



MARKETING AND TECHNOLOGY PAVILION RULES & REGULATIONS

7/13/2021

CLICK ON THE HYPERLINKS BELOW TO JUMP TO THE DESIRED SECTION:

- [New COVID-19 Regulations for IPW 2021](#)
- [Admission/Badges](#)
- [Payment and Cancellation Policies](#)
- [Booth Company Name and Profile Restrictions](#)
- [Prohibited Activities](#)
- [Booth Set-Up](#)
- [Booth Tear-Down](#)
- [Complimentary Booth Furniture Package](#)
- [Booth Decor](#)
- [Audiovisual](#)
- [Security](#)
- [Indemnification](#)
- [Compliance](#)

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

- **MTP booths will be spaced 6' apart for social distancing.** MTPs that have purchased a double booth are entitled to the social distancing space within their booth area. Therefore, double booth holders have a footprint of 10'x'26'. Capacity and furniture rules still apply (see below).
- **All booth chairs and tables must be ordered through and set by Freeman.** Exhibitors may not move or bring outside furniture into their booths. MTP Booths (10'x10') must utilize the complimentary booth package or order upgraded options from Freeman. MTP Express Booths (5'x10') must utilize the complimentary booth package and may not purchase upgraded furniture.

CHANGES FOR DELEGATES

- MTP Booths (10'x10') may have a maximum of three registered delegates, not including Board Representatives.
- MTP Express Booths (5'x10') may have a maximum of one registered delegate, not including Board Representatives.
- 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 Marketing and Technology Pavilion and 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.

In addition to the three complimentary badges included in the 10'x10' MTP sponsorship, you may purchase one additional badge at the current exhibitor delegate rate. This is subject to approval by U.S. Travel and may be impacted by COVID-19 regulations. *(Does not apply to Express MTPs.)*



3. PAYMENT AND CANCELLATION POLICIES

Payment of the Fee in its entirety must be received by U.S. Travel per the date listed on Exhibit A of your contract

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 Marketing and Technology Pavilion or 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. 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 Marketing and Technology Pavilion for booth set-up between the hours of 8:00 a.m.-5:00 p.m. on Sunday, September 19. Booth-holders may also gain access to the Marketing and Technology Pavilion one hour prior to each appointment session.

The Marketing and Technology Pavilion booth is a turnkey solution for marketing and technology providers. Unless upgraded options are purchased by the exhibitor through Freeman Online (see section 8), Freeman will deliver the complimentary furniture package to each Marketing and Technology Pavilion booth during set-up hours.

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.

7. BOOTH TEAR-DOWN

Exhibitors may dismantle booths between 8:00 a.m.-5:00 p.m. on Thursday, September 23.

No packing crates or boxes will be returned to before this time.

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.

8. COMPLIMENTARY BOOTH FURNITURE PACKAGE

MTP BOOTH (10'x10')

The complimentary package for MTP Booths includes one table; two stools; red carpet and booth ID sign. Exhibitors may order upgraded furniture, a monitor and/or an 8'x10' branded backwall at own expense.

MTP EXPRESS BOOTH (5'x10')

The complimentary package for MTP Express Booths includes a kiosk with graphics; two stools; red carpet and booth ID sign. No option for upgrades.

Reminder: The furniture and carpet package outlined in your Letter of Agreement is automatically provided. You need only order through Freeman if you wish to upgrade your selections. The deadline for discounted pricing is August 20, 2021.

9. BOOTH DECOR & CARPETING

For IPW 2021, exhibitors may not bring furniture into their booths. All exhibitors must utilize the complimentary booth package or purchase an upgraded furniture package from Freeman.

MTP Booths (10'x10') may bring small decor items and pop-up banners to further decorate their space. MTP Express Booths (5'x10') may only bring brochures and other materials.

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.

Booth decorations may not exceed 8' in height on the back wall.

All display fixtures over 3' 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 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' and within 10 lineal feet of the neighboring booth is intended to accomplish both of these goals.

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 Marketing and Technology Pavilion or 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.

10. 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.

11. 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.

12. 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.

13. 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.