

# IFT19 Exhibit Rules and Regulations



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Event: June 2-5 | Food Expo: June 3-5 | New Orleans, LA | [iftevent.org](http://iftevent.org)

## Rules and Regulations

EXHIBIT DATES: Monday, June 3 – Wednesday, June 5, 2019

LOCATION: Ernest N. Morial Convention Center  
New Orleans, LA

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## GENERAL INFORMATION

This document includes the IFT19 Exhibit Rules and Regulations. Please share the rules and regulations with your contractor or display builder.

**NOTE:** Where an exhibitor's display is built beyond the limitations and restrictions as set forth in the contract, The Institute of Food Technologists (IFT) reserves the right to correct display violations by having the exhibitor alter, remove or rearrange any or all, of the display so that it complies with regulations. If the exhibitor is not available to make corrections, then he/she agrees as a part of the contract, to grant IFT the authority to make any or all necessary corrections at the exhibitor's expense.

**Acceptance:** IFT is not obligated to extend application privileges to any company regardless of if the company has exhibited at past IFT meetings.

**Amendments:** These rules may be amended by IFT at any time and all amendments shall be equally binding for all parties. It is important to review the terms and conditions, and the general information, with your on-site booth personnel. IFT asks for full cooperation of exhibitors in adherence to the rules and regulations. Any matters not specifically covered by the rules shall be subject solely to the decision of IFT. If the Rules and Regulations are not followed, it may result in the reduction of IFT priority points or the companies opportunity to exhibit in future IFT Food Expo's.

Exhibitors will be bound by the booth configuration rules included in the Exhibitor Service Kit. In the event of any amendment or addition to these Rules and Regulations, notice will be given to exhibitors.

**Booth Fees:** Booth fees include the rental of space, booth drape and company identification sign. Signs, carpet and back wall/display are required and are the responsibility of the exhibitor. Failure to pay for booth space by contract deposit dates may result in forfeiture or re-assignment of booth space.

**Booth Selection for Following Year:** Booth selection for the following year is held onsite Monday through Wednesday. The appointment schedule is compiled based on priority points. Contracts submitted post meeting will be assigned booth space on a "first-come, first-served" basis.

**Conditions and Rules:** Exhibit Rules and Regulations are part of the contract between the exhibitor and IFT. IFT shall have the authority to interpret and enforce these Rules and Regulations. All matters not covered by these Rules and Regulations are subject to the decision of IFT.

**General:** IFT reserves the right to rearrange the floor plan and/or relocate any exhibit at any time.

**Intellectual Property:** Exhibitors' intellectual property, including the protection of trademarks, copyrights, patents, exclusive distribution rights and other such valuable business assets are to be recognized and adhered to by all exhibitors, trade guests and attendees. This extends to photographing other booths on the expo floor. Violations of exhibitors' intellectual property and exclusive distribution contract rights shall be brought to the attention of IFT by completing a detailed IFT Intellectual Property Complaint form, which can be obtained on-site at any floor manager. Violators' exhibiting privileges may be suspended for the duration of the show. Violations also may be brought to the attention of the IFT Office of Presidents for further review and action which may include suspension and termination of event privileges.

**Priority Point System:** Priority points are earned three ways and are based on the dollars spent with IFT.

- The first is by being a paid exhibitor at the IFT food expo
- The second is based on global spend dollars with IFT
- The third is through earned loyalty points. Points are retained for the last five (5) calendar years. All points are added together to form a five (5) year total, which is used in setting appointments for booth selection.



1. Exhibitors earn one (1) priority point per 10'x10' booth for each year that they have exhibited for the last five (5) calendar years.
2. Global spend points - IFT rewards points based on your company's total expenditures with IFT. Your company will receive one (1) priority point for each \$3,000 spent per year up to 5 years. The total expenditure is based on revenue as of April 30 of the current year and will be determined based on the promotional opportunities listed below. Global spend does not include registration fees, or Division/Section-related expenditures. Global spend priority points include:
  - Booth space
  - Sponsorships (i.e. annual event, etc.)
  - Advertising (display, online, digital, etc.)
  - Membership – active members as of April 30 of the current year. Please note: Membership figure is based on members who identified the exhibiting company as their employer in their member profile.
  - Paid subscriptions *Food Technology Magazine*
  - Feeding Tomorrow donations
3. Loyalty Points – Companies that exhibit consecutively will receive five (5) loyalty points per year they exhibit. A maximum of 25 points will be awarded.
4. Companies with the same priority point calculation will have their booth selection times assigned randomly. In case of a specific situation not anticipated by these policies, the selection order will be determined by IFT during onsite booth selection. System is subject to changes.
5. Shared exhibits do not receive priority points for exhibit space or global spend. Priority points are non-transferable from the contracted exhibitor to shared exhibitors.
6. Only current exhibitors will be invited to select exhibit space onsite.
7. Companies that are a no-show at the food expo will lose all accrued priority points, including Global Spend points.

Final booth payment is due no later than February 7, 2019. After February 7, 2019, unpaid booth space may be released without notice. Any company with an unpaid balance will have their freight refused onsite and not be allowed to set up until fully paid. If your freight is denied due to your failure to pay your balance on your booth, Freeman and IFT are not responsible.

**Display Regulations:** IFT follows the guidelines established by the International Association of Exhibitions and Events (IAEE). If your exhibit plans are not defined by the IAEE examples, contact IFT's Exhibit Manager for clarification. The IFT Exhibits Manager will not approve unsafe exhibit construction, or designs which encroach upon aisles or other exhibit areas or obstruct the visibility of other exhibitors.

All exhibits must be in compliance with local, state, and federal statutes, ordinances, rules, orders and regulations that are in force or applicable during the IFT food expo, including, without limitation, the Americans with Disabilities Act of 1992, as amended.

**Standard Linear Booth:** One or more standard 10'x10' units in a straight line. Acceptable backwall, flooring and signage required. 4' sidewalls are permitted, but not required.

- **Height:** The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. If this limit is not adhered to it is the right of the IFT Exhibits Manager, at the exhibitor's expense, to have your booth altered to fit the height.

**Endcap and Peninsula Booths:** Endcap and Peninsula booths are not allowed.

- Intent: Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct the general view of neighboring exhibitors.

**Island Booth**: Exhibit with one or more display levels, that are 20ft by 20ft or larger with aisles on all four sides.

- Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 20ft to the top of the booth structure or hanging sign. If this limit is not adhered to it is the right of the IFT Exhibits Manager, at the exhibitor's expense, to have your booth altered to fit the height.
- Intent: The entire cubic content of the space may be used up to the maximum allowable height of 20ft.
- Island Booth Designs: To ensure that all island booths adhere to the IAEE and IFT regulations, all island booths must submit a booth layout indicating dimensions each year to the Exhibits Manager for approval by **March 22, 2019**, *even if you are using the same booth in the previous year and approval was granted for the previous year*. Photographs are not acceptable. Failure to provide diagrams by the deadline date may result in the company being denied set-up onsite, or forfeiture of booth space.
- Hanging Materials: Hanging signs and/or booth structures may not exceed 20 feet to the top of the sign or structure. If this limit is exceeded, IFT will have your booth altered to fit the height at your expense.
- Hanging Truss: Exhibitors may use hanging truss systems for additional lighting or video projection with pre-approval from IFT. Lighting and/or video projection may only project into the booth of the exhibitor utilizing the lighting or video projection. Reflecting into public space or neighboring exhibit space is not allowed. Exhibitors must submit a written request from IFT to use a truss system or video projection each year. Exhibitors that do not receive approval will be refused access to hang signage or truss from the ceiling. The top of the hanging truss or other elevated materials may not exceed the 20 feet height limitation.
- Arial Rigging: Labor required to assemble and hang signs (included but not limited to truss, hanging signs, banners and lights) must be assembled/attached, installed and removed by Freeman. All hanging signs requiring electrical must be in working order and in accordance with the National Electrical Code. If any hanging sign supports over 250 pounds, notify Freeman immediately for special authorization. Any non-Freeman supplied chain hoists will require current yearly maintenance records. Truss and motor plot must be included with your signage. Truss & Motors are not allowed in Low Ceiling Area. Please refer to Freeman's Hanging Sign Instructions, Rules and Regulations for complete requirements.

**Canopies, Ceilings, Umbrellas**: Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional such as to shade computer monitors from ambient light or to allow for hanging products. Canopies for Linear Booths should comply with requirements.

- Linear Booths: The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. Canopy supports should be no wider than three inches 3in (.08m). The height to the top of the canopy cannot exceed 8ft. Fire and safety regulations strictly govern the use of canopies, ceilings, and other similar coverings. If this limit is not adhered to it is the right of the IFT, at the exhibitor's expense, to have your booth altered to fit the height.
- Island Booths: The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle. The height to the top of the canopy cannot exceed 20ft. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar

coverings. If this limit is not adhered to it is the right of the IFT, at the exhibitor's expense, to have your booth altered to fit the height.

### **Fire Marshal Approval:**

**Multi-Level Exhibits/Covered Booth Restrictions:** A multi-story exhibit is a booth where the display fixture includes two or more levels. Exhibits that have a ceiling or second level will be required to comply with the IFT height limit of 20' to the top of the structure or hanging sign. If this limit is not adhered to it is the right of the IFT, at the exhibitor's expense, to have your booth altered to fit the height. Please review Ernest N Morial Convention Center Regulations for a full list of requirements.

- **Fire Marshal Approval:** Send stamped blueprints to Ernest N Morial Convention Center for review by the Fire Safety Manager before April 1, 2019 to allow sufficient time for any needed corrections. Plans must indicate that the booth is multi-storied or covered with a ceiling. No multi-level exhibit shall be greater than two levels. All multi-level exhibits must have a UL approved battery powered smoke detector within the exhibit area on each level per 500 square feet that emits alarms audible outside the enclosed or covered area. All multi-level exhibits with closed sides must have electric powered ventilation for 1<sup>st</sup> and 2<sup>nd</sup> level producing a minimum of 1200 cfms. All multi-level exhibits shall have 4A:10BC fire extinguishers as per NFPA 10 guidelines. All exhibits must adhere to NFPA 101 Section 8-7.5.3 and all other applicable codes and standards relative to exhibits. Booth plans must specify the maximum number of occupants and must have a structural engineer's stamp certifying the maximum load capacity. Be sure that plans show dimensions and an isometric rendering of your exhibit. In addition, all areas requiring sprinkler protection must be highlighted. If plans are not provided on time, it may cause delays or disapproval of your booth to occur during the pre-show fire. The Fire Safety Manager can answer any questions or provide a set of fire code information.
- **Structural Integrity:** Multi-level exhibits, regardless if someone will be occupying the upper area or not, must have drawings available for inspection by Ernest N. Morial Convention Center's Fire Safety Manager during the time the exhibit is being erected, exhibited and dismantled at show site. The rendering must include a signature or stamp of a reviewing structural engineer indicating that the structure 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 specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

**Balloons:** Mylar, helium-filled balloons or any other helium-filled objects are prohibited due to their effect on the fire detection systems.

**Booth Appearance:** No portion of an exhibit structure, vehicle or carpeting, including easels, signs, etc. may extend beyond the assigned floor space. Exposed parts of any display must be finished and not be objectionable to other exhibitors or to IFT. IFT shall, at the exhibitor's expense, order Freeman to provide end cap drape to cover any unfinished parts. Booth number identification stickers will be placed in front of each booth. All booth dividers must be finished on both sides unless the neighboring exhibitor agrees to decorate the area exposed to his booth.

**Care of Building & Equipment:** Painting of any kind within Ernest N. Morial Convention Center is strictly prohibited. Nothing may be glued, taped, tacked, nailed, or in any way affixed to any interior or exterior surface of Ernest N. Morial Convention Center unless sold a sponsorship by IFT. Drilling into Ernest N. Morial Convention Center concrete floor is prohibited. Anything in connection with, or necessary for the protection of the building, equipment or furniture, will be at the expense of the exhibitor. Exhibitors will be held responsible for any damage to persons or property caused by reason of their exhibits, employees, agents or servants.



**Liability of Exhibits and Merchandise:** The exhibit space located in the Ernest N. Morial Convention Center and all common areas are leased to IFT by Ernest N. Morial Convention Center and this agreement is subject to all the terms of the lease from the Ernest N. Morial Convention Center to IFT. Neither IFT nor the Ernest N. Morial Convention Center nor their respective agents or employees shall be liable to the exhibitor or any other person for any loss, damage or injury, whether to person or property, sustained by the exhibitor or any other person, whether or not the negligence of other conduct of IFT or the Ernest N. Morial Convention Center or their respective agents or employees causes or contributes to such loss, damage or injury. The exhibitor agrees to defend, protect, indemnify and hold harmless the IFT and the Ernest N. Morial Convention Center from all liability, loss, damage or expense, including reasonable attorneys' fees and from all claims for loss, damages or injury which may be incident to arise from or in any way connected with the exhibitor's use or occupation of exhibit space, whether or not the negligence or other conduct of IFT or the Ernest N. Morial Convention Center or their respective agents or employees causes or contributes to such liability, loss, damage, expense or injury.

Exhibitors are liable for any damage to floors, walls or columns of the exhibit building. No cement or paste is to be used for fastening floor covering. Tape used to secure carpets, linoleum or tile should have a cloth rather than a paper binding to facilitate its complete removal from the floor. IFT will hold the exhibitor responsible for removal of all tape placed on the exhibit floor. At the conclusion of the exhibition building management will inspect the exhibit floor and meeting rooms. Any exhibitor not complying with the above regulations will be invoiced for labor required to clean the floor. Exhibitors should apprise their EACs of this responsibility.

**Cleaning:** Exhibitors are responsible for keeping their booths neatly arranged to maintain the appearance of the exhibit. Exhibitors desiring booth vacuuming or porter service during the expo may find more information in the Exhibitor Service Kit. Cleaning service is provided exclusively by Freeman and will be billed directly to the exhibitor at the prevailing rate.

**Columns:** To prevent the obstruction of column doors, nothing may be placed within the 42" clearance area. Exhibitors are not allowed to attach signage or any other materials, even within booths, on a column.

**Floor Covering:** Exhibits must have acceptable floor covering. Unacceptable coverings include paper, foam core or cardboard. Carpet may be ordered by IFT for exhibit booths that do not have acceptable floor coverings, and the exhibitor will be responsible for charges.

**Fire Cabinets:** Equipment is strategically located throughout the building and must be kept clear and unobstructed at all times. Exhibits shall make certain that fire hose cabinets, alarms and extinguishers within their booths are visible and accessible at all times. Please review floor plan for exact locations of fire hose cabinets/racks and fire extinguishers.

**Fire & Safety:** Exhibits or portions thereof must comply with Ernest N. Morial Convention Center Exhibitor Policies contained in the IFT Service Kit. All combustible materials used in exhibit construction must be treated with an effective flame-retardant. Only non-combustible materials or fire-retardant wood may be used for exhibits, scenery, or props. All curtains, drapes, carpet, carpet padding and decorative materials must be treated with a flame-retardant. Ernest N. Morial Convention Center rigorously enforces this regulation and may field flame test any questionable materials.

**Utility Services:** If an exhibitor requires utility services and there is a utility port within the booth space assigned, it must be used. Only if access is not available within the booth space will an exhibitor be able to use utility ports from the aisles. This is for the safety of attendees.

**Violations to Display Regulations:** Companies with displays that do not conform to the rules and regulations will face a first violation notice and loss of the current year's priority points. Booths not in compliance before 9:00 a.m. on Monday, June 3, 2019, are subject to be removed from the floor at the exhibitor's expense.

## INSTALL/DISMANTLE REGULATIONS

**Installation:** The date of installation is dependent upon the exhibitor's targeted move-in date. Any requests for earlier installation must be directed to the Official Service Contractor.

Note: Wednesday, May 29, 2019 is the earliest day for move-in; no requests before this date will be granted. Every exhibitor will be assigned a targeted move-in time for their exhibit structure to facilitate installation at the event. The targeted move-in map with utility port locations is in the IFT Exhibitor Service Kit. Installation may begin once freight is delivered to the exhibit area.

Please refer to the Exhibitor Service Kit for more detailed instructions on freight availability and move-in procedures. Installation of an exhibit must not interfere with the move-in of the expo. It is the exhibitor's responsibility not to impede another person's set-up and must relocate materials on request.

- **Booth Set-Up Deadline:** To ensure that the expo is clean at opening, exhibitors must have their crates labeled and their exhibits/products completely set by 5:00 p.m., Sunday, June 2, 2019. Exhibit space not occupied by 9:00 a.m. on Monday, June 3, 2019 may be reassigned by IFT without refund of the rental paid or the Service Contractor may force the set-up and all expenses will be the exhibitor's responsibility. Failure to adhere to the above requirements will cause forfeiture of space. No space refunds will be made and IFT will have the right to use the space.
- **Booth Staging:** In addition to equipment and furniture placed within a booth space, exhibitors may stage the following items:
  - Boxed or loose product, materials or literature.
  - Fiber cases used to ship pop-up displays.
  - Personal items such as small luggage, purses, briefcases or coats.

The following restrictions must be observed when staging these items:

- The amount of product, materials or literature that may be staged within a booth space must not exceed a one-day supply.
  - Items may be placed either in a display case, on a counter, on a shelving unit, in a closet, on a table, under a table or stacked neatly within the booth space.
  - Items that are placed under a table must not protrude outside the table dimensions.
  - Items that are stacked must not create a tripping hazard or hamper easy movement within the booth space.
  - Items may not be placed on or within six inches of floor ports, electrical wiring or cabling.
  - Pallets, empty crates, empty cartons and empty boxes may not be stored in the booth space.
  - Staging items will not be allowed behind the back wall of the booth and behind the drape within the booth.
- **Cleaning:** All booth components must be within the exhibitor's space. Cleaning may be ordered through Freeman. Aisle areas and booth exits must be free from obstructions. Empty boxes must be removed from the exhibit hall prior to the show opening and cannot be returned prior to conclusion.
  - **Empty Crates:** All shipments (display and product) must be in the exhibit space and unpacked with crates ready for storage by 5:00 p.m., Sunday, June 2, 2019. All cartons, crates, packing materials necessary for repacking must be labeled with "empty" stickers and removed from the expo floor. Crates not tagged by this time will be removed and placed into storage by IFT at the exhibitor's risk. All unwanted containers and refuse should be placed in the aisle directly in front of the exhibit for

removal. Neither IFT nor Freeman will assume liability for the exhibitor's empty crates or boxes, or their contents. Storage of any kind is forbidden inside the display area, behind the back drapes, or beyond the display wall and will be removed by IFT, its representatives, or the Fire Marshal.

**Extended Work and Late Authorization Forms:** Exhibitors or its representatives working past 5:00 p.m. during move-in or move-out must complete an Authorization Form which may be obtained from any Floor Manager on the exhibit floor. The following rules apply past 5:00 p.m.

1. Personnel found in an unauthorized or unattended booth will be removed from the hall.
2. No one will be allowed to work before 7:30 a.m. or past 10:00 p.m. unless approved by IFT.
3. Once personnel exit the expo floor, they will not be allowed re-entry until the next working day.
4. Exhibitors are required to wear the Exhibitor badge in plain view while on the expo floor.
5. Exhibitor-Appointed Contractors (EACs) must register in advance of the meeting for a nominal fee. EACs will be required to wear a daily wristband each day of move-in and move-out.
6. No smoking is allowed on the exhibit floor.
7. All personnel are required to follow all safety rules as set forth by IFT and Ernest N. Morial Convention Center.
8. All bags, tool boxes, cartons, etc. removed from the expo floor are subject to inspection.
9. Exhibitor or Contractor Supervisors are responsible for the conduct of their personnel.

**Freight Delivery:** The advance warehouse will open in May 2019. Refer to the Exhibitor Service Kit for exact dates. Direct freights will begin being received at 8:00 am, Wednesday, May 29. As a targeted freight delivery event, any shipments delivered to the Freeman Advance Warehouse, will be delivered to your booth prior to your targeted date and time.

**Labor Jurisdictions:** Please refer to the Exhibitor Service Manual for information.

**Material Handling:** Exhibitors may hand-carry their own materials into the exhibit facility. Exhibitors carrying in their equipment and displays must use a freight gate. Loading and unloading through the lobby is prohibited. Freeman will control access to the loading docks to provide for a safe and orderly move-in/move-out.

**No Freight Aisles:** To expedite the movement of crates during move-in and move-out and to conform to New Orleans Ordinances, certain aisles have been designated as "No freight, fire and safety aisle." Any exhibitor placing crates or freight in these aisles may have it removed immediately by IFT at the expense of the exhibitor. Please refer to the online Freight Target Floor Plans for specification of "no freight aisles."

**Dismantling:** The exhibit displays may begin dismantling at 4:01 p.m., Wednesday, June 5, 2019. Exhibitors should refer to the targeted move-in schedule in the exhibitor service kit for complete move-out information.

Do not tear down early. If you are observed tearing down early at IFT19, you will be given a written warning. If you are observed tearing down early, or a second time at IFT20 you will be assessed a \$2,000 violation fee that must be paid before participation in a future event. Continued violations may result in being barred from exhibiting at future events.

- **Excess Trash:** Exhibitors are required to return their booth space in the same manner it was received. Exhibitors are to arrange with their Exhibitor-Appointed Contractor to remove all trash from their booth after dismantling. This includes carpet, tape, padding, promotional materials and display components.

If exhibitors need assistance with trash removal, please arrange with the Exhibitor Service Desk. Trash that cannot be removed with a broom and shovel will be considered "excess trash" and IFT or the exhibitor will be charged for this service.

- Transportation Companies: Exhibitors will be responsible for making all arrangements with transportation companies for the prompt pick up of their shipments. The official contractor will be forced to use the designated. Show carrier if no carrier has been designated by the exhibitor or the carriers have not checked in by 10:00 am on Friday, June 7, 2019. It is the exhibitor's responsibility to call that preferred carrier and to make sure that the shipment is moved out of the building by the designated date and time.

## LIABILITY/INSURANCE/SAFETY

**Certificate of Insurance:** EACs and Exhibitors are required to provide a certificate of insurance showing coverage from May 29, 2019 through June 7, 2019 naming the Ernest N. Morial Convention Center, the IFT Foundation, The Institute of Food Technologists, Freeman as additional insured. Minimum liability is \$1 million per occurrence, combined single limit, for bodily injury & property damage. Workers Compensation as required by Illinois statutes shall also be shown on insurance certificate.

**Children:** In the interest of safety and injury prevention, children under 18 years of age will not be permitted on the exhibit floor during move-in and move-out. Children under the age of **16** are not allowed in the IFT food expo during show days.

**Exhibitor Appointed Contractors:** are required wear a wristband during installation and dismantle. Workers without correct credentials will not be allowed to enter the facility. Solicitation of other exhibitors is strictly prohibited.

**Exhibitor Insurance:** Insurance must be obtained at the exhibitor's own cost and expense. IFT and its agents and employees assume no risk, and by the acceptance of this agreement the exhibitor and their agents expressly release them of and from any and all liability for damage, injury or loss to any person or goods, from any cause whatsoever. All property shipped to and from the exhibition halls by the exhibitor for installation or display is the sole responsibility of the exhibitor. Exhibitors must obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

**Music, Photographs & Other Copyrighted Material:** Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted materials, such as photographs or other artistic works, without having copyrights. If we are informed that an exhibitor does not have copyrights for the music or photographs being displayed then satisfactory proof will have to be provided to IFT that the exhibitor has, or does not need, a license to use such music or copyrighted material. IFT reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs, or other copyrighted material for which the exhibitor fails to produce proof of all required licenses. The exhibitor shall remain liable for, and shall indemnify and hold IFT, their agents and employees, harmless from all loss, cost, claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees arising from or out of any violation or infringement (or claims) by exhibitor, exhibitor's agents, employees of any patent, copyright or trade secret rights or privileges.

**Responsibility of Property:** IFT will provide perimeter guard service during the hours the exhibit area is closed. However, exhibitors are solely and fully responsible for their own exhibit structure, merchandise and exhibit material. Exhibitors should insure their exhibit against loss, theft or damage from any cause whatsoever. All property of an exhibitor is understood to remain in their care, custody and control in transit to or from or within the confines of the exhibit hall. Exhibitors are encouraged to hire booth security guards and should insure their property at their own cost and expense. Exhibitors desiring to insure their exhibit, merchandise and display materials against damage, theft, fire, etc. must do so at their own expense. IFT suggests that exhibitors contact their insurance brokers who can secure an exhibit rider policy which will provide all risk insurance covering exhibit property while absent from home premises for exhibition purposes.

**Safety:** Standing on chairs, tables or other rental furniture is prohibited. IFT and Freeman are not responsible for injuries or falls caused by the improper use of furniture. If assistance is required in assembling your booth, please order labor on the Display Labor order form and the necessary ladders and tools will be provided.

## DEMONSTRATIONS OR ENTERTAINMENT

**Alcoholic Beverages and Food Sample Sizes:** You may serve beer and wine within your booth on the expo floor. Items dispensed are limited to products manufactured, processed, or distributed by exhibiting companies. If they are not manufactured, processed, or distributed by the company then you are not able to provide samples of food and beverage unless they are purchased through Centerplate Catering. If you do manufacture, process, or distribute the items they must be dispensed and distributed in accordance to Local and State Health Codes:

Non-Alcoholic Beverages can be a maximum of 4 oz. sample size. Food items are limited to "bite size". Vendors must submit proof of having \$1,000,000.00 liability insurance and are responsible for State and Local laws pertaining to the distribution of alcohol.

Other forms of alcohol, and products containing other forms of alcohol, may also be served, but ONLY if they are part of demonstrating the application or functionality of your product. **Samples of alcohol limited in duration to ONLY (1) day of IFT19.** Sample sizes are as indicated below:

- (1/2) ounce distilled spirits having 23% per volume
- 2 ounces of beer or wine

**The wholesaler or manufacturer must provide the Louisiana Alcohol and Tobacco Control (ATC) with written notice of the date, time, place, permit number and brand of the alcohol to be served. The On-Site Sampling form can be downloaded from <http://www.atc.la.gov/onsite-sampling.php>**

You must submit to IFT what alcohol will be served and what exhibitor ingredient it is being used to demonstrate. As an exhibitor, you are responsible for the conduct of those consuming your beer, wine, and/or liquor. You are also responsible for upholding all local liquor laws as they pertain to timing of service, age, and conduct, as well as for following the rules of the Ernest N. Morial Convention Center. To protect both yourself and your company, please familiarize yourself with these rules prior to joining us in New Orleans. Centerplate bartenders are required to dispense alcohol in compliance with Louisiana liquor laws. Refer to the Centerplate Alcoholic Beverage Sampling Policy & Guidelines for complete information and regulations.

**Booth Promotional Plans, Demonstrations, and/or Presentations:** Exhibitors are encouraged to design displays that will permit those attending the exhibit to participate as fully as possible. Only promotions that are pertinent to the product, company, or reason for exhibiting are permitted. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. All booth activities should be submitted to IFT for approval.

- Use of other exhibitor's product for demonstration/presentation purposes is not permitted.
- Demonstrations/presentations must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Should spectators or samplers interfere with the traffic flow in the aisle or overflow into neighboring exhibits, IFT will request the demonstration or sampling be eliminated. Demonstrations/presentations must be a minimum of five feet (5') into the booth, does not obstruct the aisles, and does not prevent access to nearby booths. Activity that results in the obstruction of aisles or prevents ready access to nearby exhibitors' booths will result in a loss of exhibitor priority points after the first warning. If you intend to conduct an activity that will attract large numbers of attendees, you must purchase enough booth space and orient your booth structures to ensure the crowd can be accommodated within your booth space.
- Demonstrators, characters, or attention-getting activities must remain within the exhibit space.
- Devices must be safe to participants and neighboring exhibitors, must not interfere with traffic flow in the aisles or traffic into neighboring exhibits, must not obstruct the view of adjacent displays.
- Prohibited are attention-getting devices employing loud amplification and models in



abbreviated and/or suggestive costumes. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. Decibel readers may be used to monitor all sound projection equipment. If the level exceeds the maximum level allowed, the Exhibitor will be required to adjust the decibel level accordingly. Refer to OSHA at [www.osha.gov](http://www.osha.gov) for more information.

- The use of flashing signs, revolving flasher lights, or other lighting effects that cause beams of light or reflections interfering with other exhibitors is prohibited.
- Interviews, demonstrations, distribution of literature, etc., must be combined inside the exhibitor's booth.
- **All product demonstrations involving moving and potentially hazardous machines, displays or parts must have hazard barriers to prevent accidental injury to spectators. Demonstrations must be supervised, and the demonstration must be stopped in an emergency.**

**Canvassing Outside the Booth/Suit-casing:** Canvassing, solicitation of business, the use of advertising materials or signs by firms other than exhibitors is prohibited. Distribution of items is limited to within the exhibitor's booth. Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas or on any part of the premises of the Facility except from its own allotted exhibit space. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the Facility, except within the Exhibitor's booth space or sponsored areas as agreed upon by IFT. Items cannot be affixed to walls, columns, carpet, concrete or pavement, nor can anything be projected on space or areas beyond Exhibitor's booth space without written permission.

**Conduct of Exhibits:** IFT may decline or prohibit an exhibit or portion thereof which, in the opinion of IFT is not proper, or in character of the exhibition. IFT may prohibit or remove exhibits, products, displays or devices which are not in keeping with the product display policy or rules and regulations of the IFT. IFT may restrict, prohibit or evict exhibits due to excessive noise, acts, odors, costumes, gimmicks, method of operation, materials, or for any reason, become objectionable, or detract from the character of the exhibition or for any reason. This provision applies to persons, things, conduct, printed matter or anything. In the event of restriction or eviction, IFT is not liable for exhibit expense. Failure to comply with IFT & Ernest N. Morial Convention Center Place's regulations will result in the exhibitor being barred from future IFT food expos.

**Contests, Games, Raffles & Lotteries:** Raffles, drawings, etc. may be conducted within the confines of the exhibitor's own booth as permitted by state and local laws. IFT is not responsible for promotion of raffles, drawings, or winner announcements.

**Cooking:** No substantial odors should be emitted when cooking. Cooking in Ernest N. Morial Convention Center is permitted on a limited basis. Cooking or heating appliances must be powered electrically or by natural gas. Stoves and heaters must be UL-approved and be adequately ventilated. Combustibles may not be placed near any heat-producing appliances. A UL-approved, 2.5 pound ABC-type fire extinguisher is required in exhibits. Cooking appliances must be isolated from spectators by a minimum of four feet or a barrier between the appliances and the spectators. No overnight cooking is allowed. No open flame lighting devices may be used in Ernest N. Morial Convention Center. The following items are fire-hazardous and prohibited in the Ernest N. Morial Convention Center: All heavier-than-air gases (propane, butane) or Liquefied Petroleum Gas (LPG), Untreated Christmas trees, cut evergreens or similar trees, Fireplace logs and similar materials, Charcoal, Untreated mulch and Spanish moss and Hay/straw. Exhaust fumes are required to be vented up towards the ceiling and not out into another exhibitor's booth.

**Giveaways:** Giveaways are allowed; however, glitter and adhesive-back (stick-on) decals are prohibited and may not be distributed or used for any purpose with the Ernest N. Morial Convention Center. Distribution of balloons is prohibited.

**VIP Customer Entry:** On Show Days, exhibitors may invite up to 10 VIP customers with the appropriate registration credentials to the show floor up to one hour before opening (9:00 am). Please complete the VIP Entry form available in the Exhibitor Service Kit. Inviting beyond 10 VIP customers will require approval by IFT.

**Sound Level:** Exhibitor's sound level shall not intrude and violate the rights of any adjacent exhibit areas. The decibel level must not exceed 85 as stated in Section 29 of Federal OSHA Regulation 1910.95, applicable to trade shows. IFT reserves the right to determine when sound constitutes interference with others and must be discontinued. Products producing sound must also comply with the preceding guidelines.

## **ADDITIONAL RULES and REGULATIONS**

**Admission:** Entrance to the exhibit area is by IFT name badge only. During non-show hours, appropriate badge identification is required. After show opening, no one, including temporary booth personnel and contractors, will be admitted to the exhibit area without the required IFT name badge identification. Exhibitors will be allowed in the exhibit hall 2 hours prior to the opening and must leave immediately at the close of the exhibit each day.

**Character of the Exhibit:** Exhibits may consist of machinery, equipment, services, materials and products relating to Food Science and Technology. IFT reserves the right to accept or reject exhibitors not fitting the profile for the IFT food expo.

**Competitor Placement:** IFT will attempt to accommodate requests of competitor placement; however, there is no guarantee that competitor's booths may not be placed near or next to each other.

We strongly urge exhibitors to review the floor plan prior to the event at the IFT web site ([ift.org](http://ift.org)) as no booth location changes will be accommodated on-site due to competitor placement. Competition placement is not in effect for the Pavilions.

**Exhibitor Appointed & Other Contractors:** Exhibitors utilizing the services of any contractor other than those appointed by IFT must notify IFT in writing 30 days prior to the exposition. These companies include, but are not limited to, an EAC, sound and lighting firms, production or promotion firms, or any person or firm providing direct services to exhibitors. Exhibitors using contractors other than the official IFT contractors for labor, supervision or any other service must submit an Exhibitor-Appointed Contractor Request. Only requests from exhibitors (not EACs) will be considered. Exhibitor Appointed Contractors may not use carts on the Expo floor.

**Exhibitor Entry:** On show days, exhibitors will be allowed to enter the show floor up to 2 hours prior to the opening of the expo (8:00 a.m.), Monday - Wednesday. Exhibitors may stay on the show floor until 7:00 p.m., 2 hours after the show closes Monday – Tuesday. **On the last day of the show, Wednesday, exhibitors may stay on the show floor until 10:00 p.m. for move-out.**

### **Exhibitor Code of Conduct:**

- Outside activities or meetings in direct competition of an official IFT event by any food industry company are strictly prohibited.
- Companies are responsible for their hotel arrangements, reservations and cancellations.
- Exhibiting companies that cancel their booth space and want to attend the expo will have their hotel meeting rooms, Ernest N. Morial Convention Center meeting rooms and Exhibitor badges cancelled by IFT. Employees of the exhibiting company will be required to register as expo only participants.
- Unauthorized photography of any exhibit or product is prohibited.
- Be considerate of other exhibitors. You should not enter other exhibitor's display area uninvited or when unattended.

- Interference with, or disruption of, another exhibitor's personnel or legitimate activities is prohibited.
- Exhibitors are not permitted to behave in a manner which, in the sole discretion of IFT, is objectionable. You must comply with all rules established by IFT. If you have any questions concerning your exhibit or activities within your booth, please contact the IFT Exhibits Manager.
- Exhibitors and their company representatives must wear their official IFT identification badges at all times while on the food expo floor and in meeting rooms. These badges are issued for protection and identification and must not be loaned or given to other persons. Avoid discarding your badges in common areas or facility receptacles. This will help prevent unauthorized attendees from assuming your identity. Badges should not be accepted or worn if they do not accurately represent the exhibitor's identity or company. Badges must be obtained through the IFT's authorized registration company only. Unauthorized badges will be confiscated; violators may be barred from the premises.
- Exhibitors are not permitted to dismantle their exhibits or begin packing before 4:00 pm on Wednesday. If observed tearing down early, the exhibitor may be subject to a series of substantial fees and/or other penalties.
- Exhibitors are prohibited from registering their own company personnel for complimentary trade show passes through the Customer Invite Program. In addition, exhibitors are prohibited from inviting other exhibiting companies' employees to the expo using the Customer Invite Program or adding those individuals to their company badge allotments. Any exhibitor in violation may be subject to booth space cancellation.

**Freight Hold:** IFT will hold freight for ANY outstanding booth balance owed. Freight will be released when the outstanding balance is paid.

**Gratuities/Contractor:** Freeman, IFT's service contractor, requests that exhibitors not tip its employees including cash, merchandise, or other special consideration for services rendered. Exhibitors should not give coffee breaks other than mid-morning and mid-afternoon when union employees receive a fifteen-minute paid break. Attempts to solicit a gratuity by an employee for any service should be reported immediately to the Freeman Service Desk. Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions regarding these practices must be directed to a Freeman management representative. Ernest N. Morial Convention Center has a strict "no tipping" rule.

**Housing/Hospitality Suites:** Housing requests will be assigned by the IFT Housing Bureau, Experient, on a "first come, first-served" basis. Hospitality suites are available to companies that exhibit at the IFT food expo. Requests for suites are made through the IFT Housing Bureau. Hospitality functions cannot conflict with IFT annual event hours. Please refer to the Housing & Exhibitor Badge section on the Exhibitor Only site for detailed information and forms.

**In-Booth Receptions:** If you hold a press event, meeting or reception at your booth prior to the opening, during or after expo hours, with booth staff or non-exhibitor personnel who do not have an exhibitor badge, you will need to make arrangements in advance for security purposes. The following information must be submitted before the expo to IFT.

- Send an e-mail to the Exhibits Manager requesting the type meeting you will be holding within the booth.
- Please state the exhibiting company and booth number.
- State the start and end time, along with the date of the meeting.
- Due to security reasons, meetings cannot be held any earlier than 8:00 a.m., or end no later than one hour after the close of the Expo.
- All invited guest must be wearing an official IFT badge to gain access to the hall and must stay in your booth and not wander the hall.
- As a reminder the guests cannot spill into the aisles during the party; they must remain within

the confines of the booth.

- Access to the floor before the Food expo opens or after it closes will be denied unless IFT receives a written request and has approved the activity.
- IFT may require you to hire a security guard to monitor surrounding booths and products.
- At the close of the reception/function, the security guards will politely escort the attendees out of the hall and the lights in the hall will be adjusted to 50%.
- In the rules and regulations, we do have a policy regarding alcohol refreshments. The alcohol being served must abide by this policy.

**Intellectual Property:** Exhibitors' intellectual property, including the protection of trademarks, copyrights, patents, exclusive distribution rights and other such valuable business assets are to be recognized and adhered to by all exhibitors, guests and attendees.

**Meetings/Sales Meetings:** Only those companies with contracted exhibit space may utilize function space for company sponsored meetings, events, or hospitalities. It is the responsibility of the exhibitor to ensure that all company personnel or third-party agents that are involved in meeting arrangements are aware of and adhere to IFT rules and regulations. IFT does not endorse exhibitor functions and does not consider them a part of the education program. Activities that include IFT18 attendees may only be scheduled during times that do not conflict with official IFT functions. Events that only include staff of the exhibiting company cannot include IFT's meeting attendees unless the individual is an employee of the company holding the event. There are no date or time restrictions for company/staff events.

Saturday, June 1	7:00 a.m. - 10:00 p.m.	Approval required*
Sunday, June 2	7:00 a.m. – 6:30 p.m.	Approval required*
	6:30 p.m. – 8:00 p.m.	No functions of any kind
	10:00 – 12:00 p.m.	Approval required*
Monday, June 3	7:00 – 9:30 a.m.	Approval required*
	9:30 a.m. – 5:00 p.m.	No functions of any kind
	5:00 – 10:00 p.m.	Approval required*
Tuesday, June 4	7:00 – 9:30 a.m.	Approval required*
	9:30 a.m. – 5:00 p.m.	No functions of any kind
	5:00 – 10:00 p.m.	Approval required*
Wednesday, June 5	7:00 – 9:30 a.m.	Approval required*
	9:30 a.m. – 4:00 p.m.	No functions of any kind
	4:00 – 10:00 p.m.	Approval required*
Thursday, June 6	7:00 a.m. - 5:00 p.m.	Approval required*

\*Exhibiting companies may hold staff, sales, broker and other non-customer functions during this time.

Exhibitors should contact the hotels within the IFT block directly for meeting and event space.

Exhibitors may reserve Exhibitor Meeting Rooms, available for show days only, through the online floorplan. They are available on a first-come, first-served basis.

**Non-Exhibiting Companies:** Anyone observed soliciting in the aisles, lunch or other public areas, or in an exhibitor's booth will be asked to leave immediately. Additional penalties may be incurred. Please report violations you observe to Show Management.

Non-exhibiting companies are prohibited from conducting any meetings during IFT19 period, including move-in, show days and move-out. Violators may be suspended from exhibiting or attending future IFT Shows.

**Organizers:** Show organizers and their clients are restricted to booth space in IFT-created pavilions. Organizers are not allowed to represent any companies on the main show floor outside of the pavilion.

Companies on the main show floor found to be represented by an organizer may be moved to an IFT established pavilion or cancelled from the show floor at the discretion of IFT, without refund.

**Photography:** Only those professional photographers approved by the IFT will be allowed on the show floor. Any individual is prohibited from taking photographs or electronic images of exhibit displays or their contents without the permission of the exhibitor involved. Exhibitors may take single-camera shoots within their booths. Violators will be escorted off the exhibit floor and will forfeit their credentials and/or digital images. Violators will not be allowed re-entry.

**Restriction from Exhibiting:** All exhibitors must be in good financial standings with the Institute of Food Technologists, including opportunities such as advertising, sponsorships, etc., to exhibit and set their booth. If IFT deems a company in poor financial standing, IFT may restrict the company from exhibiting or setting their booth and apply additional fees to their outstanding balance with IFT.

Companies that no-show the IFT Food Expo will not be eligible to participate in future meetings.

**Transfer of Booth Space:** Exhibitor may not transfer space assigned and booth space payment obligations from their company, or any part thereof, to another company.

**Shared Booth Space:** Any exhibitor with a 10x20 booth (200 square foot) or larger, can have shared company information (contact info, company description, etc.) listed in IFT marketing pieces; separate from the contracted company. To be eligible as a shared company, the shared company must be a division of the contracted exhibitor or have a partnership with the contracted exhibitor. The contracted exhibitor will need to provide IFT with proof of the partnership. Only one company is allowed per 10'x10'. Shared exhibitors do not receive exhibit space, or global spend priority points. Exhibitor points are non-transferable from the contracted exhibitor to any shared exhibitors. To take advantage of the shared booth space, the contracting company must complete the "Shared Exhibitor Form" available in the Exhibitor Service Kit. The cost is \$250 per shared exhibitor. Shared companies are required to have a valid domain name, web site and contact email, which must match the shared company's name. Free web site accounts will not be recognized for web site names and email addresses.

**Subletting:** Transferring of exhibit space is prohibited. Exhibitors may not sublet any portion of their booth spaces. Companies may share booth space; however, sharing space with another company requires that company to be legally affiliated. In addition, the contracting company must complete a Shared Exhibitor Form and be approved by IFT. Any exhibiting company found to be sharing or subletting its space contrary to these rules will be suspended from one or more future events. The company improperly sharing or subletting the space will be removed from IFT19 and may be barred from future events at the discretion of IFT.

**Use of Event Logo:** Exhibitors are encouraged to use the IFT19 logo in their marketing materials provided they follow the Usage Guidelines. Exhibitor must send the IFT Exhibits Manager, via email, the piece/website in which the logo is being used prior to production. IFT has final decision on logo usage. Exhibitors are prohibited from using the IFT corporate logo.



**Videotaping and Filming:** Videotaping at IFT19 is permitted with the following provisions:

- A videotaping schedule (shot requirements/production schedule) must be submitted to Jennifer Braner, IFT's Media Relations Specialist, **a minimum of one week prior** to the start of the event; last-minute requests cannot be accommodated due to staffing restrictions
- IFT reserves the right to decline videotaping privileges after reviewing the schedule
- Video crews must be escorted by an IFT staff member while on the show floor
- Release forms are required from all parties that are videotaped; you are responsible for supplying your own releases

The following activities are **NOT** permitted to be videotaped/filmed:

- IFTNEXT Sessions
- Scientific Sessions
- Poster Presentations
- General Sessions and Featured Lecturers
- IFTSA Competition Presentations

**Cancellation:** Please refer to the Contract for the full cancellation policy. Companies that cancel exhibit space cannot retain exhibitor housing booked through the exhibitor housing and registration site. In addition, exhibitor badges will also be forfeit.

#### **Specialty Pavilions:**

Organic Pavilion – Companies must be organic certified.

Food Safety - Companies must have lab instruments, research labs or products directly related to food safety.

New Exhibitors – **Companies with a valid domain name, web site and company email address** that have never exhibited at IFT are eligible to participate.

In addition, all booth payments must be made by contracting company.

**Enforcement of Rules and Regulations/Violations Policy:** It is the exhibitor's responsibility to ensure that all rules and regulations are followed. Violations may warrant a loss of the exhibitor's priority points. Remedy for violations at the show are as follows.

1st Violation - Loss of current year priority points

2nd Violation - Loss of one half of accrued priority points

3rd Violation - Loss of remainder of priority points

4th Violation - One-year suspension of exhibiting privileges

Examples of violations include, but are not limited to aisle blockage, booth configuration violations and misuse of exhibitor badges.

Violation of any of these IFT Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the option of IFT, result in forfeit of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to IFT all monies paid or due. Upon evidence of violation, IFT may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that IFT may incur through the enforcement of this rule.

IFT's Floor Managers, along with IFT's Exhibit Manager are responsible for supervision of the exhibition, including routine exhibit violation monitoring during installation, exhibition and dismantle.

Identification of a rule violation will result in verbal notification from the floor manager. If the violation is not immediately cured, this will be considered a 1<sup>st</sup> Violation, with a loss of the current year priority points, including global spend. IFT Exhibits Manager will provide a violation notification to exhibitor representatives, explaining the nature of the violation. If the violation is not corrected after receipt of the written notification, the matter will be considered a 2<sup>nd</sup> Violation, resulting in a loss of one half of accrued priority points, including global spend.

IFT will determine the next steps if violations are not corrected after the written notification/2<sup>nd</sup> Violation as outlined in the Enforcement of Rules and Regulations/Violations Policy.

Exhibitors should contact IFT's Exhibit Manager with questions violations of the IFT Rules and Regulations.