



BRAND USA MARKETPLACE HALL RULES & REGULATIONS

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

- [1. Admission/Badges](#)
- [2. Payment and Cancellation Policies](#)
- [3. Booth Company Name and Profile Restrictions](#)
- [4. Prohibited Activities](#)
- [5. Food & Beverage Distribution](#)
- [6. Exhibitor Appointed Contractors](#)
- [7. Booth Set-Up](#)
- [8. Booth Tear-Down](#)
- [9. Complimentary Booth Furniture Package](#)
- [10. Booth Decor](#)
- [11. Pavilions: Aisle Carpet & End of Aisle Signage](#)
- [12. Audiovisual](#)
- [13. Security](#)
- [14. Compliance](#)
- [15. Liability and Indemnification](#)
- [16. Force Majeure](#)
- [17. Other Policies](#)

1. ADMISSION & BADGES

Admission to the exhibit 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.

2. PAYMENT AND CANCELLATION POLICIES

PAYMENT

- To be eligible for discounted rates, the purchase must be made, and payment received, by the discount deadline of December 18, 2024. Unpaid invoices will be amended to reflect the next rate period following the deadline.
- To be eligible for the member rates, 2025 member dues must be paid by March 31, 2025, regardless of when the registration purchase was made. If the dues payment is not received by March 31, 2025, the Non-Member Rate will be applied to the IPW registration invoice (paid or unpaid) and balance billed.
- All invoices must be paid in full prior to being given access to appointment scheduling and/or receiving credentials onsite.

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 March 31, 2025 (11:59 p.m. Eastern Time).
- A 50% refund will be given if cancelled between April 1-May 2, 2025 (11:59 p.m. Eastern Time).
- No refunds will be given on or after May 3, 2025.

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 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.

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2025 Hosts



4. 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 exhibit 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.

Any violation of these activities could result in confiscation of the badge and the offender being escorted from the hall as well as jeopardizing future attendance.

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.

5. FOOD AND BEVERAGE DISTRIBUTION ON THE SHOW FLOOR

OVG Hospitality is the exclusive caterer in McCormick Place Convention Center. Ready-to-eat food prepared outside of this building is not permitted. Any questions, comments, or concerns should be directed to OVG Hospitality at infoovg@mccormickplace.com.

6. EXHIBITOR APPOINTED CONTRACTORS (*does not apply to Express Booths*)

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.

If your organization intends to use an exhibitor appointed contractor other than Freeman, you are required to complete the following items. If your EAC hires a subcontractor, you must submit a form for the subcontractor as well, and the subcontractor must provide their own insurance.

1. You must complete the [Exhibitor Appointed Contractor form](#) by May 9, 2025;
2. Your selected contractor must provide the following certificates of insurance by May 9, 2025:
 - Workers compensation providing at least \$100,000 in coverage and meeting the requirements established by the state of Illinois.
 - Comprehensive general liability providing at least \$1,000,000 in coverage and naming U.S. Travel Association, Freeman and the McCormick Place 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 May 9, 2025 (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](#).

7. BOOTH SET-UP

Booths must be set up by 7:00 a.m. on Monday, June 16, 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 exhibit hall for booth set-up between the hours of 8:00 a.m.-5:00 p.m. Saturday, June 14, and 8:00 a.m.-5:00 p.m. Sunday, June 15. Booth-holders may also gain access to the exhibit 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 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.

IPW BRAND USA MARKETPLACE HALL RULES AND REGULATIONS

EXPRESS AND INCLUSIVE BOOTHS

Freeman delivers and sets up the complimentary furniture package (see section 9); the Key Contact need only show up no later than 7:00 a.m. on Monday morning to put out any brochures or other promotional materials.

8. BOOTH TEAR-DOWN

Exhibitors may dismantle booths between 5:00-6:30 p.m. on Wednesday, June 18, and between 8:00 a.m.-5:00 p.m. on Thursday, June 19. No packing crates or boxes will be returned to exhibitors until after the last appointment session concludes on Wednesday, June 18.

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.

9 COMPLIMENTARY BOOTH FURNITURE PACKAGE

Rental of standard 10' x 10' booth space includes one 4' draped table; two chairs; one wastebasket; and a standard identification sign with booth number. Exhibitors **must** submit the complimentary booth package form through Freeman Online by **May 9, 2025**, to receive these items at no cost (after **May 9** there will be a fee for these items).

EXPRESS BOOTHS

The Express Booth package includes one 4' draped table, two chairs, one wastebasket, carpet, and a branded graphic with logo and an identification sign with organization name and booth number. Exhibitors will receive these items automatically; no form is needed.

Graphic must be uploaded to the Freeman Box site by **May 9, 2025**. Download the [Express Booth Graphics Instructions](#).

10. BOOTH DECOR & CARPETING

- IPW requires all exhibiting organizations to completely cover the total area of the exhibit floor space occupied by the exhibitor. Flooring is not included with your exhibit space purchase; if you are not providing your own flooring for your booth, you can rent carpet from Freeman through the online exhibitor services kit. Show Management reserves the right to “force carpet” in any exhibit area that is without flooring before the end time for booth move-in/setup. Exhibitor is responsible for the flooring cost.
- 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' in height (variance will be permitted for exhibit rentals with standard 39" side wall panels) in the front 5' of booth space. View [Linear Booth Guidelines and Diagrams](#). Infractions of this rule are subject to a significant fine, Exhibitors will be unable to register for booth space at a subsequent IPW until all fines have been paid in full.
- 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 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' 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' 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 exhibit hall. Air-filled balloons will be permitted if they are properly secured and conform with the sightline regulations stated above.
 - Booth decorations must be fireproof and must conform to the standard dimensions fixed by U.S. Travel.
- To maintain a professional appearance of the exhibit hall, booths must have back sides of displays covered when visible from an aisle (e.g., panels on the back side of a pop-up structure in an island booth to cover the frame).
- Utility connections (electrical or internet wires, air/water/gas hoses, etc.) must be hidden from view to maintain a high level of safety and professional appearance.
- **CANOPIES/CEILINGS:** Canopies, including ceilings, umbrellas, and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). **The use of canopies and ceilings in linear and island booths is permitted with prior approval from the venue to ensure structure and fire safety compliance.** (Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings.)

Canopies for Linear or Perimeter Booths should comply with line-of-sight requirements. The bottom of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than three inches 3" (0.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth.

ISLAND BOOTHS (20'x20' and Larger)

Exhibitors in island booths may use the entire cubic content of the contracted space. Please be mindful of the placement of walls and hanging signs so as not to excessively block the view of neighboring exhibitors or impede an attendee's ability to navigate the show.

Branding is permitted on walls facing the aisles. The height restriction for island booth structures is 16'. **Exhibitors in island booths must submit their booth drawings/schematics for approval by May 9, 2025.**

EXPRESS BOOTHS

Additional chairs and furniture are not permitted. Due to space restrictions, other signage, displays, or monitors/screens are not permitted to be placed next to or behind the Exhibitor's contracted express booth. Any such items will be removed. All other display materials, such as laptops, brochures, and giveaways, must be kept within the confines of the unit.

11. PAVILIONS: AISLE CARPET & END OF AISLE ARCHWAYS

Only approved pavilions may have special aisle carpet and end of aisle signage, booth archways or any other similar structure.

Pavilions must occupy eight or more adjacent booths and exhibitors are all from the same destination, corporation, or region.

- Double padding is permitted in the aisles, but no padding will be allowed in the cross aisles.
- Exhibitors with four 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.
- 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.

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

12. 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.

13. 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.

14. 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 6:30 a.m. on Monday, June 16. 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 Chicago, Illinois. It is understood and agreed to that failure to comply with all Rules and Regulations may prohibit present and future participation in IPW.

15. LIABILITY AND INDEMNIFICATION

Exhibitor agrees to assume all risk and liability and to indemnify, defend (at U.S. Travel's option) and hold harmless U.S. Travel, Freeman, the State of Illinois, McCormick Place, the City of Chicago and their officials, officers, directors, members, managers, affiliates, agents, servants, employees, representatives, contractors, subcontractors, and consultants, from and against, any and all claims, demands, injury, defense costs, liabilities, judgments, loss, expenses, or damages of any kind or nature arising out of or in connection with (a) any damage, fire damage, theft, destruction, or loss of any property belonging to or in the possession or control of exhibitor and its officials, officers, directors, members, managers, affiliates, agents, servants, employees, representatives, contractors, subcontractors, consultants, patrons, guests, or invitees (the "covered exhibitor parties"), (b) any injury (including bodily injury or death) to any of the covered exhibitor parties, and/or (c) any damage, fire damage, theft, destruction, or loss of any property belonging to U.S. Travel, Freeman, the State of Illinois, McCormick Place, the City of Chicago, or any other exhibitor relating to, arising out of, caused by, occasioned by, or in connection with: (i) the exhibitor's participation in or presence at IPW 2025, including but not limited to exhibitor's installation, removal, maintenance, occupancy or use at McCormick Place premises, or any part thereof; (ii) any act or omission of any of the covered exhibitor parties, or (iii) exhibitor's breach of any of the terms or provisions of the IPW rules & regulations, including, but not limited to, all obligations incorporated by reference, including all policies, rules, and regulations of the McCormick Place and the City of Chicago. Exhibitor is solely responsible for any and all damage to McCormick Place premises caused by any of the covered exhibitor parties. To the extent U.S. Travel has any liability to exhibitor under this agreement, such liability shall not exceed the total amount paid by exhibitor in exhibit fees to U.S. Travel for IPW 2025.

16. DEFAULT

Exhibitor's material violation of the IPW Rules & Regulations shall be grounds for termination of Exhibitor's right to the use of space allocated to it by IPW Show Management, forfeiture of all fees paid by Exhibitor for IPW 2025, and such other remedies as may be appropriate. An Exhibitor whose right to the use of space has been terminated shall be required to vacate and remove its exhibit, all merchandise, and business and personal property from IPW 2025. An Exhibitor in violation of the IPW Rules & Regulations will be ineligible for IPW 2026, and placement on the show floor will be subject to change in U.S. Travel's sole discretion. Any failure, delay, or forbearance by U.S. Travel in insisting upon or enforcing any provision of the IPW Rules & Regulations shall not be construed as a waiver of, and shall not prejudice U.S. Travel's right to enforce, such provision against any Exhibitor.

17. FORCE MAJEURE

IPW 2025 may be postponed or cancelled due to an uncontrollable event, including but not limited to fire, flood, earthquake, hurricane, storm, drought, and other extreme catastrophes or weather conditions (actual or forecasted), strike, lockout, failure of or threat of failure of facilities, equipment, mechanical or utilities, national emergency, global health crisis, epidemic, riots, terrorism, threats of terrorism, war, material or labor restrictions by any governmental authority, unavoidable casualty, industrial action, acts of God, unavailability of McCormick Place, severe curtailment of national transportation that represents a clear and adverse effect on the ability of attendees to attend the event, governmental directive or other event which would prevent aircraft being flown into the City of Chicago or a cancellation or restriction in transportation facilities that would otherwise prevent some or all of the anticipated attendees from arriving at the event, or any other circumstances or events beyond the control of U.S. Travel. If IPW 2025 is cancelled or postponed for any reason set forth in this Section 17, U.S. Travel may return a portion of the Exhibitor's display fee(s) less the amount of any direct production costs actually incurred by U.S. travel, but in no event shall the amount returned to Exhibitor exceed the total display fee(s) amount already paid by Exhibitor to U.S. Travel. Except as provided in this Section 17, U.S. Travel shall not, as a consequence of IPW 2025 being postponed or cancelled, be responsible for any cost, damage, expenses, or loss of revenue that may be incurred by the Exhibitor.

18. OTHER POLICIES

• COMMUNICABLE DISEASE/SAFETY PROTOCOL AGREEMENT

By registering for and/or attending IPW, delegates understand and agree that they risk being exposed to or infected by a communicable disease, including but not limited to COVID-19, by attending IPW (the "Event"), and I agree to follow all safety protocols established for the event. In consideration of the opportunity to participate in IPW (the "Event"), the organization identified above ("Attendee") hereby agrees to forever release, covenants not to sue, discharges, and agrees to indemnify, defend, and hold harmless U.S. Travel Association ("U.S. Travel"), its employees, officers, directors, members, agents, and representatives (collectively, the "U.S. Travel parties") of and from any and all liabilities, claims, actions, damages, costs, or expenses of any kind ("claims") arising out of or relating to Attendee's participation in the Event, including but not limited to exposure to or infection of COVID-19 or other communicable diseases by Attendee, its employees, officers, directors, members, agents, and representatives at the Event, whether arising directly, now or in the future, including any exposure or infection resulting from the negligent acts or omissions of any U.S. Travel party.

• EVENT CODE OF CONDUCT

The [U.S. Travel Code of Conduct for Events](#) establishes minimum expectations of behavior for individuals attending U.S. Travel-sponsored events such that all participants may feel safe and are treated with respect. The Code is strictly enforced.

• PRIVACY POLICY

U.S. Travel Association respects your privacy and will only use your information in accordance with our Privacy Policy, available at ipw.com/privacy-policy. You have a right to access, to rectify and to object for legitimate reasons to the processing of your data in accordance with our Privacy Policy. If you have questions or comments our Privacy Policy, please contact us at feedback@ustravel.org.

• PHOTOGRAPHY/VIDEOGRAPHY USAGE

By registering for and/or attending IPW, delegates understand and agree that they may be photographed, filmed, or videotaped and hereby give U.S. Travel and those acting with its permission to take pictures and/or recordings of such delegates, and grant the perpetual right to use their name, voice, photograph, portrait, likeness, and biographical information (collectively, "Likeness"), without compensation, for broadcast or exhibition in any media now known or hereafter devised and to put the finished pictures/recordings to any lawful use without limitation or reservation.

Delegates hereby waive, release and forever discharge U.S. Travel from and against any and all claims or actions arising out of or resulting from any use of their Likeness. Delegates who wish to opt-out of this waiver must complete the [Media Opt-Out Form](#) and bring it and the required photo to the registration desk on-site.

• E-MAIL OPT-IN

When you submit personal information to us through the registration process, you will be given an opportunity to opt in at the time of submitting your personal information to the inclusion of your email address on contact lists of our users, which are provided for promotional and marketing communications from us, our sponsors, and other third parties.

If you initially elect not to opt in and later decide that you would like to opt in, you may log into My IPW using your individual login codes to change your selection. Keep in mind, when we do provide mailing lists to third parties, we enter into agreements with such parties limiting use of the lists.

• NO CONFLICTING EVENTS POLICY

IPW participants may not organize or sponsor any activities that conflict with the official IPW program or sponsored events during official conference hours—this includes all sponsored lunches and evening events, not just business appointments.

Our partners have made significant investments in specific parts of the IPW program—IPW as we know it would not be the same without them, and we want all delegates to be able to enjoy this annual, one-of-a-kind experience without distraction.

The U.S. Travel Association reserves the right to change, amend, add, or remove any of the above at its sole discretion and without prior notice. If one or more of the conditions outlined should become invalid, the remaining conditions will continue to be valid and apply. The views expressed by any event attendee, speaker, exhibitor, or sponsor are not necessarily those of the U.S. Travel Association or our stakeholders. All attendees, speakers, exhibitors, and sponsors are solely responsible for the content of all individual or company presentations, marketing collateral, and/or advertising.

By completing the online registration and acknowledging these IPW Marketplace Hall Rules and Regulations linked therein, you are indicating your understanding and acceptance, on behalf of your organization and its representatives, of the conditions, instructions, and other stated information necessary to attend IPW as set forth by the U.S. Travel Association.