

MARCH 30 - APRIL 1, 2025 ♦ ORANGE COUNTY CONVENTION CENTER ♦ ORLANDO, FL

SNAXPO
snax
to the
max

COMING TOGETHER TO REACH THE NEXT LEVEL

EXHIBITOR PROSPECTUS



#SNAXPO25
SNAXPO.COM

Snacking Nutrition Convenience
SNAC
INTERNATIONAL

QUESTIONS?

Exhibitor Booths

Abby Valentino
avalentino@snacintl.org
703.836.4500 ext. 201

Sponsorship Opportunities

David Walsh
703.836.4500 ext. 213
dwalsh@snacintl.org

SNAXPO Program and Registration Information

Christina Briones
703.836.4500 ext. 206
cbriones@snacintl.org



Snacking. Nutrition. Convenience.



SNAC International
1300 17th Street N, Suite 540
Arlington, VA 22209
703.836.4500

COME TOGETHER & CONNECT

Simply put, SNAXPO is where the bright, innovative minds of our industry gather to set their companies up for growth. SNAXPO is the only vertically integrated supply chain trade show that exclusively targets cutting edge resources to snack producers. Whether you're a start-up brand or a well-established manufacturer, SNAXPO is your source to create better tasting, nutritious snacks, while improving production, quality, and overall profits.

SNAXPO is the premier full equipment international sourcing expo for snack producer and supplier companies from across the industry looking for the latest innovations to grow their business to the next level and achieve greater efficiency, profitability, and market share.

- Emerging ingredients, flavors, and seasonings
- Full snack manufacturing equipment lines
- Packaging equipment and materials
- Quality assurance and technical solutions
- Operations and marketing solutions
- Analytical testing
- Computer systems
- Consulting
- Promotional Publications
- Truck/transportation
- Warehousing

SNAXPO unites top management and qualified buyers from throughout the snack industry, including manufacturers and distributors of:

- Potato Chips
- Tortilla Chips
- Veggie Chips
- Cereal Bars
- Pulse-based Pellet Snacks
- Fruit Snacks
- Pretzels
- Popcorn

- Baked Snacks
- Cheese Snacks
- Snack Crackers
- Meat Snacks
- Pork Rinds
- Snack Nuts
- Party Mix
- Trail Mix

- Corn Snacks
- Extruded Snacks
- Snack Bars
- Granola
- Snack Cakes
- Cheese Dips
- Salsa Dips
- Cookies

No matter what your specialty is - startup, midsize or multinational - you'll stand out from the competition when you choose a targeted exhibitor placement that will maximize your visibility, draw attention to your brand and bring attendees directly to you.

RESERVE YOUR EXHIBIT SPACE TODAY

The exhibit hall will be open Monday, March 31 and Tuesday, April 1.
See more information on travel, accommodations, and exhibit space details on pages 5 and 6.
Booths are assigned on a first come, first-serve basis. *

RESERVING A BOOTH IS EASY.

- Go to the Exhibitors page on SNAXPO.com and place a booth on hold
- Or complete the enclosed application and contract and send it to SNAC International with your deposit.

*A 50% deposit of total space rental cost and 100% of other fees must be submitted with this application. The balance is due by November 29, 2024. Applications received after this date must include a 100% payment of space rental cost and other fees. Please be sure to include this figure in your total due if applicable. This fee is not required for SNAC International members that have paid their membership dues for fiscal year 2024.

10'x10' Space: \$3,800

Island Add-On: \$800

SNAC Non-Members: \$1,250 additional fee

EXHIBITORS WILL RECEIVE:

- **One complimentary full conference registration package**
Includes access to the opening and closing networking events, two general sessions with breakfast and speakers, educational breakout sessions, lunch in the exhibit hall, reception in the exhibit hall, set-up/tear down, and work in the booth.
- **One complimentary exhibit hall-only registration for the first booth**
For each additional booth, they receive an additional complimentary exhibit hall only registration.

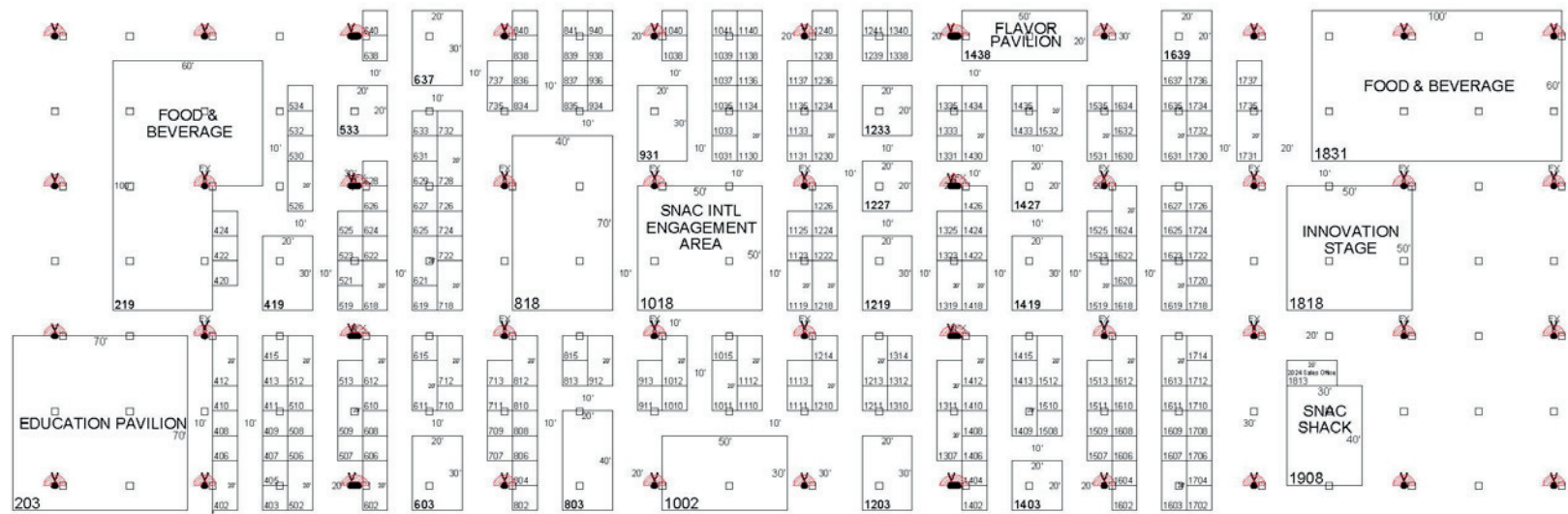
The exhibit hall-only registration includes setup, work in, and teardown of the booth, lunch in the exhibit hall, and the reception in the exhibit hall. We strongly recommend that this registration be upgraded to the full package to get the most out of your SNAXPO experience and have more time with the customers you want to meet.

- Exhibiting booths 20' x 20' and smaller are entitled to an unlimited number of exhibit hall passes at a 50% discount to give to their customers that are snack producers. Exhibiting booths 20' x 30' and larger are entitled to an unlimited number of complimentary exhibit hall passes to give to their customers that are snack producers. Staff from exhibiting companies and non-snack producers are not eligible to register for a customer pass. Please contact Christina Briones (cbriones@snacintl.org) to receive a customized invitation that can be sent to your customers/prospects.
- Lunch and beverage stations are available complimentary to all attendees and exhibitors.

"SNAXPO is unarguably the most valuable few days of the year for a snack professional."

Jeff Higgins
Savor Seasonings

GA YLORD PALMS CONVENTION CENTER EXHIBIT HALL



BE SEEN BEYOND THE BOOTH

At SNAXPO, the benefits of exhibiting go way beyond the booth:

SNAC Bites

Participation: \$4,000

Step onto the SNAC Bites Stage to provide your company's pioneering ideas, technologies, and techniques maximum visibility. Held directly on the trade show floor, each 30-minute presentation is FREE to all trade show attendees. Must be a SNAC member and SNAXPO25 exhibitor to apply.

Flavor Showdown

Two Ways to Participate

1. Sponsor the Flavor Pavilion: \$9,500
2. Participate only without full sponsorship: \$2,000

SNAC International invites exhibiting SNAC members, to participate in the Flavor Showdown by submitting one flavor on a base product to be sampled and voted on by SNAXPO25 attendees. The Flavor Showdown will be open during SNAXPO25 show hours on Monday, March 31 and Tuesday, April 1. Attend the closing reception when the winner of the best flavor is revealed.

Drive Traffic to Your Booth

The best way to put your company front and center is by combining a strategic exhibit placement with a high-visibility, high-impact sponsorship that drives traffic to your booth. A SNAXPO25 sponsorship positions you as an industry leader and shines a spotlight on your brand. There are options to fit every goal and budget!

To discuss sponsorship opportunities, contact David Walsh at 703.836.4500, ext. 213 or dwalsh@snacintl.org.

TRAVEL AND LOCATION

Airport

Fly into Orlando International Airport. Distance to Orange County Convention Center is approximately 12 miles, 15 minutes.

Hyatt Regency Orlando: \$299/Night

Located minutes from major theme parks like Universal Orlando®, Walt Disney World®, and SeaWorld Orlando®, our family-friendly Orlando resort has it all. Reserve a private cabana and relax poolside while the kids enjoy a swimming grotto with waterfalls, a zero-entry pool, and a waterslide. Grab a bite at one of five on-site restaurants or the 24-hour grab-and-go market, work out in a state-of-the-art fitness center, or pamper yourself at the full-service hotel spa. Our International Drive location makes it easy to enjoy it all – with shopping, dining, and more than 100 entertainment options, all within a two-mile radius of the hotel.

Rosen Centre Orlando: \$239/Night

The distinct architecture of Rosen Centre rises high above the landscape; its two open wings welcome all travelers. The luxury hotel marks the center point of business, entertainment, and family fun. As our guest, your vantage point extends beyond the short walk to the Orange County Convention Center and the brief ride to world-class entertainment and the hub of Orlando travel. The true value is that you are the center of our focus. Designed around your comfort, our award-winning services and amenities create a stylish and sophisticated experience, one that is truly unforgettable. Hand-delivered to you is the Rosen Difference®—personalized service delivered by staff emboldened by the freedom to exceed standard expectations.

EXHIBITOR FAST FACTS

Exhibit Hall

Orange County Convention Center

9800 International Drive

Orlando, FL 32819

407.685.9800

Exhibit Hall Open Monday, March 31 and Tuesday, April 1

Accommodations

Hyatt Regency Orlando

9801 International Drive

Orlando, FL 32819

Hyatt.com/Hyatt-Regency/

Rate \$299/night

Rosen Centre Orlando

9840 International Drive

Orlando, FL 32819

RosenCentre.com

Rate \$239/night

Reservations are guaranteed with a deposit of one night's room plus tax at the time of booking; deposits are refundable for cancellations 3 days/72 hours prior to their arrival date.



RESERVATIONS FOR EXHIBIT SPACE

Please visit the current 2025 floor plan to review available booth space and request your preferred location. All requests for booth space will be assigned on a first-come, first-served basis. SNAC International reserves the right to use discretion in reassigning spaces in cases where companies with competitive products have exhibitors adjacent to each other. Final space assignments are at the discretion of SNAC International. SNAC International members and non-members may exhibit at SNAXPO25.

Please sign and return your completed booth contract with payment made out to:

SNAC International
SNAXPO25 Booth Contract
1300 17th Street N, Suite 540
Arlington, VA 22209

For further booth sales information or help selecting the best available location, contact:

Abby Valentino
SNAC International
avalentino@snacintl.org
703.836.4500 ext. 201

Exhibit Show Hours (subject to change)

Monday, March 31, 2025, 10:00am - 4:00pm

Tuesday, April 1, 2025, 10:00am - 4:00pm

Set-up and Dismantling Schedule (subject to change)

Set-Up:

Friday, March 28, 2025, 12:00 pm - 4:00 pm (Targeted Exhibitors Only)

Saturday, March 29, 2025, 8:00am - 4:00pm

Sunday, March 30, 2025, 8:00am - 4:00pm

Dismantling:

Tuesday, April 1, 2025, 4:00pm - 11:59pm

Wednesday, April 2, 2025, 8:00am - 4:30pm

Event Service Manual

An email will be sent to the booth contact with a link to the Exhibitor Service Manual. It will have event order details, forms for carpet, furniture, decorations, photography, electrical, labor, shipping instructions, to name a few, will be provided 60-90 days prior to the show.

“For me SNAXPO means the great pleasure of seeing old friends and making new ones. It is a place where trust and long-term commitment are still highly valued when doing business.”

Martin Prakken

Blueprint Automation Group

“The Flavor Showdown was a unique opportunity to try ‘flavor creators’ future innovations in one place. The experience was a great way to compare side-by-side which flavors really stood out in a single setting removing many variables that normally occur.”

Justin Spannuth

Unique Pretzel Bakery

“2019 was our first time exhibiting at SNAXPO and we were very impressed by the networking opportunities as well as the wide range of educational sessions that were offered. We are looking forward to displaying our packaging machinery solutions at SNAXPO21 in Charlotte.”

Jeff Porcaro

Midwest, PPI Technologies

Booth Information

- All booth dimensions are 10' x 10' or a combination thereof. Standard 10' x 10' booths have 8' high back wall, 3' side dividers and an ID sign.
- Sign hanging is permitted over island booths that are 400 sf or larger.
- All furniture, carpet and services are the responsibility of the exhibiting company. For standard booths, all exhibitor equipment and signage must fit within the 8' height dimensions. Booths are regulated by IAEE standards. There is an additional \$1,250 fee for non-members of SNAC International. Ask about becoming a member of SNAC and save.
- Each exhibitor is entitled to up to a 200-word booth listing description in the official SNAXPO Mobile App.
- Exhibitors receive a free listing on the SNAXPO25 website, upon receipt of exhibit contract, payment, and booth description. Exhibitors will have the opportunity to link to their website.
- Attendees can make appointments with exhibitors online, another way to promote your products/services.
- Exhibitors will receive with their first booth, one (1) complimentary full conference registration and one (1) complimentary exhibit hall-only registration. With each additional booth they will receive one (1) additional complimentary exhibit hall-only registration.
- The full conference package registration includes access to the opening and closing networking events, the Monday and Tuesday, general session breakfast with speakers, lunch in the exhibit hall Monday and Tuesday, participation in the educational sessions, the reception inside the exhibit hall, and setup, work in, and teardown of your booth.
- The exhibit hall-only registration includes setup, work in, and teardown of the booth, lunch in the exhibit hall Monday and Tuesday, and the reception in the exhibit hall.
- General Sessions are not scheduled during exhibit hours.
- Exhibitors will receive an email that includes a login and password to register online for badges at www.snaxpo.com in the Fall.
- To encourage traffic in the exhibit hall:
 - The SNAC International information booth in the exhibit hall
 - Annual Flavor Showdown with competition for tastiest new flavor
 - SNAC Bites Presentations
- Lunch and beverage stations are available complimentary to all attendees and exhibitors.

SNAC International's Long-Standing Policies are as Follows:

- Exhibitors may not schedule private functions or events that conflict with officially scheduled SNAXPO events. An exhibitor in violation of these regulations will not be allowed to exhibit at SNAXPO for two consecutive years.
- To protect the privacy and proprietary interests of other exhibitors, exhibitors may not use any photographic equipment, including video cameras, cell phones, and video recorders within the exhibit hall. Exhibitors violating this policy will be penalized.

SAVE TIME! Reserve your booth space at **www.snaxpo.com**

SNAXPO25

85th Biennial SNAC International Exhibit & Conference – Orange County Convention Center – Orlando, FL, March 30 - April 1, 2025

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Important Information (Please type or print all information on application)

Company Name		
Contact		
Title	Email	
Billing Contact	Email	
Address (No PO Box)		
City	State	Zip
Country	Phone #	

1. My booth location preferences are:

1st Choice _____ 3rd Choice _____
2nd Choice _____ 4th Choice _____

2. List all companies competitive with your product line:

3. Please list all products that will be exhibited or promoted at SNAXPO 2025 and equipment that will be operated:

4. Company Name for Program Book and Identification Sign

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5. Space Rental

A 50% deposit of total space rental cost and 100% of other fees must be submitted with this application. The balance is due by 11/30/2024. Applications received after this date must include a 100% payment of space rental cost and other fees. Space rental is \$3,800 for each 10'x10' booth purchased. There is an additional \$1,250 fee for nonmembers of SNAC International. Please be sure to include this figure in your total due if applicable. This fee is not required for SNAC International members that have paid their membership dues for fiscal year 2024. Exhibitors will receive with their first booth, one (1) complimentary full conference registration and one (1) complimentary exhibit hall-only registration. With each additional booth they will receive one (1) additional complimentary exhibit hall-only registration. The full conference package registration includes access to the opening and closing networking events, the Monday and Tuesday, general session breakfast with speakers, lunch in the exhibit hall Monday and Tuesday, sit in on the educational sessions, the reception inside the exhibit hall, and setup, work in, and teardown of your booth. The exhibit hall-only registration includes setup, work in, and teardown of the booth, lunch in the exhibit hall Monday and Tuesday, sit in on the educational sessions, and the reception in the exhibit hall.

Additional registrations may be purchased. All booth staff must register for SNAXPO. Exhibitors will receive an email with login and password to register staff online. If you have not received this email by Nov. 29, 2024, please contact Abby Valentino at avalentino@snacintl.org or 703.836.4500 ext. 201. Exhibiting booths 20' x 20' and smaller are entitled to an unlimited number of exhibit hall passes at a 50% discount to give to their customers that are snack producers. Exhibiting booths 20' x 30' and larger are entitled to an unlimited number of complimentary exhibit hall passes to give to their customers that are snack producers. Staff from exhibiting companies and non-snack producers are not eligible to register via customer passes.

Please use the following to determine your total and deposit due.

	Total Cost	Deposit
____ 10'x10'	\$3,800	____ 50% of total
____ Aisle Access Charge (Island Booths Only)	\$800	____ 50% of total
Non-Member Fee (add if applicable)	+\$1,250	____ 100% of total
TOTAL _____		DEPOSIT _____
		BALANCE _____ (Due 11/30/2024)

6. My company agrees to abide by the rules, regulations, terms, and conditions of the SNAC International contract, printed on the back of this application. We understand that acceptance of this application by SNAC International constitutes a contract.

Amount to be charged _____
Signature _____

FINAL BALANCE DUE BY November 30, 2024

Forward credit card information or check (payable in US funds and drawn on a US bank) made payable to SNAC International with this application to: SNAC International, Abby Valentino, 1300 17th St. N, Suite 540, Arlington, VA 22209 (Phone: 703-836-4500 ext. 201 Fax: 703-836-8262).

Please check one: ☐ Payment Enclosed ☐ Please charge my credit card

Credit Card Number _____ Sec. Code _____
Print name on credit card _____ Exp. Date _____
Signature _____ Date _____

Exhibit Space Assignment

Applications for booth space will be assigned on a first-come, first-served basis. Space assignment will be indicated on the confirmation of acceptance of the exhibit space contract by Show Management. Exhibitor must rent enough space to contain its exhibit completely within the confines of the booth lines. Equipment may not extend into the aisles, over the aisles, or across exhibitor's purchased booth line. Heights and depths specified in the Exhibitor Services Kit must be observed. Show Management reserves the right to use discretion in reassigning space in cases where companies with competitive products have exhibits nearby to each other to comparable space for the best interest of the Show. In the event of relocation, exhibitor will be advised in writing and given the option of selecting another location with an equivalent value. If for any reason, an alternative location cannot be provided, exhibitor's sole and exclusive remedy shall be a refund of the unearned portion of the rental fee; provided, however, that Show Management's liability for any error or failure to provide the exhibit space shall in no event exceed a refund of the amounts paid by exhibitor hereunder.

CANCELLATION/DOWNSIZING: Upon providing written notice, an exhibitor may cancel or downsize, subject to the following conditions and restrictions: A) Cancellations received prior to September 1, 2024: the cancellation penalty fee shall be 25% of the total booth rental; B) Cancellations received on or after September 1, 2024 the cancellation penalty fee shall be 50% of the total booth rental; C) Cancellations received after November 30, 2024, the exhibitor shall be obligated and agrees to pay the total cost of the space assigned. ; D) Downsizing of booth space is partial cancellation, whereby the stipulated cancellation penalty fee in statements a through c is applicable. In the event of cancellation or downsizing, SNAC reserves the right to use the canceled/downsized space, including selling the space to another exhibitor without any rebate or allowance to the canceling/downsizing exhibitor.

In the event of cancellation or downsizing, SNAC reserves the right to use the canceled/downsized space, including selling the space to another exhibitor without any rebate or allowance to the canceling/downsizing exhibitor.

Please return to SNAC International and copy for your records.

DO NOT WRITE IN THIS SPACE FOR SNAC USE ONLY

Amount Due _____
Date received _____
Booth No.(s) Assigned _____

EXHIBITOR TERMS AND CONDITIONS

SHOW MANAGEMENT is SNAC International, 1300 17th St. N, Suite 540, Arlington, VA 22209. 703-836-4500. Email avalentino@snacintl.org. Convention Center is the Orange County Convention Center

ELIGIBLE EXHIBITS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

INSTALLATION/DISMANTLE: Please refer to the "Exhibit Schedule." Exhibits must be completely installed at least one hour prior to the opening of the show. Exhibit Management reserves the right to reassign any space not installed at that time. Boxes, storage crates and trash will be moved from the exhibitor's space to maintain a professional appearance. No installing, dismantling, rearranging, repairing, servicing, removing, or supplementing of exhibits will be permitted during the exposition hours. No packing or dismantling of exhibits will be permitted prior to the official closing of the exhibition. Any infraction of this rule will jeopardize the exhibitor's participation in future AGA events.

The installation and dismantling of displays may be done by full-time exhibitor personnel, the Official Decorator/General Service Contractor, or an Exhibitor Appointed Contractor (EAC). The handling, placing or setting out of merchandise that is to be displayed at the booth may be done by the exhibitor. Exhibitors who plan to have an Exhibitor Appointed Contractor other than the Official Decorator/General Service Contractor install or dismantle their exhibits must abide by the rules provided in the Exhibitor Service Kit. NOTE: Children under the age of 16 are prohibited from the exhibit hall during installation and dismantle.

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

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor's location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration to which attendees are invited that are in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY AND VIDEOTAPING: Music and audiovisual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video taping other than by official SHOW MANAGEMENT photographers are not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

PHOTO RELEASE: By registering for and exhibiting at SNAXPO 2025, you grant permission to SNAC International to use your image appearing in any photographs, videotape, motion picture or any other media taken by official photographers and videographers during and in relation to SNAXPO 2025 for any of SNAC International's advertising or promotional purposes.

COPYRIGHT LAW: No copyrighted music may be played or sung in the exhibition area in any fashion (including, nor limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY: Although security service will be furnished, SHOW MANAGEMENT can not and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of Virginia. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, the Convening Organizations, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following:

- Loss, theft, damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.
- THE ABOVE-CITED REGULATIONS, as well as all conditions stated in the Exhibitor Prospectus and exhibit application, become a part of the contract between the Exhibitor and the Convening Organization(s).

INSURANCE: Exhibitors are required to carry property and liability insurance and be able to provide proof of general liability coverage with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. This insurance must be in force during the lease dates of the event, March 30 - April 1, 2025, naming SNAC International (1300 17th Street N, Suite 540, Arlington, VA 22209) as the

certificate holder. The Additional Insureds must read as follows: SNAC International, Orange County Convention Center, Freeman, and Orange County Florida. Certificates must be provided to Show Management no later than February 24, 2025.

FORCE MAJEURE: In the event the Facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract, or in the opinion of SHOW MANAGEMENT, or they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT reserves the right to make changes, amendments and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 8-foot high background drapes and 3-foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booths have 8' high back wall, 3' dividers, and an ID sign. Booth carpeting, decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor's assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

FLOOR PLAN: The floor plan for the Show will be maintained as originally presented, wherever practicable. However, Show Management reserves the right, in its sole discretion, to modify the floor plan to the extent necessary for the best interests of the Show, the exhibitors, and the industry. All measurements shown on the floor plan are approximate, and Show Management reserves the right to make such modifications as may be deemed necessary, making equitable adjustment for any exhibitor thereby affected.

FOOD AND BEVERAGES: Food and/or beverages may only be supplied by exhibitor with the prior written consent of Show Management and the Show facility. Alcoholic beverages are forbidden without the express written consent of Show Management, in which case corkage fees to the Show facility may be required.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor's space. Canvassing the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor's space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

CONFERENCE ACTIVITY APPROVAL

"Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invitees, meeting attendees, delegates, officers must be approved by SNAC International. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges."

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

FDA APPROVAL/CLEARANCE: If an exhibitor intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor's materials, and the exhibitor's personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES: All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

UNION LABOR: Exhibitors are required to observe all union contracts, if applicable, in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration or use of equipment may be ordered through the general service contractor or an approved Exhibitor Appointed Contractor (EAC). Tipping is strictly forbidden for any personnel providing any services.

QUESTIONS?

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