

NFCA Convention Exhibitor Guidelines

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1. Exhibit Show Notification and Application Timeline: The annual NFCA Exhibit Show general application process opens the first week of September of the Convention year and will remain open until the space is full. The number of booths available is dependent on the size of the exhibit show space and will vary from Convention to Convention. Booth spaces are subject to availability and priority is given to NFCA Official Sponsors/Partners and companies who reserved spaces as part of Pre-Registration Booth Selection (see section 4.3 for details on Pre-Registration Booth Selection). All other companies are placed in accordance with the NFCA Loyalty Rankings Program and then on a first-come, first-served basis via submitted, time-stamped applications. For information on how to become an NFCA Official Sponsor/Partner or how to participate in the Loyalty Rankings Program, contact Executive Director Carol Bruggeman at carol@nfca.org or call (502) 409-4600.
2. Exhibitor Rules and Regulations
 - 2.1. Exhibit Space Rental
 - 2.1.1. Description of rental space: This contract is for the use of an 8' x 10' or 10' x 10' space that includes: 8' high flameproof back wall drapery, 3' side rails with drapery, two (2) chairs, one (1) 6' draped table, a standard one-line booth sign, and one (1) wastepaper basket.
 - 2.1.2. Furnishings: Furniture and/or additional drapery, accessories, signs, etc. are the sole responsibility of the Exhibitor and should be ordered in advance from the designated show decorator.
 - 2.1.3. Electricity/Power/Internet: Electricity, power and/or internet are the sole responsibility of the Exhibitor. Exhibitors are responsible for communicating any electricity/power/internet needs to the show decorator. An exhibitor kit with appropriate forms and information will be sent from the show decorator once the application, payment and booth space selection are completed. It is the sole responsibility of the Exhibitor to make sure all appropriate forms and/or payment are submitted by the appropriate deadlines to the show decorator and/or hotel.

The NFCA works annually with a show decorator for Exhibit Show coordination. Detailed logistics information (to include the logistics company name, shipping addresses, how to send oversize items, power and internet requirements etc.) will be provided once the application has been accepted, payment received, and booth space has been allocated (generally around October 1).

3. Standard Pricing and Benefits:
 - 3.1. Standard Pricing: The NFCA will offer both standard and non-profit rates on the 8' x 10' and 10' x10' booth spaces. Sizing is determined each year

pending hotel spacing. IRS documentation and Tax EIN #s are required for non-profit verification and rates.

3.2. Benefits:

Standard with the purchase of each booth:

- (1) 6' draped table
- (2) Chairs
- (1) Waste basket
- Pipe and drape (8' back wall & 3' side rails)
- (1) standard booth sign
- (1) Complimentary Event-Only credential (with access to each of the after-hours/late-night events). Additional credentials may be purchased, see Section 5.

Standard for each company regardless of the number of booths purchased:

- Advertisement in the convention brochure, on the convention app, and promotion on the NFCA website.

Note: A Lead Retrieval service to capture the information of the attendees who stop by a specific booth may be offered. If interested in Lead Retrieval, please contact Executive Director Carol Bruggeman at carol@nfca.org, who can provide the name and contact information for the Lead Retrieval service being used for the Convention. Information collected may include: attendee name, school, phone number, physical address and email. Information will be sent via Excel file from the contracted company after the show. This service will be an additional cost to the Exhibitor. All transactions, payments, refunds or any questions and/or concerns surrounding Lead Retrieval should be directed to the contracted company. The contracted company will be secured by the NFCA and is subject to change at any time without notice.

4. Application/Registration Process:

- 4.1. How to Apply: To register for Exhibit Show space for the NFCA Annual Convention, log onto nfcaevents.org, click on the "Exhibitors & Sponsors" tab, and then click "[Convention Exhibitor Info.](#)" Details specific to this year's show will be posted at nfcaevents.org during the summer and registration will go live the Wednesday after Labor Day. The "go live" date is subject to change at the discretion of the NFCA.
- 4.2. Application Review and Acceptance: The NFCA reserves the right to review all applications for booth space and credentials to determine whether or not booth space shall be granted and if credentials shall be issued. Booth space access and credentials may be revoked at any time for any violation(s) of any NFCA Guidelines, as determined by the NFCA Executive Director. Once contacted by the NFCA to select booth space based on the NFCA Loyalty Rankings Program, companies must respond with their selection within 48 hours. Failure to respond within 48 hours will result in a company being

removed from ranking. Removal from ranking order may result in a company not being awarded booth space for the show.

- 4.3. Pre-Registration Booth Selection: Pre-registration booth selection opportunities are available to companies that were onsite and exhibited in the previous year's Convention Exhibit Show. Allocations for pre-registration are contingent upon the next year's hotel spacing. 70% of the next year's floor plan will be available for pre-registration and order of selection will be determined by Loyalty Ranking until the allotted 70% of reserved booths is exhausted. The remaining 30% of the floor plan will be reserved for the general release of applications and new companies to the Exhibit Show.
 - 4.4. Payment: For companies that do not take part in Pre-Registration Booth Selection and instead apply on-line when applications go live the Wednesday after Labor Day, payment in full must be made within five days of official booth placement. If payment is not received within five days of official booth placement, booth space will be forfeited and resold by the NFCA.
5. Exhibit Show Credentials and Access:
- 5.1. Exhibitor Credential: Each company will receive (4) complimentary Exhibit Show credentials with the purchase of any Exhibit Show booth and may purchase up to an additional (6) credentials (for a maximum of 10 total credentials per company) for \$50/each. Two additional Exhibit Show credentials will be awarded for each additional booth purchased up to a maximum of (4) additional Exhibit Show credentials. Official NFCA sponsors will receive (10) complimentary credentials and may purchase an additional (5) credentials (for a maximum of 15 total credentials per company) for \$25/each.
 - 5.1.1. No company may sublet, assign or share any part of their credential allotment to any other company. As a registered company of the Exhibit Show, credentials should reflect employees of the registered company only.
 - An Exhibit Show credential allows access into the Exhibit Show, the Exhibit Show happy hour event, and the hosted breakfasts on Thursday and Friday morning. In addition, each company will receive (1) complimentary Event-Only credential (with access to each of the after-hours/late-night events) for each booth space purchased. All after-hours/late-night social events require a credential for entry. For those who need credentials outside of the (1) complimentary Event-Only Credential per company, per booth (see 3.2), additional Event-Only credentials (with access to each of the after-hours/late-night events) may be purchased for \$25/event/person. Event-Only credentials for activities other than the after-hours/late-night events may also be purchased. Rates for the other events may vary. To reserve Event-Only credentials, email Executive Director Carol Bruggeman at

carol@nfca.org. There will be security on-site to monitor credentials prior to entry into events.

- 5.2. Convention Attendee Credential for Exhibitors: Convention Attendee Credentials for Exhibitors are available for \$200/each for any paid Exhibitor who wishes to have full access to all events associated with the NFCA Convention to include: speaker sessions, meals, after-hours/late-night social events, and the Hall of Fame dinner. Only those present at the Convention and included on the initial company badge list are eligible for this Convention Attendee credential discount. As a reminder, NFCA caucus meetings are open to members of that NFCA membership division only. Exhibitors with a Convention Attendee credential are not permitted to attend any caucus session. Exhibitors who wish to purchase a Convention Attendee Credential for Exhibitors should contact Executive Director Carol Bruggeman at carol@nfca.org or (502) 409-4600. All requests for this credential will be verified and considered for approval by the NFCA.
6. Replacement Credentials: If an Exhibitor credential or lanyard, or Convention Attendee credential or lanyard for exhibitors, is lost or misplaced, replacement credentials or lanyards may be obtained at the NFCA Convention attendee registration desk for a fee of \$75 each. There is a \$100 fee if both the credential and lanyard are lost.
7. Revocation of Credentials and Removal from Exhibit Show: If an Exhibitor acts in an offensive, disorderly or unprofessional manner, as determined by NFCA staff, that Exhibitor's credentials may be revoked and they may lose access to the Exhibit Show and/or Convention. Removal from the Convention may also occur if any of the NFCA Guidelines (Media, Convention, Auxiliary or Exhibitor) are violated. In the case of credential revocation and/or removal from the Exhibit Show, no refunds will be given.
8. Cancellation
 - 8.1. Cancellation of Contract
 - 8.1.1. For pre-registered companies: If a cancellation occurs before March 1st, reserved space is forfeited. If a cancellation or non-payment of the balance owed occurs between March 1st and August 1st, the reserved space is forfeited, and a refund may be issued less a non-refundable deposit. The non-refundable deposit before August 1st is 30% of the total pre-reserved booth space. If cancellation occurs on or before October 15th, a refund may be issued less a non-refundable deposit. The non-refundable deposit between August 1st and October 15th is 50% of the total reserved booth space.
 - 8.1.2. For all companies registered after August 1st: If a cancellation occurs on or before October 15th, a refund less the 50% of the total of booth space will be given.

- 8.1.3. For all cancellations occurring after October 15th, no refund will be given. This also includes when an Exhibitor does not attend the Convention and provides no cancellation notice (a “no show”).
- 8.1.4. All cancellations must be in writing. Digital correspondence or traceable mail will be accepted. Digital time stamps on submitted correspondence will be controlling.
- 8.1.5. Release of Booth Space: For any company who chooses to stay in the Exhibit Show and who releases any of its additional booth space before October 15th, the cancellation provision in Section 8.1.2. applies, unless the released booth space is resold. If released booth space is resold, a refund will be awarded but the minimum non-refundable deposit of \$200 per booth space will be retained. If a company chooses to release their only (one) booth space and forfeit their place in the Exhibit Show, that will be considered a cancellation and the rules detailed in Section 8.1.1-8.1.3 will apply. Booth space released after October 15th, will be considered a cancellation with no refund.
- 8.1.6. Failure to Occupy Space: Space not occupied by the close of the exhibit installation period will be forfeited by the Exhibitor and this space may be resold, reassigned, or used by the NFCA. No refund will be given, as stated in 8.1.2.1.
- 8.1.7. Cancellation of Show: In the event of fire, strikes or other Acts of God or force majeure, including risks of communicable diseases, that renders the exhibit area unfit or unavailable for use, or causes the Exhibit Show to be cancelled, this contract and submitted application will not be binding and payments on account will be awarded a full refund less an administrative fee. The rate of the non-refundable administrative fee is as follows: 1-2 booths – \$200; 3-4 booths – \$400; 5-6 booths – \$600; 7-8 booths – \$800; 9+ booths – \$1000. These rates do not include booth space reserved as part of a sponsorship contract.

9. Construction, Installation, & Use of Exhibit Facilities

- 9.1. Acceptability of the Exhibits: All exhibits shall be used to serve the interest of the attendees of the NFCA and shall be operated in a way that will not detract from other exhibits, the Exhibit Show or the Convention as a whole. The NFCA reserves the right to require the immediate withdrawal or modification of any exhibit. In the event of such restriction or eviction, the NFCA is not liable for any refund of rental fees or any other exhibit-related expense. Exhibitors must comply with all federal, state and local laws as well as all hotel policies.
- 9.2. Restrictions on Use of Space: No Exhibitor shall sublet, assign or share any part of their allocated space. Failure to comply with the Restrictions on Use of Space Guidelines will result in the immediate removal of the company that is not listed or paid through the NFCA and a ban from the next year’s Convention. The paying company who sublet, shared, or assigned the space will also be banned from the following year’s Convention. Solicitations or

demonstrations by Exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display of signage, solicitation or distribution of promotional material.

Exhibits, signs and displays are also prohibited in any public space or elsewhere on the premises of the meeting facilities, in the guest rooms or hallways of the hotel. Operation of sound amplification devices is not allowed.

There may be instances during the Exhibit Show when NFCA personnel may utilize sound amplification devices for certain NFCA sponsored Exhibit Show events. Any concerns about conditions within the Exhibit Show should be directed to the NFCA Executive Director.

- 9.3. Construction of Exhibits: Exhibits shall be constructed and arranged so they do not obstruct the general view or hide the exhibits of others. Sidewalls may not exceed 36 inches and may not extend more than 4 feet forward from the back wall. Nothing shall be displayed above the back of the booth pipe and drape (8'). All booth displays and materials must be confined within the parameters of the designated booth space and may not extend into aisles and walkways. Signs, flags, or any other item that obstruct views, aisles and/or walkways in any way are prohibited. Exhibitors wishing to use anything other than standard booth equipment – i.e., any signs or material in any way conflicting with the above stated regulations should email a detailed sketch of the proposed layout at least six weeks before the Exhibit Show and before booth construction is ordered to the NFCA at carol@nfca.org. All sketches must receive written approval from the NFCA prior to ordering.

The NFCA is not responsible for any costs incurred related to Exhibit Show materials and/or booth construction, including those that do not comply with these guidelines. The NFCA in its sole discretion will determine if a display violates any of the NFCA Guidelines, in particular these Exhibitor Guidelines. If the NFCA finds the space is in violation, Exhibitors will be asked to rearrange the area so that it is in accordance with these guidelines. Failure to make the requested changes will result in removal from the Exhibit Show and forfeiture of payment.

- Any company with a concern about a surrounding company's set-up or construction should notify NFCA personnel on-site immediately.

9.4. Show Hours, Installation & Breakdown:

- Installation: Setup and installation will be from 3-7pm the day before the Exhibit Show begins and from 8-11am the day the Exhibit Show opens. No requests to set-up prior to or outside of these hours will be approved.

- Show Hours: Once the Exhibit Show begins, show hours will be from 11am – 6:30pm on the first day and from 9am-3pm on the second day.
- Breakdown: Breakdown will be from 3-5pm after the show concludes on the second day.

The Exhibitor expressly agrees to do all installation and breakdown of exhibits during the times indicated previously. No exhibit may be erected after the Exhibit Show hours open. No exhibit may be broken down before the Exhibit Show hours close. Any company that begins to break down early may be penalized by the NFCA, including but not limited to a \$500 fine. It is the responsibility of the Exhibitor to see that all materials are delivered to the exhibit area and removed by the specific deadline. Failure to remove the exhibit per these Guidelines occur, additional late fees may be charged to the Exhibitor and removal may be arranged by the NFCA or show decorator at an additional expense to the Exhibitor.

- 9.5. Drayage: Advance shipments of exhibit material must be made to the official show decorator company. More information will be sent once the exhibit application has been approved and payment received.
- 9.6. Labor: Exhibitors are solely responsible for all labor personnel, for all work, before, during and after the Exhibit Show and for compliance with all local, state and federal labor regulations and hotel laws.
- 9.7. Fire, Safety, and Health Regulations: The Exhibitor agrees to comply with all local, city and state laws, ordinances and regulations of the owner related to fire, safety and all other matters. All decorations and booth equipment must be fireproofed and electrical wiring must meet established safety requirements. No combustible material to include boxes shall be stored in or around the exhibit booths.
- 9.8. Damage to Exhibit Facilities: The Exhibitor must surrender rented space in the same condition it was at the commencement of occupation. The Exhibitor or agent shall not injure or deface the walls, columns or floors of the exhibit facilities, the booths, the equipment or furniture of the booth. When such damage appears, the Exhibitor shall be liable for all costs incurred to the owners of the damaged property. The management agent reserves the right to select contractors for such repairs.

10. Security, Liability & Insurance

- 10.1. Security: The NFCA will contract with an Exhibit Management company that will provide watchpersons during the hours the Exhibit Show. The hiring of watchpersons does not create either an assumption of liability or a duty to monitor by the NFCA. It remains the sole responsibility of the Exhibitor to preserve, protect, and secure Exhibitor property.
- 10.2. Responsibility of the Exhibitor: The Exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or

damage to Exhibitor's displays, equipment and other property brought upon the premises of the hotel property, its agents, servants and employees from any and all such losses, damages and claims. Insurance and liability are the full and sole responsibility of the Exhibitor. The NFCA bears no responsibility or liability for losses, damages, or claims.

10.3. Exhibit Management Responsibility: NFCA's contract with the facility supersedes the contract it has with Exhibitors.

11. Marketing: Posting of notices and/or distribution of other materials to attendees by Exhibitors outside of assigned booth spaces is not allowed in any part of the Convention hotels or Convention center. Marketing and promotional activity should be contained to each company's allocated space. The NFCA staff reserves the right to have any Exhibitor removed from the Convention area and to revoke current and future Exhibit Show space for any Exhibitor found violating this provision.

- No company may section off, allocate, assign or share any part of their advertisements placed through NFCA platforms and channels. All advertisements should reflect, promote and/or direct all attention, sales and messaging to the company with registered booth space only.
- Each application submitted for NFCA Exhibit Show booth space should reflect the name of only one company. Any company wishing to promote more than one company, brand, or entity in booth space, advertisements, listings or other NFCA promotions should submit a separate booth application and payment for each company they wish to represent.

11.1. Merchandise Sales: Exhibitors who sell merchandise from the exhibit floor must have the appropriate seller's permits and licenses. It is the sole responsibility of the Exhibitor, not the NFCA, to obtain the required permits and licenses and to properly collect and remit any sales taxes. Additionally, if required, the payment of any merchandising fees associated with the hotel property/Convention center or other event management is the responsibility of the Exhibitor and not the NFCA.

11.2. Photography, Video & Audio Taping: Exhibitors cannot conduct any live or taped video or audio broadcasts from their booth space or from anywhere else in the Convention center without the prior written consent of the NFCA. Requests should be submitted to the NFCA Executive Director at least one month in advance of any desired photography, video, or audio taping opportunity. Exhibitors cannot photograph or videotape any booth other than their own.

11.3. Food and Beverage: Allowable food to be distributed: small candy items, mints, gum, etc. in original and unopened packaging. Absolutely no beverages of any kind are permissible.

11.4. Noise: Booth noise must be kept to such a level so as not to disturb other Exhibitors or interfere with the flow of traffic. No microphones or other sound amplification devices are allowed inside the hall.

12. Non-Exhibit Show Registered Companies: Any company that wishes to participate, attend or interact with attendees and exhibitors at the NFCA Annual Convention or NFCA Exhibit Show must be a registered exhibiting company or a registered Convention Company attendee. If a company wants to conduct business at the Convention location, it must register for the Exhibit Show. No person attending Convention, with the intent of conducting business, networking with attendees, promoting a company, brand and/or product or seeking to directly or indirectly sell items may do so without being a registered exhibiting company. Any company that conducts business, markets a product, posts signage, or engages in any other business-related activity outside of the Exhibit Show may be removed from all areas of the NFCA National Convention and/or Exhibit Show, forfeit their credentials and may potentially be banned from future Conventions and/or NFCA events.

12.1. Convention Company Credentials: Companies that wish to forgo being an exhibitor with booth space and/or the Exhibit Show has sold out and no booth space is available, are able to purchase a Convention Company Credential to attend all areas a Convention attendee would have access (outside of division-specific meetings and caucuses). Rules and regulations regarding this credential can be found above in Section 5. Companies/Attendees with a Convention Company Credential may only network and hand out business cards as would any other Convention attendee. A violation of any NFCA Guidelines, as determined by the NFCA Executive Director, may result in removal from all areas of the NFCA National Convention, forfeiture of credentials and potential ban from future Conventions and/or NFCA events.

12.2. Special Circumstances: Should the Exhibit Show sell out and/or a company has a special circumstance in which it wishes to attend the Convention, but not purchase an exhibit booth, please email Executive Director Carol Bruggeman at carol@nfca.org or by calling the NFCA office at 502-409-4600.