

BRAND USA MARKETPLACE HALL RULES & REGULATIONS MARKETING AND TECHNOLOGY PROVIDERS

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1. ADMISSION/BADGES

Admission to the Brand USA Marketplace Hall will be granted only to those registered delegates wearing the official badge. Any individual not displaying proper IPW credentials will be escorted from the hall. You may be asked, at any time for proof of identification to compare to your registration credentials. Badges may not be altered, defaced or obscured by appliqués, stickers, or other decorations or souvenirs. Any duplication, reproduction, sharing or exchanging of badges will result in confiscation of the badge and the offender being escorted from the hall as well as jeopardizing future attendance.

The purchase of additional badges beyond those included in the sponsorship agreement must be approved by U.S. Travel and are at the current exhibitor delegate rate.

2. PAYMENT AND CANCELLATION POLICIES

Payment must be received by March 1, 2019. Please refer to your individual contract for payment and cancellation terms.

3. BOOTH COMPANY NAME AND PROFILE RESTRICTIONS

For companies registering at the member rate: the company name on your booth record must match the company name on your U.S. Travel membership record.

For all exhibitors *regardless of membership status*: the company name on your booth record and in the organization description may reference only one company/entity. Although it is permitted to include state or regional “extensions” (e.g., “IPW Hotels & Resorts-CA & AZ”) no more than two locations may be referenced. These locations must be in the same geographic region.

As noted under the Criteria to Exhibit section of ipw.com, “Exhibitor organizations can only sell *U. S. travel products and services* to buyers at IPW.” Therefore, exhibitor organization profiles may not include references to international properties or locations where products or services may be offered.

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4. PROHIBITED ACTIVITIES

The U.S. Travel Association prohibits:

- The solicitation of business outside of pre-scheduled or mutually agreed upon appointments;
- The sale or attempted sale of any retail products such as software, luggage, promotional materials;
- The distribution of promotional materials from any place other than an exhibitor's own booth;
- Raffles, drawings or sweepstakes during any official IPW business session or function;
- The cooking, preparation or sale of food and beverage in the Brand USA Marketplace Hall except through designated sponsors of the lounge areas. (Examples of prohibited items include but are not limited to: beverage machines, popcorn makers, food warmers, hot plates, refrigerators or freezers.);
- The presence of animals, except as provided for by the Federal Americans with Disabilities Act; and
- Noisy or undignified demonstrations in the exhibit booth. Booth personnel must be properly clothed at all times and must confine their activities to their exhibit space.

You are not permitted to behave in a manner that, in the sole discretion of the U.S. Travel Association, is objectionable. You must comply with any additional rules established by U.S. Travel Association.

5. BOOTH SET-UP

The Marketing and Technology Pavilion booth is a turnkey solution for marketing and technology providers. Freeman produces and installs the branded back wall and double-sided ID sign and delivers and sets up the complimentary furniture package.

Unless upgraded furniture and carpet rental options are purchased by the exhibitor through Freeman Online, Freeman will deliver the following complimentary furniture package to each Marketing and Technology Pavilion booth during set-up hours: standard ("classic") carpet, one signature loveseat, two black diamond arm chairs, one metro slate cocktail table, and one wastebasket.

Marketing and Technology Pavilion exhibitors may bring in small pop-up display banners to further brand the booth and/or order brochure racks, floral, computer monitors, etc.

- **Exhibit Installation and Dismantling**

Currently Freeman has an agreement with the Local IATSE Union to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local. Any labor services that may be required beyond what your regular full-time employees can provide, may be rendered by the Union. Labor can be ordered in advance via Freeman Online or at the on-site service desk.

- **Material Handling**

Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting company will be allowed to hand-carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by Freeman.

Booths must be set up by 8:00 a.m. on Monday, June 3, or the booth space will become the property of the U.S. Travel Association and the booth holder forfeits all fees paid.

Registered booth participants displaying proper credentials will be admitted for booth set-up between the hours of 8:00 a.m.-5:00 p.m. Saturday, June 1, and Sunday, June 2. Booth holders may also gain access to the Brand USA Marketplace Hall one hour prior to each appointment session.

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6. BOOTH TEAR-DOWN

Exhibitors may dismantle booths between 4:00 p.m.-6:30 p.m. on Wednesday, June 5, and 8:00 a.m.-5:00 p.m. on Thursday, June 6.

No packing crates or boxes will be returned to exhibitors until after the last appointment session concludes on Wednesday, June 5.

Early tear-down and use of packing tape is very disruptive to other companies still conducting business and will not be permitted. Infractions of this rule are subject to a \$500 fine.

Exhibitors will be unable to register for booth space at a subsequent IPW until all fines have been paid in full.

7. BOOTH DECOR & CARPETING

To assist buyers in easily locating booths for appointments, U.S. Travel requires that the booth number and name of the registered booth holding company be clearly displayed at all times.

Booth decorations must be fireproof and must conform to the standard dimensions fixed by U.S. Travel.

Each single booth space is 10' by 10'. Booth decorations may not exceed 10' in height on the back wall and rear 5' of the side rails. Side rail fixtures may not exceed 3.5' in height in the front 5' of booth space. View [Linear Booth Guidelines and Diagrams](#).

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of their booth. All display fixtures over 3.5' in height and placed within 10 lineal feet of an adjoining exhibit booth must be confined to that area of the exhibitor's space which is at least 5' from the aisle line.

Decorations must be kept within the confines of the booth space contracted for, and may not trespass into public areas such as aisles or lounges. These restrictions also apply to the use of flags, banners, and pictures displayed in the booth.

No helium balloons will be permitted in the Brand USA Marketplace Hall. Air-filled balloons will be permitted if they are properly secured and conform with the sightline regulations previously stated above.

All booths are required to be *completely carpeted* by the exhibiting organization to cover the total area of the exhibit space occupied by the exhibitor. U.S. Travel will provide standard carpeting for your booth. If you choose to upgrade the padding/carpeting, it will be at your expense, and you must order it through the Freeman Online. The exhibiting organization may bring its own carpet, but it must cover the entire exhibit booth area.

8. AUDIOVISUAL

Use of audiovisual equipment must be kept within the confines of the space for which the booth holder has contracted. U.S. Travel shall require that the projection of sound from this equipment beyond those confines, or any other unnecessary noise and disturbances, be discontinued in the event that complaints are filed by other participants. The booth holder is solely responsible for obtaining all necessary licenses and permits to use music, photography, or other copyrighted material in the exhibitor's booth or display.

9. SECURITY

The U.S. Travel Association shall provide the services of a security agency during periods of official booth set-up and dismantling, and during business periods. The booth holder agrees that the provision of such services constitutes adequate discharge of all obligations of U.S. Travel to supervise and protect booth holder's property. Exhibitors may elect to furnish additional after-hours guards and should insure their property at their own expense.

10. INDEMNIFICATION

The booth holder agrees to indemnify and hold harmless the U.S. Travel Association against all claims of damages, losses or charges of anything resulting from company's occupancy of space contracted. U.S. Travel cannot be held liable for any financial responsibilities incurred on the part of individual booth holders, participants or buyers.

11. COMPLIANCE

Exhibit booths will be checked by the U.S. Travel Association for compliance of these rules and regulations throughout the official set-up hours. Violators will be issued a warning and must correct the violation by 7:30 a.m. on Monday, June 3, 2019. At that time, U.S. Travel may take steps necessary to correct the violations at the exhibitor's expense. Booth holders must also comply with all work rules, regulations and ordinances in force in Anaheim, California. It is understood and agreed to that failure to comply with all Rules and Regulations may prohibit present and future participation in IPW.