



## BRAND USA MARKETPLACE HALL RULES & REGULATIONS

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### 1. NEW COVID-19 REGULATIONS FOR IPW 2021

U.S. Travel Association has established the following regulations for IPW 2021. All policies are subject to change based on city and state laws or as deemed necessary by U.S. Travel:

#### CHANGES FOR BOOTHS

- **Exhibitors will be spaced 6' apart for social distancing.** This 6' of space will be fully enclosed with 3.5' side rails on the front and sides and 8' backwall drape.
  - Exhibitors with multiple booths will *not* have these enclosed areas within their booth, however, this 6' of open space will be included in their footprint. Therefore, double booths now have a footprint of 10'x26', triple booths now have a footprint of 10'x42', quad booths now have a footprint of 10'x58', etc.
  - Exhibitors with multiple booths may place decor items in this extra open space, but furniture items are prohibited (see below). Decor must follow guidelines in section 11.
  - Exhibitors with multiple booths may install backdrops that span their entire booth space. Alternatively, exhibitors may center a smaller backdrop in their booth, leaving space on either side. For example, a double booth can use a 26' backdrop, or a 20' backdrop leaving 3' of space on either side.
  - Exhibitors with a single 10'x10' booth may not remove their side rails or utilize the socially distanced areas on either side of their booth.
- **All booth furniture must be ordered through and set by Freeman** (not including carpet). Freeman will set furniture in accordance with social distancing rules. Exhibitors may not move or bring outside furniture into their booths. All exhibitors must utilize the complimentary booth package or purchase an upgraded furniture package from Freeman.
- **Tabletop plexi guards are required at each table.** Plexi guards are included in the complimentary booth package. For all other furniture packages, exhibitors are responsible for the cost of the plexi guards.
- Exhibitors are *not* required to carpet their booth space for IPW 2021.

## CHANGES FOR DELEGATES

- Each 10'x10' booth may have a maximum of two exhibitor delegates. Express Booths and Connect Table Tops may have a maximum of one exhibitor delegate. Board Representatives do not count towards these totals.
- All individuals will have their temperatures checked upon entering the Las Vegas Convention Center.
- All individuals are required to wear a face covering over their nose and mouth to enter the Brand USA Marketplace Hall. Face coverings must remain on at all times.

## 2. 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 appliques, 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.

## 3. PAYMENT AND CANCELLATION POLICIES

### PAYMENT

- a. To be eligible for discounted rates, the purchase must be made, *and payment received*, by the discount deadline. Unpaid invoices will be amended to reflect the next rate period following the deadline:
  - If an individual registers at the Early Rate, but payment is not received for that individual by June 30, 2021, the Standard Rate will be applied to the unpaid invoice and balance billed.
- b. To be eligible for the member rates, 2021 member dues must be paid by June 1, 2021, regardless of when the registration purchase was made. If the dues payment is not received by June 1, 2021, the Non-Member Rate will be applied to the IPW registration invoice (paid or unpaid) and balance billed.

### CANCELLATION

Applies to booth space, Media Marketplace packages, and individual exhibitor/shared booth partner/one-day delegate badges

- A 100% refund will be given if cancelled by June 30, 2021 (11:59 p.m. Eastern Daylight Saving Time).
- A 50% refund will be given if cancelled between July 1-August 6 (11:59 p.m. Eastern Daylight Saving Time).
- No refunds will be given on or after August 7, 2021.

## 4. 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 in the organization description. 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.

## 5. PROHIBITED ACTIVITIES

The U.S. Travel Association prohibits:

- The solicitation of business outside of pre-scheduled or mutually agreed upon appointments;
- The solicitation of services outside of the main purpose of IPW business such as advertising, memberships, tradeshow sales, representation services, and printing services;
- 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;
- 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: popcorn makers, food warmers, and hot plates.);
- 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 the [Events Code of Conduct](#) established by U.S. Travel Association.

## 6. FOOD AND BEVERAGE DISTRIBUTION ON THE SHOW FLOOR

Centerplate is pleased to be the exclusive caterer in the Las Vegas Convention Center. The Las Vegas Convention and Visitors Authority and Centerplate value their customers' safety, health and wellness regarding food preparation, handling, and regulations as set forth by the Southern Nevada Health District. It is for the safety of customers that ready-to-eat food prepared outside of this building is not permitted. Any questions, comments, or concerns should be directed to Centerplate's Main Office at 702.943.6779.

Food and Beverage Forms will be posted in the spring.

## 7. EXHIBITOR APPOINTED CONTRACTORS *(does not apply to Express Booths or Connect Table Tops)*

*Per IPW's COVID-19 regulations, all booth furniture must be ordered through and set by Freeman (not including carpet). All EACs and representatives from exhibiting organizations are subject to U.S. Travel's COVID-19 regulations.*

[Exhibitor Appointed Contractors](#) (EACs) are independent contractors (other than Freeman, the official show contractor) hired by an exhibiting company and can include booth builders, supervisors or designers, independent display companies, delivery personnel or technicians.

In order for employees of these contractors to gain access to the Brand USA Marketplace Hall, the exhibitor is required to complete the following:

1. You must complete the Exhibitor Appointed Contractor form by August 6, 2021;
2. Your selected contractor must provide the following certificates of insurance by August 6, 2021:
  - Workers compensation providing at least \$100,000 in coverage and meeting the requirements established by the state of Nevada.
  - Comprehensive general liability providing at least \$1,000,000 in coverage and naming U.S. Travel Association, Freeman and the Las Vegas Convention Center as additional insureds.

The EAC can then access the floor during official set-up and dismantling hours and for one hour before the first appointment session and one hour after the last appointment session each day.

**NOTE:** An exhibitor may use a representative *from the exhibiting organization* to assist with set up and dismantling of the booth; however, if that representative is not a registered IPW delegate, advance notification of that representative's contact information must be given to U.S. Travel for pre-approval by August 6, 2021 (access will only be given during exhibitor move-in/move-out times). Submit this information using the [Notification of Intent to Use Non-Registered Staff or Agents of Exhibiting Organization for Booth Set-Up/Dismantle Form](#).

## 8. BOOTH SET-UP

Booths must be set up by 8:00 a.m. on Monday, September 20, 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 to the Brand USA Marketplace Hall for booth set-up between the hours of 8:00 a.m.-5:00 p.m. Saturday, September 18, and 8:00 a.m.-5:00 p.m. Sunday, September 19. Booth-holders may also gain access to the Brand USA Marketplace Hall one hour prior to each appointment session.

- **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 onsite 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.

### EXPRESS BOOTHS AND CONNECT TABLE TOPS

Freeman delivers and sets up the complimentary furniture package (see section 10); the Key Contact need only show up by 8:00 a.m. on Monday morning to put out any brochures or other promotional materials.

## 9. BOOTH TEAR-DOWN

Exhibitors may dismantle booths between 4:00-6:30 p.m. on Wednesday, September 22, and between 8:00 a.m.-5:00 p.m. on Thursday, September 23.

No packing crates or boxes will be returned to exhibitors until after the last appointment session concludes on Wednesday, September 22.

**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. This rule also applies to the Express Booths and packing up of any promotional materials brought in for distribution.**

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

## 10. COMPLIMENTARY BOOTH FURNITURE PACKAGE

Rental of standard booth space includes one 4' white draped table; two chairs; one wastebasket; one tabletop plexi guard; and a standard identification sign with booth number. Exhibitors must submit the Optional Package Form from the Exhibitor Service Kit by August 20, 2021 to receive these items at no cost (after August 20 there will be a fee).

The back and side drape will be white and the aisle carpeting will be black. Booth carpeting is optional at IPW 2021 and is not included in the booth rental fee. All additional decor (including booth carpet) must be ordered and paid for by the booth-holder directly with the official service contractor.

### EXPRESS BOOTHS

The Express Booth package includes one 4' white draped table; two chairs; one wastebasket; one tabletop plexi guard; black carpet; and a branded graphic with logo and an identification sign with organization name and booth number.

### CONNECT TABLE TOPS

The Connect Table Top package includes one 6' white draped table; two chairs; one wastebasket; one tabletop plexi guard; black carpet; and a standard identification sign with booth number.

## 11. 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 standard booth space is 10'x10'. Booth decorations may not exceed 8' 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](#).

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.

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of their booth. Exhibitors with larger space-30 lineal feet or more-should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 3.5' and within 10 lineal feet of the neighboring booth is intended to accomplish both of these goals. *Note: When three or more linear booths are used in combination as a single exhibit space, the 3.5' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.*

Decorations must be kept within the confines of the booth space contracted 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 stated above.

**NOTE:** Express Booths and Connect Table Tops may not bring any decor items, props or pop up banners. These exhibitors may only bring brochures and other materials.

## 12. AISLE CARPET & END OF AISLE ARCHWAYS *(does not apply to Express Booths or Connect Table Tops)*

**Requests for special aisle carpet and for end of aisle signage, booth archways or any other similar structure must be submitted and approved by U.S. Travel prior to show set-up.**

Exhibitors not complying with the following rules may be asked to remove their aisle carpet and/or end of aisle signage at their own expense:

### AISLE CARPET

- In order for an exhibiting company to cover an aisle with their own choice of carpet, the exhibitor must occupy two or more adjacent booths directly across the aisle from each other.

### END OF AISLE SIGNAGE

- End of aisle signage and/or booth archways may only be placed at the beginning and ending of aisles/cross-aisles when exhibitors are all from the same destination, corporation or region.
- Exhibitors with three or more adjacent booths directly across the aisle from each other may place end of aisle signage and/or booth archways only at the corner of a cross-aisle when their booths do not span a full aisle.
- No signs, banners or archways over aisles will be permitted if the above criteria are not met.
- Archways may not interfere with the set-up of non-participating exhibit booths and must not impede reasonable sightlines.
- Two general types of Archways are permitted on the show floor. View [IPW Archway Regulations](#) diagram.
  - Type #1: Archway must not exceed the 10' height restriction and the arch design cannot exceed 2' in width on all sides. The interior dimension of the archway must be 10' wide to span the distance of the aisle.
  - Type #2: Archway must not exceed the 10' height restriction and the arch design cannot exceed 2' in width across the top of the archway and 5' in width on the sides. The interior dimension of the archway must be wider than 18' to span the distance of the aisle.

### 13. 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.

### 14. 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.

### 15. 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.

### 16. 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, September 20. 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 Las Vegas, Nevada. It is understood and agreed to that failure to comply with all Rules and Regulations may prohibit present and future participation in IPW.