

BUILD 26

AWCI's Convention + Expo

Exhibitor Rules and Regulations

BUILD26: AWCI's Convention + Expo

March 17 – 18, 2026

Ernest N. Morial Convention Center | New Orleans, LA

1. SPONSORSHIP/PURPOSE

This is an exposition managed by the Association of the Wall and Ceiling Industry (AWCI), who will be referred to herein as "show management." The purpose of the exhibits is to complement the professional meetings and program sessions by informing and educating both associations' membership on the latest developments in equipment, supplies and services that are represented.

2. ELIGIBILITY

The technical exhibit area is open to exhibitors whose products or services are directly related to the interior and exterior wall and ceiling construction industry. Show management reserves the right to reject applications for exhibit space of those exhibitors whose product or service does not meet this criterion.

3. BOOTH RENTAL RATES AND PAYMENTS

Exhibit space will be charged at the rate of \$4,085 for each standard 10' x 10' booth for members of AWCI and \$6,085 for non-members. There is also a \$200 fee per corner booth.

Multiples of 10' x 10' spaces will be charged at the following rates:

Member

\$4,085 per 10' x 10'

Non-member

\$6,085 per 10' x 10'

Fifty percent deposit is due with the application. Space must be paid for in full by January 11, 2026. Applications submitted after January 11, 2026 must be accompanied by full payment of the exhibit space fee. If assigned space is not paid for in full by January 11, 2026,

it may be reassigned to another exhibitor at the option of BUILD26 without refund of deposit.

Any membership fees or other monies owed to AWCI or BUILD26 must be paid in full prior to the show dates. Any exhibiting firm with outstanding booth or other fees owed to AWCI or BUILD26 will not be permitted onto the trade show floor.

4. ASSIGNMENT OF SPACE

Booth space will be assigned by show management. The preferences given for booth space location are for guidance and are not guaranteed by show management. Size and space required and any other special considerations such as water, drain, ceiling height, etc. will also be factors in determining location. Show management reserves the right to restrict entrance into the exposition and meetings of any exhibitors that is deemed not in the best interests of show management as a whole.

No booth space is confirmed until the exhibitor receives written notification from show management.

Each exhibiting firm must designate one contact on the Contract for Exhibit Space who will be the recipient of all correspondence regarding the contracted booth space. The exhibiting firm is responsible for reporting any changes in this contact's and/or the firm's address and phone and fax numbers to show management.

5. CANCELLATIONS AND REFUNDS

If a cancellation is made by January 11, 2026, AWCI will retain or shall be owed 50% of the total exhibit fee. If a cancellation is made after January 11, 2026, AWCI will retain or shall be owed 100% of the total exhibit fee. Any unpaid balance is due at the time of cancellation.

BUILD26 will be entitled to all monies paid and owed as liquidated damages.

All notices of cancellation or reduction of space must be received in writing on or before the date specified. Exhibitors will not be permitted to set up their exhibit until full payment has been made. Show management reserves the right to reassign the canceled or reduced space without obligation to the exhibitor.

Acknowledgment of the receipt of an application or negotiation of the appropriate deposit instrument does not constitute an acceptance of an application. In those instances where a booth space application is declined, show management will refund such deposit in full.

Show management, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan and relocate any exhibit at any time.

Any space not claimed and occupied for which no special arrangements have been made prior to five hours before opening may be resold or reassigned by the show management without obligation on the part of the INTEX Expo for any refund whatsoever.

6. SUBLETTING OF SPACE

Exhibitors may not assign, sublet, or apportion to others the whole or any part of the space allocated, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. However, an exhibitor may use equipment or the product of another exhibitor in his booth for the purpose of better product presentation of his/her own product, but may not give credit to the manufacturer.

7. INSTALLATION OF EXHIBITS

Specific dates and hours for installation of exhibits will be communicated to exhibitors through the Exhibitor Services Manual. If erection of any exhibit has not started by five hours prior to opening, show management shall order the exhibit to be erected and the exhibitor billed for all charges incurred. All exhibits must be fully operational and completely installed no later than two hours prior to opening. After this hour, no installation work will be permitted without special permission from show management.

8. CONTRACTOR SERVICES

Show management has designated Global Experience Specialists (GES) to provide various services to the exhibitor. GES will provide all show services other than supervision. The exhibitor shall provide only the material and equipment that he owns and is to be used in his exhibit space. All other items used in the booth are to be provided only by such contractors.

Exception of the foregoing will be considered by show management only in cases where permission has been requested in writing by the exhibitor and received by show management. An exception will be granted only if it will not interfere with or prejudice the ordinary setup, interim services or dismantling of the exhibition. An exception will not be granted if it is inconsistent with the commitments made and obligations assumed by show management in any contract with service contractors, or in its lease with the exhibit facility. For services such as electrical, plumbing, telephone, drayage, and rigging, no exception will be made and the contractor designated by show management must be used.

All employees, representatives, or agents representing the exhibitor must be fully identified by the trade show badge. All agents or representatives who are performing services at the exhibit facility directly for an exhibitor other than the exhibitor's employees must provide show management with a certificate of insurance within 30 days prior to the show dates.

GES will have complete control of all dock and loading facilities. GES will receive all direct and advance shipments and van loads, handle all freight, and provide all rigging labor and equipment. All services not ordered in advance must be procured on site through the Exhibitor Service Desk,

which will be maintained in or near the exhibit hall.

Show management shall also have the right to remove the exhibitor and any unauthorized contractors from the exhibition.

9. REMOVAL OF EXHIBITS

No exhibitor may begin teardown of his/her booth prior to final closing of the exhibit hall. Teardown and removal of exhibits shall begin promptly after close of the exhibit hall.

Exhibitors are requested not to interfere with the removal of aisle carpet and the return of empty crates.

Each exhibitor will complete arrangements for removal of his material from the exhibit facility in accordance with the instructions provided in the Exhibitor Services Manual. These arrangements can be made at the Exhibitor Service Desk. No materials (except briefcases) may be removed from the exhibition hall without a properly completed carry-out slip during setup, show hours and dismantling. All freight not called for by noon on move-out day will be return-shipped by a carrier selected by GES and paid for by the exhibitor.

10. STORAGE

The official drayage contractor will handle and provide storage space for crates, boxes, etc., during the exhibition, and will return properly marked stored materials at completion of show. He/she will supply tags to be attached to each piece stored. It is suggested that small boxes be nested in larger ones to reduce the number of pieces to be stored. No boards will be accepted for storage unless securely tied into bundles and tagged.

Fire regulations require that wrapping material such as paper, excelsior, etc., must be completely enclosed within the packing boxes. Materials not in accordance with these regulations will be considered refuse and disposed of by cleaners.

11. BOOTH CONSTRUCTION AND ARRANGEMENTS

BUILD26 follows the general guidelines for booth construction as established by IAEE (International Association of Exhibitions and Events). Please note that the precise dimensions of booths will vary due to the constraints of the facility.

BUILD26 and all exhibiting firms are

bound by the rules and regulations of the facility. The facility reserves the right to change and to amend its regulations.

The maximum ceiling height in Hall E low ceiling area is 26 feet and no hanging signs are permitted. Please reach out to show management in regards to ceiling height above your booth space if you have any questions. All exhibiting firms should plan their booths according to height restrictions.

Sight lines and neighboring exhibitors cannot be obstructed in any way.

Any exhibitor who erects a booth that obstructs the visibility of neighboring booths shall bear the cost of all expenses necessary to bring the booth into conformity or in order to move the booth to another location.

In-Line Exhibits—Show management will provide and arrange for the erection of necessary draped background and sides of a uniform style. Each exhibit must be confined to the spatial limits of its respective booth indicated on the floor plan. Placement of the components of the exhibit must be done to avoid blocking the visibility of neighboring exhibitors. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or BUILD26. If any unfinished, exposed part of the exhibit is offensive to neighboring exhibitors, the exhibiting firm will be charged for the cost of any additional draping or finishing needed.

Inline booths (standard 10' X 10's) are prohibited from hanging signs from the ceiling. ONLY ISLAND SPACES (4 OR ABOVE) ARE PERMITTED TO HANG SIGNS FROM THE CEILING. The maximum height for an inline booth is 8 feet.

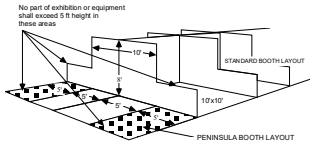
Island or Free-Form Exhibits—Space can be allocated upon request for exhibitors who wish to depart from the traditional booth sizes and conformation. Exhibits to be erected as islands or free-form must be professional in nature and erected in such a way as to not be objectionable to neighboring exhibitors. Unusual designs or exhibits must be submitted to show management for prior approval.

Truck spaces will be treated as island or free-form exhibit areas. The gas tank of any vehicle placed or driven onto the exhibit floor must be emptied once the vehicle is positioned.

Cranes can be extended vertically to

the maximum allowable height. Horizontal movement of cranes cannot occur outside of the contracted booth space.

Peninsula Exhibit—Exhibitors taking 10' x 20' space across two aisles of exhibits must limit the width of their back wall to 10 feet above the height of 5 feet in order to not obstruct the visibility of exhibitors in booths behind them (see diagram).



12. CARE OF EXHIBIT SPACE

The exhibitor must, at his/her expense, maintain and keep in good order his/her exhibit and the space for which he/she has contracted.

13. EXHIBITOR DISMANTLING

Dismantling of booths cannot begin until the close of show. BUILD26 will close at 1 p.m. on Wednesday, March 18, 2026. Any exhibitor who begins booth dismantling prior to 1 p.m. will receive a violation.

Violations

Any exhibiting company found in violation of a BUILD26 rule or regulation will be penalized in the area of priority points.

- First Violation = loss of current year priority points
- Second Violation = loss of one-half accrued points
- Third Violation = loss of remainder of points
- Fourth Violation = one-year suspension of exhibition privilege

14. EXHIBITOR PERSONNEL REGISTRATION

All exhibitor personnel attending the convention and exposition shall be required to register. Contracted booth space includes complimentary full convention registrations and/or trade show passes for booth personnel. The number of full registrations and show passes varies with the size of the contracted booth space. These trade show passes are NOT to be confused with the VIP Passes outlined in section 17.

The following formula is used to calculate the number of complimentary registrations: Each 10' x 10' exhibit booth rented includes either one "full convention" complimentary registration or four "booth personnel" complimentary

registrations. Representatives registering for the convention in addition to those allowed as complimentary with the booth space shall pay the registration fees.

15. EXHIBITOR PERSONNEL/ REPRESENTATIVES

Each exhibitor must provide at least one attendant within his/her exhibit space during the open hours of the exposition.

All attendants must be bona fide non-temporary employees of the exhibiting firm. Live models may be hired and will be admitted onto the exhibit floor only in costume and with activities approved of in advance by show management.

False certification of individuals as exhibitor's representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the exhibition hall and banning him from future entrance onto the exhibit floor without obligation on the part of show management for refund of any fees.

Upon the exercise of this authority by show management, the exhibitor, for him/herself, his/her employees and agents, waives any rights for claims or damage against BUILD26 rising out of the enforcement of the above paragraph.

The official show badge must be worn whenever a representative is on the exhibit floor.

All personnel representing the exhibitor or his/her agents on the exhibit floor during erection and dismantling must be properly identified with an official badge. Exhibitor personnel registration will be open during the setup of the exhibition. All exhibitors should register their personnel in advance.

The authorized representative designated by the exhibitor as being in charge of the exhibitor's booth shall represent the exhibitor in connection with setup, operation and dismantling of such exhibit. The representative shall be responsible for knowing the exhibition contract and the rules and regulations of BUILD26.

16. ATTENDANCE

The exhibit is limited to individuals, business firms, manufacturers, and dealers that have contracted and paid

for space assignments.

No other persons or concerns, including those persons or concerns otherwise eligible to attend the exhibition and be on the exhibit floor, will be permitted to attend the exhibition for the purpose of demonstrating their products or distributing their product's advertising material at the exhibit hall.

Prospective exhibitors may attend the exposition upon payment of an exhibit hall entrance fee per person, per day obtained at the Registration Desk on site.

Activities of prospective exhibitors are limited to the assessment of exhibit activities for future participation in the exhibition. Any commercial activity by prospective exhibitors is expressly prohibited.

Any violation of this rule will be followed by the prompt eviction from the exhibit areas of the offending person.

17. VIP PASSES

Show management will distribute VIP Passes to all fully paid exhibiting companies in November 2025 via e-mail. VIP Passes allow clients of exhibiting firms either free OR discounted entrance onto the exhibit floor upon submission by the client by the listed deadline. **These passes are not to be used by personnel of any exhibiting company. If staff is registered with these passes, their registration will be cancelled.**

18. LIABILITY AND SECURITY

Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, display, and personnel at all times. General overall security service will be provided by show management for the exhibition period, but show management and the security service will not be responsible for the loss of any material or to any person by or for any cause.

Show management requires that each exhibiting company secure a rider policy through its insurance agent to cover all booth and display items during transportation to and from this meeting as well as during installation, exhibit days, and dismantling.

The exhibitor must surrender space occupied by him/her in the same condition as it was at the time of occupation. To the fullest extent permitted by law,

the exhibitor is responsible for all damage to the exhibit hall and for any and all claims and demands on account of any injury or damage to property occurring in or upon the exhibitor's booth space or occurring in whole or in part due to or arising from the acts of the exhibitor, his/her employees, agents, licensees or contractors; and the exhibitor agrees to and shall indemnify and hold harmless show management and BUILD26 from and against any and all liability and claims that may arise from or be assessed in connection with the use of the exhibition hall and the foregoing undertakings and responsibilities of the exhibitor.

Neither show management or BUILD26, its service contractors, the management of the exhibition nor the owners of the exhibit facility, their agents, contractors or employees are or shall be liable for injuries to any person or for damage to property owned or controlled by the exhibitor, unless caused by or resulting from the negligence of show management or BUILD26, the management of the convention or the owners of the exhibit facility or their respective agents and employees, as the case may be. All exhibiting firms must carry comprehensive general liability insurance for property and employees and workers' compensation for employees. Exhibiting firms are to provide proof of such insurance for property and personnel upon request by BUILD26. The exhibiting firm will provide security and/or assume liability for injuries to persons or damage to property to the extent required by the rules of the facility.

In case any part of the exhibition hall is destroyed or damaged as to prevent the BUILD26 from permitting an exhibitor to occupy assigned space during any part of the whole of the exhibition period, or in case occupation of assigned space during any part of the whole of the exhibition period is prevented by strikes, acts of God, national emergency or other cause beyond the control of BUILD26, then BUILD26 shall determine the amount of exhibit fees to be refunded and the exhibitor hereby waives any claim against BUILD26, its directors, officers, agents or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

19. SPECIAL VISUAL AND SOUND EFFECTS

Audio-visual and other sound and attention-getting devices and effects will be permitted as long as they do not in-

terfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors and shall be operated in accordance with all applicable federal, state and local safety and health regulations at all times.

Any lasers operated should be operated under 4' 6" or above 6' 6" so as not to be objectionable to neighboring exhibitors or attendees.

20. IRREGULAR ACTIVITIES

All activities of each exhibitor in the exhibit hall must be confined to the exhibitor's allotted exhibit space. Demonstrations in the exhibitor's booths are encouraged; however, it is suggested that the exhibiting firm contact show management to advise of its intention to have demonstrations and in order to schedule such demonstrations so that they do not conflict with other scheduled activities in the exhibit hall.

Sideshow tactics or other undignified methods considered by show management to be objectionable are expressly prohibited in the exhibit hall.

Demonstrations using live models are subject to show management's approval. Prizes, awards, drawings, raffles, lotteries or contests will be allowed to the extent permitted by local laws and ordinances and provided that winners must be announced on site no later than one hour prior to the final close of the exposition. Show management reserves the right to sponsor an exhibition-wide raffle and may solicit exhibitor participation.

Any booth personnel may be temporarily or permanently excluded from the exhibit hall by show management in the event of conduct in violation of any of these rules, or for conduct that adversely affects or interferes with the orderly and professional atmosphere of the exhibit hall or the other exhibitors.

Distribution of beverages, refreshments or other food items from exhibitor's booth must be approved by show management prior to the opening of the exposition.

21. HOSPITALITY ROOMS & AFFILIATE FUNCTIONS

Show management expressly forbids hospitality rooms to non-exhibiting companies. Any affiliate functions by BUILD26 exhibitors must be reviewed and approved by show management.

22. VIOLATIONS

Violations of any of these regulations on the parts of the exhibitor or his/her employees or agents shall, at the option of show management, annul the right to occupy space, and such exhibitor shall forfeit to BUILD26 all monies paid.

Upon evidence of violation, show management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all of such expenses and all damages that show management may incur, and shall forfeit all monies paid or due BUILD26 on account thereof. The exhibitor waives any right to service on written notice of BUILD26's intention to terminate this agreement and repossess space occupied by the exhibitor.

These rules and regulations are for the benefit of show management and BUILD26 and its members and convention attendees. Although show management will make all reasonable efforts to enforce these regulations, show management does not make and hereby expressly disclaims any warranty of quiet enjoyment and any liability to exhibitors resulting from misconduct or violations of these regulations by other exhibitors.

23. WAIT LIST

Should a wait list be needed for the trade show, a signed contract with a 50 percent deposit will be required to get on the list.

The deposit will be refunded should no booth space become available. Should space become available, the exhibitor has three business days after notification to make a commitment to take the space. After three business days, the space will be offered to another wait-listed company.

24. GENERAL

All matters and questions not covered by the regulations are subject to the decision of show management. These regulations may be amended at any time by show management, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by show management to such exhibitors as may be affected by them.