is required upon request.

### **Announcements:**

Announcements are only made for lost children. Lost and found is available at the Show Office. We encourage attendees, if separated from their group, to designate the Show Office as the location to meet.

### **Badge Access/Age Restrictions:**

All exhibitors must have their badges before they will be allowed onto the Show floor. No one under the age of 18 will be allowed on the Show floor during set up and break down hours.

### **Balloons:**

Lighter-than-air balloons are prohibited within the Facility unless tethered to a fixed object. Metallic balloons are prohibited at all times. Exhibitor shall pay for the cost of removing balloons released into ceiling areas. Use of pressurized tanks must comply with public safety regulations. (See also Fire Regulations -Compressed Gases).

### **Booth Activity/ Events, Meetings & Seminars:**

- Demonstrations are part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling. All live demonstrations should be documented and submitted to Show Management.
- Live demonstrations consist of presentations/activities such as live music, dancers, special guest appearances, comedian acts, etc. as well as any type of activity, other than daily product sampling, which may attract a large crowd and higher noise levels. If you plan to have this type of activity in your booth, please indicate in the booth approval form so we can monitor for crowd control and noise levels.
- Booth activity, including sales presentations, product demonstrations, entertainment, celebrity appearances, etc., must be confined within the exhibitor space contracted for so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Sampling or demonstration tables must be placed at a

minimum of 3ft (.914m) inside your booth. Exhibitors must contract sufficient space in order to comply with this rule.

- Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated. Intent: The aisles are the property of the entire Show, and each exhibitor has the responsibility to ensure proper flow of traffic through the entire Show. Aisles must not be obstructed at any time.
- Exhibitors must regulate their own booths to be sure the noise level from demonstrations or sound systems is kept to a minimum and does not interfere with other exhibitors and attendees conducting business.
- Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Sound levels may not be higher than 85 decibels measured from a minimum of ten feet away.
- All product demonstrations involving any moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in an emergency. All demonstrations involving potentially hazardous by-products, such as dust, fumes, sparks or flames, must be approved in writing by Show Management prior to the Show. Demonstrations must be set back at least 3ft (.914m) from the aisles.
- Events, seminars and meetings must be registered and approved by using the Exhibitor Hosted Events Form, which can be found by going to the Exhibitor Login page. Meetings, events and seminars not designated or organized as a part of the Show are not permitted during Show floor hours. Exhibitors have the option to publish their meeting or events online in the Hosted Events listing or indicate on the form that it is a private event. If it is indicated as a private event, it will not be listed online.

Company promotion, sampling and literature distribution by exhibitors must be done within their contracted exhibit space, with the exception of designated sponsorships and event marketing opportunities for which exhibitors have contracted with Show Management. Violation of this policy can result in expulsion from future shows.

**Carpet/Floor Covering Requirements:**

- Carpet is not provided and is NOT mandatory. You may bring your own floor covering or order it through the official show decorator, GES. Please refer to GES online for floor covering information and order forms.

**Character of Exhibits:**

- It is the exhibitor's responsibility to create an attractive display area.
- Show Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the Show. Exhibits must be in good taste as determined by Show Management.

**Code of Conduct:**

No distributing or displaying of bags or lanyards outside of your contracted booth space.  
No distributing or displaying of product, literature, coupons, stickers, or any other promotional material of any kind outside of your contracted booth or sponsorship space.  
No promotion of company, brand or products through individuals or activations featuring company branding or mascots outside of your contracted booth or sponsorship space.  
No other onsite marketing or promotion of company, brand or products outside of the contracted booth or sponsorship space.

**Competing Events:**

Show Management reserves the right to control all suites and meeting rooms in the official hotels, which are participating in housing for the Show. Exhibitors shall not have hospitality suites and/or meeting rooms during Show hours or during a time that conflicts with official functions of the Show and shall not host any event during the Show or official functions. Marketing and sales activities are limited to the Show floor during Show hours.

**Compressed Gases:**

Tenant must obtain a permit from the New Orleans Fire Department prior to bringing any compressed gas into the Facility. All compressed gasses must be contained in an approved cylinder, which must be properly secured to prevent tipping or falling over. No liquefied petroleum gases are allowed in the Facility for display or exhibit.

**Dismantling:**

Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to Show close. **This policy will be strictly enforced.**

**Electrical Equipment & Labor:**

Exhibitors are responsible for ordering any electrical services through GES. Please refer to GES Order, Furnishings, Equipment, Labor and Services section of the Exhibitor Service kit.

**Exhibitor Appointed Contractors:**

No EAC will be allowed to work in an exhibitor's booth without completing a Notice of Intent to Use EAC and Policies and Procedures form, provide a valid Certificate of Insurance and the Agreement, and complete the Rules and Regulations between GES and the EAC form by an authorized representative and received by GES by the deadline indicated above. The Notice of Intent to Use EAC and Policies and Procedures form must be completed for every third party (as well as any other third-party ordering or requesting services from GES on behalf of exhibitor) at the above show. Forms must be completed for each booth separately. Multiple booths are not to be listed on one form. Please refer to the Exhibitor Appointed Contractors Section of the Exhibitor Service kit.

**Federal Tax ID (Informa will not give out its tax ID):**

Please be advised that under no circumstances will Informa, GES or the convention center provide their Federal Tax Identification numbers for international shipments entering the United States. It is the responsibility of the exhibitor to engage the services of a freight forwarding company/customs broker that can help facilitate the proper clearance of its exhibit material. This includes shipments entering the United States over the borders using the exhibitor's company-owned or personally owned vehicles.

For your convenience, we have secured the services of **GES Logistics** to assist with clearance of goods through customs. Please contact-[GESLogistic\\_International@ges.com](mailto:GESLogistic_International@ges.com).

**Fire Laws:**

Please read and understand the *fire regulations* located under Regulations and Guidelines in the online ESK. All materials used in exhibit construction, decoration or as a temporary cover must be certified flame retardant. A sample must be available for fire marshal testing. Crates, packing material and wooden boxes may not be stored in or behind exhibit booths.

**Music Licensing:**

It is the responsibility of the 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. Exhibitor 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 in its booth.

**Moving Displays/Lighting:**

Lighting instruments must be focused so as not to interfere with adjacent exhibits.

**Onsite Sales/Charitable Donations:**

No direct/retail selling is permitted on the Show floor. Attendees may place orders with exhibitors for products/services at the Show, but the product or service ordered/purchased must be delivered to the attendee after the close of the Show. No soliciting of attendees

shall be permitted in the aisles or in other exhibitors' booths. Signs showing the prices of items must not be displayed.

Have leftover product that you don't want to go to waste at the end of the show? WasteExpo has partnered exclusively with a local non-profit that help those residents who are struggling in poverty. Not only are you helping people in the area, but you can also save yourself the shipping expense of sending your leftovers back to the office. Donation labels will be available onsite at the GES service desk and the floor managers' desk located on the show floor. Donation bins will be clearly marked on the show floor.

In the instance an exhibitor would like to authorize another individual or company (attendee, vendor, another exhibitor, non-exclusive non-profit, etc.) to take a large quantity of product samples that exceed more than one sample bag, the exhibitor and another individual or company must visit the GES Service Center prior to show close on Saturday at 4:00 pm. At this time, the exhibitor must complete either an Outbound Material Handling Form to send the product home with the individual or company. GES will provide further instructions to the individual or company on pick-up location and time. Product may not be sold to another individual or company.

**Personnel:**

Booth must be staffed the entire time.

**Photography/Videography Restrictions:**

Exhibitor may take photos or videos of its displays; however, exhibitor is not permitted to directly take pictures of any other display or instruct others to take such pictures without written permission of Show Management and the exhibitor whose display is being photographed.

**Personally Owned Vehicles/Hand Carry Move-in Guidelines:**

Please refer to the Move-in/Move-Out section of the Exhibitor Service kit for specific guidelines and instructions.

**Roaming Characters:**

Roaming characters are not allowed to roam around at the Show. Any character in costume must stay within your contracted exhibit space. If roaming characters are found on the Show floor, they will be sent back to the exhibit space. If the roaming character is spotted again, the individual's badge will be confiscated, and the individual will be asked to leave the Show floor.

**Security:**

Show Management, the building operator, the official exhibit services contractor (GES), and the security company (DTA Security Company) provide a measure of protection, such as providing perimeter security, but only you and your staff are responsible for your valuables. Some exhibitors hire designated booth guards to assist in this process.

We have found that theft at trade shows is most likely to take place during the set-up and dismantling (move-in and move-out) of exhibits. You are responsible for the safety of your booth and all exhibit and personal items. If you would like to hire additional security, please refer to your exhibitor service kit under Additional Official Vendor Order Forms.

In order to ensure the best possible protection, we would like your cooperation working within the following guidelines to help safeguard your exhibit and your products.

- Don't identify the product or manufacturer on the outside of cartons, crates, boxes, etc. Mark these numerically to indicate the total being shipped (1 of 6, 2 of 6, etc.).
- Stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
- Products or equipment given away should be accompanied by donation stickers available on the last day of the Show.
- Use "empty" containers for display purposes.
- After Show hours, cover your display and products.
- If you observe an attendee taking more samples than normal, please contact your floor manager.
- Move all samples and displays to the rear of your booth. Post signs encouraging attendees to take only one sample.
- Do not leave any items of value in your booth overnight. If you order in advance, GES has security cages available for equipment and larger items. You will need to supply your own lock and key for security cages rented from GES.
- Be sure you make all arrangements for your outbound shipping prior to leaving the Show floor.
- Be sure to turn in your Bill of Lading to the GES service desk after your freight is packed and ready to be picked up. Do not leave it in your booth with your freight.
- Remove all old labels from inbound shipping and apply new labels for outbound shipping.
- At the close of the Show, you may begin to pack up products within your exhibit space. Keep all aisles clear of crates, boxes and cartons until the carpeting has been rolled up in front of your booth.

**Subletting booth space:**

Exhibitors shall not assign, sublet, subcontract or apportion the whole or any part of the space allotted, and may not share exhibit space or allow representatives, equipment, or materials from any subsidiary, division, or any other company or entity in exhibitor's space without including the name(s) of such subsidiary, division or other company or entity on the exhibit space contract and obtaining the prior written consent of Show Management. Should exhibitor decide to cancel, the exhibit space reverts back to Show Management.

**Suitcasing/Soliciting:**

Only exhibitors that have contracted with Show Management are permitted to promote their products, services or company at the Show. Unless a marketing opportunity has been

contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth spaces. This includes, but is not limited to:

- Approaching exhibitor booths to sell products
- Leaving and/or distributing product information in public spaces and Show floor aisles

Exhibitors violating this policy will be sent back to their booth space and materials left will be recycled. Attendees violating this policy will be asked to leave the Show and forfeit their badges. Any "suitcases" should be reported to the Show Office. Repeated violations will be reported to Security and may result in loss of priority points.

We make every effort to ensure exhibitors will not be solicited in their booths. However, this does occur at trade shows. Should you be approached in your booth, kindly take down the name and company of the solicitor and provide the information to the Show Office or your floor manager.

**Termination Rights:**

Show Management reserves the right to terminate at any time the privileges of any exhibitor if Show Management determines, in its sole discretion, that an exhibitor is conducting its exhibit in such a fashion that might reflect unfavorably upon Show Management or the Show. In the event of termination by Show Management, the exhibitor shall promptly remove all equipment and personnel from the exhibit area. No portion of payments paid or owed to Show Management on account of said exhibit shall be refundable.

**Union Jurisdictions:**

Please make sure you read and understand the *Show Site Work Rules* in the Rules and Regulations section of the Exhibitor Service Kit.

**Vehicles on Show Floor:**

Vehicles will only be considered for booths located in the Ernest N. Morial Convention Center locations and must be approved by show management.

- All vehicle placements must be coordinated with GES for access to the show floor.
- The City Fire Marshal requires that battery cables must be disconnected, place a protective covering under the vehicle, gas tank must either be taped shut or have a lockable gas cap and may contain no more than a quarter (1/4) tank of fuel. Exhibitor is responsible for checking local Fire Marshal rules and regulations for additional requirements.
- Your presence is required! Vehicle Placement must be Exhibitor supervised. GES assumes no liability for loss, damage or bodily injury arising out of the placement of Exhibitor's vehicle. Exhibitor assumes the responsibility and any liability arising therefrom, for the work performed by union labor under Exhibitor's supervision.

Please refer to the Material Handling/Vehicle Placement section of the Exhibitor Service kit under Move-in /move-out section for more details and order form.

**Violations:**

Violation of any of these regulations on the part of the exhibitor or its employees or agents shall, at the option of Show Management, constitute cause for the termination of the exhibitor contract for exhibit space and could cause the exhibitor to be expelled from the Show. In the event this action is taken, the exhibitor will forfeit all fees paid and incur all related costs.

**Violation Show Policy Enforcement Procedure:**

1. An exhibitor or attendee in violation of this policy will receive a verbal warning by the Floor Management Team
2. If the exhibitor continues to violate this policy, a written warning will be delivered by the Floor Management Team
3. If an attendee continues to violate this policy, their badge will be removed for the remainder of the show
4. If the exhibitor continues to violate this policy despite the two official warnings, the booth will be closed for the remainder of the day
  - Electrical power will be removed if applicable
  - Drape will be placed at the front of the booth along with a sign stating “Closed due to Policy violation”
5. If a violation continues the following day, the booth will be permanently closed and/or removed from the show floor for the remainder of the show (Booth fees are non-refundable)

Please be advised that exhibitors receiving three violations will jeopardize their booth location at future Natural Products Expos. Complaints of regulation violations may be made directly to the Floor Management Team or reported to the Show Office.

**Waste Management:**

Trash removal service is provided during Show hours and immediately after daily Show closing in the following areas: exhibit hall aisles (excluding exhibit booths), corridors, public space and areas used for meetings. Janitorial services are provided in restrooms throughout Show hours.

Exhibitors are responsible for cleaning their own booths (including but not limited to trash removal and vacuuming) or ordering service through GES. Show Management and GES are committed to reducing our environmental impact on the earth.



**Informa's Better Stands Initiative:**

Informa is committed to working with our customers to eliminate the use of disposable stands and tradeshow displays at our events. We believe that by moving away from the use of disposable exhibition stands we will improve the ease, quality, safety and sustainability of the exhibitor experience. Exhibitors should consult with all relevant stakeholders in the production of your exhibit (including, if applicable, your Exhibitor Appointed Contractor / EAC) to ensure that your exhibit is constructed of reusable and/or recyclable materials. Exhibitors will be subject to additional fees by the General Service Contractor if booths that are constructed of disposable or one-time-use material, are left in booth for disposal. If you are interested in learning more about re-usable and/or recyclable exhibit options or providers, please contact Show Management and we will be happy to assist you.

*By incorporating environmentally-friendly practices into your trade show presence you will encourage your customers and peers to follow. Green business is good business!*

**IN ADDITION TO THESE RULES AND REGULATIONS AND ALL OTHER TERMS AND GUIDELINES SET FORTH IN THIS ESK, ALL EXHIBITORS MUST COMPLY WITH THE TERMS AND CONDITIONS APPLICABLE TO THE EXHIBIT SPACE CONTRACT AND ALL POLICIES, DIRECTIVES AND STANDARDS PUBLISHED ON THE SHOW WEBSITE OR OTHERWISE PROVIDED BY SHOW MANAGEMENT RELATING TO THE SHOW.**

