



# Exhibitor Rules & Regulations Contract Conditions Annual National Conference St. Louis, Missouri | July 14-16, 2019



**Association:** The word “Association” means the School Nutrition Association, its officers, directors, committees, agents or employees acting for it in the management of the exhibition.

**ANC Logo:** An exhibitor wishing to use SNA’s ANC logo shall submit an SNA Logo Request Form with its intended use to SNA, for prior approval, which shall be within the sole discretion of SNA.

**Show Management:** Crystal Harper-Pierre, SNA Exhibits Sales Manager, (703) 824-3040, charper@schoolnutrition.org, fax: (703) 824-3015

## 1 Payment & Refunds

- A. Payment Policy:** A 50% partially refundable deposit must accompany your contract to secure your booth. Booth space will not be held without a deposit. Full payment for all booth space is required by **December 7, 2018**. If full payment is NOT received by December 7, 2018, the Association shall have the right to retain the deposit as liquidated damages and cancel the booth reservation. Contracts received **AFTER December 7, 2018**, must be accompanied by full payment.
- B. Cancellations/Reductions:** All cancellations and reductions must be made in writing to Show Management. If notice of cancellation is made prior to **December 31, 2018**, a refund less 75% of the total cost of the booth will be issued. Please note that after **December 31, 2018, NO REFUNDS WILL BE ISSUED** on booth space that is cancelled or reduced. Any space not occupied by the opening of the conference for which no special arrangements have been made may be reassigned by the Association without obligation to make any refund whatsoever.
- C. Membership and Other Fees due:** *Any payments, rents, dues, membership fees, sponsorship or advertising owed to the Association must be paid in full PRIOR to the show dates. Any exhibiting firm with outstanding booth rent will not receive their Exhibitor Service Kit until payment is made in full. Any exhibiting firm with outstanding booth rent, advertising, sponsorship or membership fees owed to the Association will not be permitted onto the trade show floor. Exhibitors will not be permitted to set-up their booth until full payment has been received.*

## 2 Permissible Products in SNA Exhibit Shows and Sponsorships

- A. Permissible Products:** Companies exhibiting at SNA’s Annual National Conference and/or showing their product at a predetermined sponsored meal or event may only include products that are within the USDA regulations to be sold in Child Nutrition (CN) programs. It is the exhibitor’s responsibility to ensure that their products meet all USDA’s compliance requirements.
- B. Buy American Provision:** Exhibitors agree to display, prepare or promote only those products that comply with the Buy American Provision which defines a domestic agricultural commodity as one that is produced in the United States and a domestic agricultural product as one that is processed in the United States substantially using agricultural commodities that are produced in the United States.” USDA Policy Memorandum SP38-2018, *Compliance with and Enforcement of the Buy American Provision in the National School Lunch Program*, dated June 30, 2018 provides that “substantially” means the agricultural food component must contain over 51% domestic agricultural commodities by weight or volume.
- C. Visit the USDA’s Child Nutrition Program (CNP) website <http://www.fns.usda.gov/school-meals/child-nutrition-programs> for more information.**
- D.** Exhibitors are allowed to demonstrate or feature product or logos in booth design, signage, written material, any give-aways such as tote bags, T-shirts, or any other merchandise.

### 3 Space Rental & Assignment of Location

- A. Contract Acceptance:** The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.
- B. Booth Assignment:** Prior exhibitors are given the first opportunity to reserve space for the following year at the current show. Booths will be assigned to those companies and others exhibiting at the current show according to the established priority point system. All contracts received thereafter will be assigned on a first-come, first served basis. The Association reserves the right to use its sole discretion in reassigning space in cases where competitive products have adjacent exhibits.

### 4 Use Of Space

- A. Permissible Exhibits:** All activities, including booth character personnel, must occur within the Exhibitor's allotted exhibit space. No activity, demonstrations, sampling, giveaways, solicitation, etc., will be permitted in the aisles.
- B. Food & Beverage Sampling (F&B):**
1. All exhibitors must comply with the America's Center (AC). The Guidelines for these requirements can be found on the SNA website—ANC2019 St. Louis conference page; [www.schoolnutrition.org/ANC](http://www.schoolnutrition.org/ANC)
  2. **Sample-size requirements: Food of four (4oz) and Beverage of six (6oz)** or less may be distributed by exhibitors and sponsoring organizations.
  3. **Sampling Authorization Form:** This form outlines policies and procedures pertaining to F&B sampling at the America's Center. The document contains specific information regarding allowable sample sizes, eligibility of sampling, method of distribution, etc. This form is required by America's Center Catering Office (Levy's) in order to obtain permission to sample.

For more information on available Exhibitor Catering Services or further assistance, please contact: Levy's Catering Office; phone: (314) 342-5127.

**C. Exhibit Hall & Space:**

1. Exhibitors shall not cause or permit any nails, staples, hooks, tacks, screws, or the like to be driven into the facility structure (including, but not limited to, any wall, ceiling, column, stone, window, drape, painted, carpeted or concrete surfaces) of the premises.
2. Exhibitors shall not erect any decorations or use adhesive materials, including tape that can deface the walls, ceilings, floors, facilities, and equipment contained on the premises.

3. Paint, Shoe polish and unapproved tapes are not allowed to be used in the facility. Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.
4. Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical buss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the AC is strictly prohibited.
5. No exhibits, displays or presentations will be permitted at any time in hotel rooms, suites and/or meeting rooms without written approval from Show Management.
6. **Contests, prizes, giveaways.**  
SNA is delighted to offer our ANC Exhibitors the opportunity to conduct activities that encourage participation within their booth. Please be mindful that Exhibitors are expected to comply with the rules and regulations that prohibit or restrict gifts, things of value, prizes, lotteries and giveaways in the state in which the ANC is held. In addition, persons who attend the ANC are subject to federal and their respective state and local ethics laws and regulations.
7. Giveaway items that are carried or worn as visible advertisement shall be controlled by the Association. Exhibitors may distribute bags to attendees.
8. Loud noises, bright lights or other distractions are not permitted. Sound volume of amplifiers or audiovisual presentations must be regulated so as not to disturb nearby exhibitors. Please follow the 80/30 rule explained under Sound and Noise Producing Devices below.
9. **Balloons:** Balloons are allowed only when anchored to the exhibit. At no time are exhibitors allowed to bring helium or mylar balloons in the facility. Helium tanks cannot be brought into the America's Center. Client will be responsible for the cost of retrieving untethered balloons.
10. SNA & AC reserves the right to approve all signage, staging, props, and décor. Posters are not to be taped, stapled, nailed or affixed in any other manner to the walls or columns in the Convention Center. No hanging signs are permitted without prior written approval from Show Management.
11. **Vehicles** that are to be brought into the AC must be pre-approved by Show Management (SM), and all requirements made under that agreement must be followed. In some cases,

vehicles will not be allowed in the building, and there are restricted areas that vehicles cannot enter. Special permission by your SM is required to place vehicles in public and common areas inside the facility. Keys to start the vehicle, as well as any deactivation codes for security features, shall be kept by a company representative at the display location for removal of such vehicles from the building in event of emergency. Motorized vehicles are defined as any vehicle which is propelled by an internal combustion engine, such as, but not limited to; automobiles, trucks, buses, farm equipment, construction equipment, motorcycles, snow mobiles, aircraft, watercraft, lawnmowers and other motor vehicles utilizing flammable fuels, which are placed on display inside the facility. Motorized vehicles shall:

- (a) Be equipped with a locking (or taped) gas cap to prevent the escape of vapors. Fuel tanks shall not have more than five (5) gallons of fuel, or 1/4 tank, whichever is less.
- (b) All fuel tanks shall be locked or effectively seal or prevent the escape of vapors.
- (c) At least one (1) battery cable disconnected from the ignition system.
- (d) Not be moved during exhibit hours. Vehicles may not be started or operated within the exhibit hall for the first 15 minutes after the exhibit hall closes to the public for the day or final closing of the event.
- (e) No vehicle may be operated in the exhibit hall without a lead person walking in front of the vehicle warning people of vehicle movement.
- (f) Fueling or defueling of vehicles is prohibited.
- (g) Protective covering approved by the AC placed underneath vehicles is required.

**12. Containers of flammable liquids** are prohibited from display or store within the facility. Prohibited materials include, but are not limited to, kerosene motor fuel, explosives, cryogenic gases, etc. Spray painting is not permitted within AC. AC sewer lines or drains may not be used to dispose of hazardous waste. Any materials left on the premises after move out will be disposed of at the expense of the Exhibitor. Examples of hazardous material would include but not be limited to gasoline type products, cooking grease, any type of paint or adhesive. All

booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher.

- 13. Cooking Appliances.** All cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal, and installed in accordance with the provisions of the Facility and Fire Codes. Small electric countertop fryers, ovens and skillets will be allowed for warming. When deep fryers are permitted, a Class (K) fire extinguisher must be positioned next to the fryer. Cooking appliances must be placed on non-combustibles surface materials and may not be located within two feet of any combustible material. All cooking using grease or cooking oils may require splatter shields or lids to protect other employees or the public attending the function from being burned. All cooking appliances shall be listed by a National Testing Agency, i.e., Underwriter Laboratory or Factory Mutual. The use of all gas-fired heating units, either portable or stationary needs to be approved by the Facility management and the Fire Marshal.
- 14. Use of Pyrotechnic or similar equipment.** Fireworks/pyrotechnics are only allowed in the Convention Center with the written permission of the Building Manager and Fire Marshal. All regulations of the St. Louis Fire Prevention Bureau will be enforced and observed by the Client, Exhibitors, and all others on the premises. Detailed fire regulation information may be obtained from the Fire Marshal's office by calling (314) 289-1900.
- 15. Flame-Retardant Treated Materials.** The following rules apply regarding flame-retardant treatments:
- (a) All curtains, drapes, table coverings, skirts, carpet and any materials used in exhibits must be flame retardant or constructed of flameproof material or treated with an approved flame proofing solution. Treatment shall be renewed as often as may be necessary to maintain the flame proofing effect.
  - (b) No combustible materials, merchandise or signs shall be attached to, hung from or draped over side and rear driver draperies of booths, or attached to table skirting facing aisles, unless flame proofed.
  - (c) All straw, sawdust, wood-shavings and hay shall be thoroughly treated with an approved flame-retardant product, stored and maintained in a manner approved by the Fire Marshal.

**16. Live Animals and Pets:** Permission for any domesticated animal (cats and dogs) to appear in a convention or trade show must first be approved by you and then by the CSM. Additional insurance may be required. Non-domesticated/exotic animals will be considered on an individual basis. Consult your CSM regarding any non-domesticated/exotic animal requests. Seeing eye/assistance animals are always permitted.

The following criteria must be met before the animal is allowed on property:

- (a) The animal must be relevant to the convention or booth. Personal pets are not permitted unless they are relevant to the convention or booth, or if they are an assistance animal.
- (b) A separate certificate of insurance in the amount of \$1 million combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, naming America's Center its parent company, subsidiaries and affiliates as additional insured.
- (c) Animals may not remain in the building overnight. A trainer must accompany animals at all times. Animals cannot be allowed to roam freely. They must be contained within the booth or enclosure.
- (d) When permission is granted to display live animals in the booth, the floor should be protected from stains by laying a leakproof covering on the floor.
- (e) The exhibitor is responsible for cleaning any mess created by the animal or its enclosure.

**17. The use of glitter, confetti, sand, rice, casca-rones, or simulated snow types of material,** as well as popcorn, is NOT permitted in the AC. Licensee is responsible for the materials required for clean-up resulting from violation of this policy.

**18. No crates, packing material, wooden boxes or other highly combustible materials may be stored in exhibit halls. No storage of any kind is allowed behind booths or near electrical service.** AC public areas and service hallways cannot be used for storage of supplies or equipment by guests or contractors. Service hallways and service areas are to be kept clear of all empty crates and cases. Empties are to be placed back on trucks. (Empties can be stored in the respective production/exhibits "bone yards" with regard to fire exits, egress and ingress). All empty crates and boxes should be stored in areas approved and assigned by the AC management and the Fire Prevention Bureau.

**19.** Chewing gum may not be distributed in the facility or on the premises.

**20. ADA:** All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act (ADA). The Exhibitor shall hold SNA or its directors, officers, employees, agents or subcontractors harmless from any consequences of exhibiting company's failure in this regard. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

**ADA, Civil Rights Division**

(800) 514-0301

[www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm)

Claims made in exhibit booths and products displayed are required to (a) meet all or part of the reimbursable meal pattern for school lunch or school breakfast or (b) provide nutrient composition which must be substantiated by the following conditions: The manufacturer or service provider must keep on file documents of verification that will substantiate such claims. These documents must be available for review at any time by SNA representatives or members should a question arise. At the request of the Association, before or during the Exhibition, exhibitor must promptly furnish the Association with sample products, packages, labels, advertising and promotional literature that would be or are being distributed before the exhibitor will be eligible to participate or continue in the Exhibition. The Association, in its sole discretion, reserves the absolute right to determine which firms and products are appropriate, in its judgment, for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any other item that the Association deems objectionable. If the Association decides, in its sole discretion, that any of these do not meet its standards or is not suitable, the exhibitor must immediately comply with the Association's decisions or withdraw. If the exhibitor chooses to withdraw, the booth must remain intact until the end of the show day.

**D. Aisles & Archways:**

- 1. Vertical aisles can only be purchased if there are an even number of participating booths involved (i.e., there must be an even number of

booths on both sides of the aisles that are participating in the grouped exhibit section). Horizontal aisles (cross aisles) may not be purchased.

2. Archways may only be placed at the beginning and ending of vertical aisles that are even across. Archways may not interfere with the set-up of non-participating exhibit booths. Archways must be contained within the 10' x 10' booth space. Archways may not be placed on aisle carpet. Contact Show Management for further details.

**E. Subletting of Space: Exhibitor may NOT assign this contract, or sublet any space contracted for hereunder, or show in such space any articles other than those manufactured by the exhibitor and shall not place any name signs or courtesy cards on any equipment it loaned for demonstration purposes unless the supplier of such equipment also is an exhibitor in the Exhibition.**

**F. Hand-Carry Policy:** Move-in or Move-out through the facility lobbies is strictly limited to hand-carried items. Dollies, flatbeds or anything mechanical is prohibited. Materials that require the use of wheeled or mechanical equipment must be delivered via the loading docks. Passenger elevators and escalators are designed for passenger use only, and are not intended to carry freight.

**G. Unloading Personal Owned Vehicles (POV): Parking at the loading docks and staging areas is prohibited unless authorized by GES.**

Exhibitors bringing exhibit materials in personal vehicles (POV) will be required to obtain a DOCK PASS at the GES Freight Desk in order to gain dock access. This pass will allow 20 minutes to unload the POV before it must be moved from the dock ramp area. At the end of the 20 minute allotted time, vehicles must be moved to the convention center parking areas. The definition of a POV is one which MUST BE unloaded within 20 minutes by a full-time company employee(s), MUST BE unloaded by hand, and MUST NOT BE a closed-bodied vehicle with dual wheels. Vehicles that qualify include: Sedan, Sports Utility Vehicle, Pick-Up, and Economy Van.

**H. Cartload Services**

1. To facilitate the move-in and move-out of Exhibitors with small exhibit material shipments, GES is pleased to make available Cartload Service for hire which includes One (1) laborer with One (1) flat cart, for one trip. Services can be made from the dock to your booth or your booth to the dock.
2. This service is for those who have small carry items all of which must fit on a 2'x6' push cart, in one trip only. If you arrive with a truck, van, trailer, or truck with trailer filled with exhibit

materials you will not qualify for this service and will be redirected.

3. A cartload is eight (8) pieces or less, weighing less than 200 LBS total. One cartload trip allowed per booth.
4. Freight that is too large or heavy will be charged Material Handling rates. No personal trucks (one ton or over), no rental trucks, trailers, or bobtails will be unloaded through Cartload service.

## **5 Canvassing & Prohibited Materials**

**A. Activities that Cause Aisle & Booth Blockage:**

Exhibitors must cease the activities of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. If the exhibitor does not take action to stop such activities that are causing aisle or booth blockage, Show Management has the authority to stop such activity immediately. It is the sole responsibility of the exhibitors to "police" their own lines.

**B. Canvassing & Other Activities:** No person, firm or organization not having contracted with the Association for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention center or corridors or in hospitality suites. In addition, exhibitors with contracts may not distribute materials in the convention center corridors. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights for claims against the Association arising out of the enforcement of this rule.

1. Circulars or other promotional material may be distributed only from the exhibitor's booth space.
2. The Association reserves the right to reject, cancel, remove or restrict exhibitors whom, because of noise or any other reason, shall interfere with the best interests of the Exhibition as a whole.
3. **The *School Nutrition* magazine (the Association magazine) is the ONLY "official magazine and electronic publication" that exhibits on the floor, distributes materials within the convention center facility and contracted hotels.**

**C. Sale or Distribution of Merchandise:** Exhibitors may show, discuss, explain and demonstrate items or services but shall not make sales that result in exchange of merchandise or money in the Exhibit Hall. Exhibitors engaging in objectionable methods shall be subject to eviction without refund and the loss of all priority points for the current year.

**D. Prohibited Materials:** The use of characters, musicians, entertainers, loud speakers, sound systems and noise-making devices is restricted to **within the booth**. Balloons, horns, use of other mechanical devices that create objectionable noises, odors or congestion are prohibited. Show Management reserves the right to determine when such items become objectionable.

**E. Eviction:** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, are determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited.

**F. Behavior towards Your Competitor: Abusive language, threats, assault, vandalism, theft and other conduct detrimental to the successful staging of an event are grounds for immediate removal from the premises or arrest, depending on the nature of the offense:** Every exhibitor must adhere to the rules and regulations set forth for the conference. If an exhibitor has a complaint to make against another organization, we ask that you refrain from confronting that organization regarding the issue. Please contact Show Management immediately, so that we can follow the proper measures needed to resolve the issue. SNA DOES NOT tolerate the destruction or vandalism of an exhibitor’s booth or the disrespectful behavior towards a colleague. Professionalism is to be displayed at all times. While on the exhibit floor, exhibitors may not make disparaging references or claims, either verbally or in print, regarding a competitor or other outside company and its products.

## **6 Arrangement & Care of Exhibits:**

**A. Booth Construction and Arrangement:** The Association will provide and arrange for construction of necessary draped backgrounds of uniform style. Drapery is flameproof fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor. The Association does not allow for “end caps” or peninsulas booths.

**B. Booth Configuration & Restrictions:** *All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of booth is 8 feet high; side dividers are 3 feet high. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc., will be permitted to extend above 8 feet with the exception of island or perimeter spaces. Perimeter booths (booths*

*located on the outer wall of the exhibit floor) are restricted to 10 feet in height. Island booths (exhibit exposed to aisles on all four sides) having exhibit fixture & components exceeding 12 feet in height must submit drawings for approval by Show Management and GES. Based on the facility design, new height restriction for a structure within an Island booth is 12 feet. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical and fire department codes and regulations. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space. We ask that those companies exhibiting within island booths be mindful & courteous to your neighboring exhibitors. Please do not create a structure that will block the sight line of the aisle.*

**C. Care of Exhibit Space:** Specific dates and hours for installation of exhibits will be communicated to exhibitors. If erection of any exhibit has not started by five hours prior to opening (unless prior written approval is received from Show Management) the Association shall order the exhibit to be rejected and the exhibitor billed for all charges incurred. All exhibits must be fully operational and completely installed no later than two hours prior to opening. After this time, no installation work will be permitted without special permission from Show Management. The Association follows the general guidelines for booth construction as established by IAEE (International Association for Exhibitions & Events).

**D. Two-Story Booth Guidelines: All Double-Decker exhibits are subject to applicable state and city building codes and are subject to inspection by state/city officials and the America’s Center..**

1. All multi-level booths must have two (2) remote means of egress if the upper level is greater than 300 square feet.
2. All fully enclosed booths with enclosed rooms must have at least two (2) exits leading directly to the aisle. These booths must possess a smoke detector and fire extinguisher for each enclosed area. Doors must be unlocked during occupancy of the booth. The Fire Marshal must be informed of all multi-level exhibits and reserves the right to require the appropriate permits.
3. If any exhibiting booths have multiple levels or room(s) with enclosures, visible notification must appear on the stairway(s) or outside the room. This notice must state the maximum occupancy permissible or total weight load allowable on the second story at one time. If the second story occupancy level allows more than ten (10) people at one time, a second stairway must be present.

4. All materials used in the construction of the booth and all decorative materials (drapery, table coverings, banners, foam board, signs, set pieces, etc.) within exhibitor booths and those used for special events must be non-combustible or made flame retardant. Certificates of flame retardant treatment must be submitted to the Fire Marshall along with samples of said materials prior to construction of booth. You must maintain copies of flame certificates on premises as the Fire Marshall can require verification at any time. Utilizing cardboard boxes as parts of exhibits or displays is not permissible.

**5. Please submit your plans no later than April 30, 2019.**

**Send one copy to: SNA**

School Nutrition Association  
Business Development & Meetings Center  
Crystal Harper-Pierre, Exhibits Sales Manager  
charper@schoolnutrition.org

**E. Mandatory Floor Covering:** In order to maintain a consistent and professional appearance on the show floor, SNA requires that all exhibitor booths have carpeting or an alternative floor covering. If you are not bringing your own carpeting or floor covering, please contact GES for flooring options and ordering.

## 7 Hanging Signs

All hanging sign requests must be received no later than **April 30, 2019**.

**A. Definition:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.

**B. Height Restrictions:** Hanging identification signs and graphics will be permitted to a maximum height of **18 feet from the top of the sign to the floor**—only for island booths, but only when written approval is received from Show Management. Hanging signs are part of the overall exhibit presentation and whether suspended or attached to the exhibit fixture will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

**C. Length:** Hanging signs and graphics will be permitted to a total length not to exceed 50% of the corresponding dimension of the booth. The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

**D. Structural Integrity:** *Exhibitors hanging signs must have drawings available for inspection by Show Management and the installation and dismantling contractor prior to the installation of the booth. Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling*

**structure. Any large or heavy structure that will be rigged from the ceiling should also be approved by the AC. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space.**

**E. Approval:** All hanging sign requests must be submitted with floor plans or diagrams in writing to Show Management. All hanging sign requests must be received no later than **April 30, 2019**. Signs not approved in advance will not be hung.

## 8 Authorized Exhibitor Representatives

**A. Badges:** The exhibit is limited to individuals, business firms and manufacturers who have contracted and paid for space assignments. Each exhibitor shall furnish the Association with the names of its representatives. *For each 10 foot by 10 foot booth, each exhibitor is entitled to badges for five (5) representatives at no charge. Additional badges purchased, with advance registration, are available at \$125 each. When registering onsite at the conference, the fee for badges is \$150/each.*

The exhibitor and its representatives are required to wear these identification badges throughout the Exhibition. The badges are not transferable, and the Association reserves the right to withdraw the use of the badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. **The Conference Badge is for Exhibitors only! False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any method or device used to assist unauthorized persons to gain admission to the conference shall be cause for expelling the violators from the exhibit hall. School Nutrition Operators cannot register as Exhibitors. If your organization is sponsoring a School Nutrition Operator, please complete the Attendee Registration Form. If a School Nutrition Operator is registered with a company badge, that School Nutrition Operator attendee will not receive CEUs or tickets to special events.**

**B. Replacement Badges:** *Exhibiting companies will be charged \$10/each for replacement badges to a maximum of five badges.*

**C. Admittance:** *No one under the age of sixteen (16) will be allowed in the Exhibit Hall Floor or Loading Docks. No exceptions will be made.*

**D. Personnel:** All exhibitor personnel attending the convention and Show shall be required to register. Contracted booth space includes trade show passes for booth personnel. The number of show passes varies with the size of the contracted booth space. All employees, representatives, subcontractors or agents representing the exhibitor must be fully identified by the official Show badge. During install/

dismantle, subcontractors must have proper SNA sanctioned identification. Each exhibitor must provide at least one attendant within his/her exhibit space during the open hours of the Show. All attendants must be bona fide employees of the exhibiting firm or authorized subcontractors. Live models will be admitted onto the exhibit floor only if in costume and with activities approved of in advance by Show Management. **They must be 16 years of age or older and proof of age will be required.** Models must be properly and modestly clothed. False certification of individuals as exhibitor's representatives, misuse of exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the exhibition hall, banning the exhibitor from future entrance onto the exhibit floor, and forfeiture of fees. All agents or representatives who are performing services at the exhibit facility directly for an exhibitor (other than the exhibitor's employees) MUST provide Show Management with a certificate of insurance within 30 days prior to the show dates.

**E. Membership:** All exhibitor personnel attending and/or working at the SNA Convention and Exhibit Hall shall be employed in the School Nutrition Segment (K-12). SNA reserves the right to exclude any unauthorized persons from the Conference facilities, meeting rooms and Exhibit Hall. By purchasing an Exhibit Booth, your company hereby certifies that they are employed in the School Nutrition Segment.

## 9 Installation & Removal

### A. Set-up Times and Hours

Fri. July 12, 2019 8:00 a.m.-9:00 p.m.  
Sun. July 13, 2019 8:00 a.m.-9:00 p.m.  
Mon. July 15, 2019 8:00 a.m.-9:00 p.m.

### B. Anticipated Exhibit Hours (subject to change):

Mon., July 15, 2019 9:30 a.m.-2:30 p.m..  
Tues., July 16, 2019 9:45 a.m.-3:00 p.m.

**NOTE: All exhibits must remain intact on Tuesday, July 16, 2019 until after the official close of the exhibit hall and exit of the ANC attendees.** Dismantling may begin at 3:30 p.m. **Exhibitors, who dismantle before 1:30 p.m., will forfeit priority points and will be subject to a \$500 fine.** The number of priority points forfeited is at the discretion of Show Management.

## 10 Sound & Noise Producing Devices

**A. Sound Systems:** Each exhibitor must have the opportunity to meet and talk with buyers, unimpeded by excess noise from another exhibitor.

**B. Monitoring Decibel Levels:** SNA Show Management

will utilize professional electronic monitoring equipment, which can objectively monitor sound levels at individual booths. Show Management will advise exhibitors to adjust their sound systems to be under the pre-determined decibel level. Sound levels on the exhibit floor must not exceed 80 decibels.

**C. The 80/30 Rule:** Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 30 feet from the booth is considered objectionable. If sound levels become excessive or if an exhibitor fails to reduce the sound level, or later turns the volume up, the sound will again be monitored and the exhibitor will be given a second warning. The third time an exhibitor is found to be in violation, all electrical power to that booth will be terminated for the remainder of the day. The exhibitor will also incur the expense of reconnecting the electrical service to the booth and will forfeit 15 priority points.

**D. Cooperation:** Remember that the use of sound systems or public address equipment in exhibit booths is a privilege, not a right. Each exhibitor is asked to monitor their own booth site to make sure the sound levels do not infringe upon the business activities of neighboring exhibitors.

**E. ASCAP/BMI:** It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function or hospitality event.

## 11 Food Preparation and/or Beverage Sampling

**A. Sampling of Food Products:** All products prepared and/or sampled must be approved by the AC Catering Office. All exhibitors offering a sample of food and beverage product must comply with all local, state and national regulations of transport, storage, preparation and distribution of the product to include refrigeration of any perishable products. The product must properly dispense in full compliance with all applicable federal, state and local health and sanitation regulations. You are responsible for complying with applicable St. Louis Health Division and the Levy's Catering Department regulation, which include, but are not limited to:

1. Food sampling is permitted only by the manufacturing company or the distributor of the product.
2. The product is offered in single bite size portions no larger than **four (4oz) for food** and **six (6oz) for beverages**.



3. Proper hand washing facilities MUST be provided at each booth (sanitary towelettes are NOT acceptable). Tongs, plastic gloves or other appropriate utensils are required in the handling of food products. Servers MUST have their hair in restraints (hairnet, hat, etc.) while serving food or pouring liquids from open containers into sample cups.
4. Food temperatures must be 140° F. or above (hot), 41° F. or below (cold). Poultry products must be cooked to 165° F., beef and pork must be cooked at 155° F. and seafood and eggs must be cooked at 145 degrees F. Metal stemmed thermometers must be provided at each booth to monitor product temperature.
5. Adequate refrigeration must be available for proper food storage.
6. **Samples MUST be protected from contamination by sneeze guards, domes, or covers.**
7. At least a five (5) gallon container of water with approved sanitizing such as 1.5 teaspoon of bleach for each 1 gallons of cool water MUST be available to clean and sanitize utensils or pans that may have been dropped or need cleaning.
8. No smoking or eating is permitted in any booth preparing or serving food.
9. A fire extinguisher must be provided in any area using canned heat, gas or fire.
10. Adequate extension cords must be available and stored to prevent electrical shock or a tripping hazard.
11. All food must be stored off the floor.
12. All parties affiliated with our show are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials.

**B. Cooking and Food Preparation:**

1. **Sampling Authorization Form (SAF) FORM:** Any exhibitors cooking and preparing food in their booth must complete the **SAF FORM** in the Exhibitor Service Kit.
2. Any food that is fully or partially baked, grilled, fried, heated or otherwise prepared in the booth for attendee sampling must be listed on the **SAF FORM**, located in the Exhibitor Service Kit. Temperature sensitive foods such as dairy products, fish, or any other product that requires a regulated temperature should also be listed on the SAF FORM.

**C. Heated and Cooking Oil or Grease Operations:**

1. Exhibitors using heated oil or grease for cooking or any other purpose must have a type "K" fire extinguisher present during the demonstration. An example of this extinguisher is a

potassium bicarbonate extinguisher. Also acceptable is a sodium bicarbonate extinguisher. Disposal shall follow storm water and EPA guidelines.

2. All booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher and have Fire Marshal approval.
3. Liquefied petroleum gas (LPG) shall not be used inside buildings, tents or in other areas.
4. Natural Gas is not available. Gas cylinders must be obtained through one of the exclusive providers of the temporary event utilities, subject to approval by the facilities and the City's Fire Marshall. At conclusion of each event, gas cylinders must be removed from the convention center property.
5. Each exhibitor shall provide an approved non-combustible container with approved cover for daily accumulation of waste material.
6. Exhibitors may use butane for cooking purposes with prior approval of the AC Public Safety Department. Quantity inside the AC is limited to two (2) 1-pound UL approved canisters per cooking device; one canister in use and attached to the cooking device and one spare canister. Due to safety concerns of exhibitors, exhibitors may only use butane canisters purchased directly through Levy Restaurants. You are required to have a 20 lb ABC fire extinguisher for your display when using butane.

**D. Dishwashing Facilities:** Two exhibitor clean-up areas will be available during show days and set-up time. **RESTROOMS AND JANITORIAL CLOSETS ARE NOT FOR THIS USE.**

**E. Water/Waste Disposal/Ware Washing:** No oils, combustibles, or any liquids other than water may be poured in the AC drainage or sewer systems. No tools, machines, cookware, or any other items may be emptied, washed, or rinsed in AC restrooms. Fountains, aquariums cookware, pools, etc., may not be filled.

**12 Labor and Services**

**A. Auxiliary Services:** Decorating, drapery, furniture rental, drayage, sign painting and labor will be handled by the official service contractor.

1. The exhibitor shall provide only the material and equipment that is owned and is to be used in the exhibit space. All other items used in the booth are to be provided through arrangements with the official service contractor. Payment for services provided to the exhibitor by the contractor is the responsibility of the

exhibitor. All services not ordered in advance must be procured through the Exhibitors' Service Area, which will be maintained in the Exhibit Hall.

2. Forms for ordering auxiliary services (Exhibitors' Service Kit) will be supplied to you 90 days prior to show time from the official service contractor.

**B. Special Services:** Exhibitors requiring exceptional or unusual services should submit their orders well in advance to ensure availability of such services. All labor requirements can be acquired from the official service contractor.

**C. Union Requirements:**

1. Exhibitors may hand carry, in or out, their own equipment so long as they use a designated entrance and said equipment is delivered to the booth solely by the exhibitor with a minimum amount of trips and without the use of carts or dollies.
2. Exhibitors may set up and dismantle "pop-up" exhibits in their booth with a minimum amount of tools if the display can be completed in thirty (30) minutes or less.
3. Exhibitors may plug in certain products in their booth to pre-designated outlets as long as they do not exceed 110 volts.

### 13 Storage and Shipping

**A. Storage Behind Booths:** Because of fire regulations, NO STORAGE will be allowed behind booths. If any exhibitor has special requirements in this area, please advise the official service contractor during set-up.

**B. Frozen Food and Refrigeration Storage:** Information on this topic is in the Exhibitors' Service Kit. This kit will be mailed to exhibitors approximately 90 days prior to show time from the official service contractor.

**C. Shipping Instructions:** Delivery receipts, waybills and bills of lading are to show weight, number of pieces and classification. Shipments to the warehouse should be timed to arrive no later than seven (7) days prior to the opening of the conference. AC does not accept freight shipments for exhibitors. Questions regarding shipping should be directed to the official service contractor.

### 14 Miscellaneous

**A. Exhibitor Housing:** Housing information and other necessary forms will be sent once a signed contract is received and exhibit space has been paid in full.

**B. Social Functions:** Hospitality suites, meeting rooms and offsite activities (tours) must receive prior written approval by Meetings Department to obtain a release from the hotel and the convention center.

**The Association does not restrict social functions in hotel suites with the exception that functions may not compete against any official ANC event or program and that these social functions end prior to midnight. NOTE: RESERVATIONS FOR SUITES IN ANY PARTICIPATING HOTEL MUST BE APPROVED BY THE SNA MEETINGS DEPARTMENT.**

A application for meeting rooms and hospitality suites will be included in Exhibitor Service Kit. The cost to submit an application is **\$50 before May 10; \$100 after May 11; \$150 after June 14. Friday, Saturday, Sunday, Monday evenings (July 12, 13, 14 & 15, 2019, respectively)**, are the "free" nights: (*subject to change*) on which no SNA functions are planned for attendees. Violation of the public space rule by any exhibitor could cause this rule to be reversed to the use of hospitality suites only, and the violator's firm name will be made public to all participating exhibitors.

**C. Security:** Twenty-four-hour security will be provided by the Association throughout the entire Exhibit, including set-up and teardown days at the entrances to the Exhibit Hall and Freight Doors. Any theft is to be reported to Show Management immediately and a theft report must be completed. Security also will be available in the aisles during clean-up each day. Exhibitors must provide adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee to exhibitors and is recommended by Show Management, as show security will be circulating the hall. Although general overall security service will be provided by the Association for the exhibition period, the Association and the security service will not be responsible for the loss of any material by or for any cause.

**D. Signs:** A two-line standard sign (11" x 17") is provided complimentary to exhibitors, including booth number and company name. Additional signs may be ordered through the Exhibitors' Service Kit.

**E. Official General Service Contractor:** GES—Global Experience Specialists is the official general service contractor for THE SNA Show and is in charge of show production.

**GES - Global Experience Specialists, Inc.**

Phone: (800) 475-2098

Fax: (866) 329-1437

Internat'l: (702) 263-1520

Website: [www.ges.com](http://www.ges.com)

**F. Exhibitor Service Kit:** The official general service contractor will distribute to each Exhibitor, approximately **ninety (90) days prior to the show** opening, an information and service manual that provides Exhibitors with complete shipping instructions, production information, and other forms for all services needed during installation, show days and

dismantle. If you have any questions in advance, please call GES at the aforementioned phone number. The Exhibitor must be in “good standing” with the Association in order to receive the Exhibitor Service Kit. Exhibitors in “good standing” have **NO** outstanding balances on their records.

## 15 Liability:

It is agreed that the exhibitor shall make no claim of any kind against the Association, The St. Louis Convention & Visitors Commission, State of Missouri and “their indemnities”, or against any of the Association agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of the Association or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit.

**A. The School Nutrition Association (SNA)** cannot assume any liability for adverse reactions to food consumed, items or other individual one may come in contact with while visiting the Expo – Exhibit Hall related activities. Please inform the exhibiting company and /or service staff if you have any food/dietary allergies. They will make every effort to identify ingredients that may cause allergic reactions for those individuals with food allergies. Because of the number of different samples and meals served throughout the Expo-Exhibit Hall and various Expo activities, as well as the number of ingredients used, it cannot be guaranteed that every allergen in the food served will be identified and labeled. Consumers that are concerned with food allergies need to be aware of this risk.

**B. I understand** that the School Nutrition Association may, at its option, make photographs, videos or recordings of Expo events, which may include my likeness or participation, and reproduce them in the SNA educational, news or promotional material, whether in print, electronic or other media, including the School Nutrition Association website ([www.schoolnutrition.org](http://www.schoolnutrition.org)).

## 16 Exhibitor Insurance

**Exhibitors must carry:**

**A. Comprehensive General Liability:** Insurance with limits not less than \$1,000,000 each occurrence

combined single limit for bodily injury or death and property damage, including coverage’s for personal injury, contractual, and operation of mobile equipment, products and liquor and liability (if applicable).

**B. Worker’ Compensation:** Insurance as required by State of Missouri law;

**1. Employers Liability Insurance**—with limits not less than \$500,000 for each occurrence. Workers compensation insurance coverage is required when there are paid Exhibitor employees on site working the event. However, coverage can be waived in certain circumstance when applicable, such as the following:

- ▶ Other than Show Management, no paid staff
- ▶ Sub-contractors or temporary agencies staffing utilized.
- ▶ Volunteers used for event work
- ▶ Associations, clubs, religious, charitable organizations without employees
- ▶ Your organization is State Exempt from coverage, i.e., independent contractor/sole proprietorship; non-profit organization; volunteer associations etc.; organization with no employees.

**2. Worker’s Compensation, including Occupational Disease Insurance**—to full compliance of all Federal and State laws covering all of Client’s employees engaged in performance of any work for the Client and Employers Liability Insurance with limits of a least \$100,000 per accident covering injury or death to any employee which may be outside the scope of the Worker’s Compensation and Occupational Disease statute and bodily injury by disease for each employee.

**C. Automobile Liability Insurance**—with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage’s for owned, non-owned and hired vehicles, including loading and unloading operators. The coverage protects State of Missouri, our municipal partners, as well as our clients from the risk and liability exposures inherent to vendors, exhibitors and sub-contractors driving upon our docks and exhibit hall floors during set-up and take-down operations. Comprehensive General Liability, Workers’ Compensation and Automobile Liability Insurance policies required shall name as additional insured’s: the State of Missouri its Officers, Agents & Employees.

**1.** Each insurance policy required above shall include the following required provisions within the body of the insurance contract or by endorsement to the policy:

- (a) The term of this insurance is for the duration of this contract which includes the period from the right of access to set up through the period allowed for removal of property.
- (b) Companies issuing the insurance policies shall have no recourse against State of Missouri, its Officers, Agents & Employees for payment of any premiums or assessments for any deductibles, which all are at the sole responsibility and risk of Lessee.
- (c) The term "State of Missouri, its Officers, Agents & Employees" shall include all authorities, boards, bureaus, commissions, divisions, departments, and offices of State of Missouri and the individual members, employees and agents thereof in their official capacities, or while acting on behalf of the State of Missouri, its Officers, Agents & Employees.
- (d) The policy clause "Other Insurance" shall not apply to any insurance coverage currently held by State of Missouri, its Officers, Agents & Employees, to any such future coverage, or to State of Missouri's self-insured retention of whatever nature.
- (e) State of Missouri, its Officers, Agents & Employees reserves the right to review the insurance requirements during the effective period of the contract and to adjust insurance coverage's and limits when deemed necessary and prudent by the State of Missouri's Risk Management Division of the Human Resources Department.

**D. Certificates of Insurance:** If requested, copies of additional insured endorsements and primary coverage endorsements, including complete copies of policies satisfactory to the State of Missouri, shall be furnished to State of Missouri no later than **sixty (60) days** before the first move-in day. Certified copies of the Certificate of Insurance or policies shall provide that they may not be canceled without **thirty (30) days** advance written notice to State of Missouri.

1. **A copy of the Certificate of Insurance must be sent to RAIN PROTECTION INSURANCE (official vendor of SNA) at least ninety (90)**

**days prior to the show and must be on file with RAIN PROTECTION INSURANCE before an exhibitor may take possession of the assigned booth space.**

2. All sub-contractors must carry the same insurance coverage as all exhibitors. SNA must receive proof of this insurance prior to the exhibit hall set-up.
3. It is strongly recommended that exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the Exhibition site.
4. While the Exhibition provides security guards, this is solely as an accommodation to exhibitors, and the Association, America's Center, St. Louis Convention & Visitors Commission and the State of Missouri, its Officers, Agents & Employees assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

#### **17 Indemnification By Exhibitor**

Neither the Association, the management of the Association, nor the operators of the AC premises, State of Missouri, its Officers, Agents or Employees shall be held liable for injuries to any persons or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with the exhibitor's occupation of display space, or on account of the neglect by exhibitor of any rule, regulation or instruction of the Association; or any rule, regulation or instruction of the premises; or on account of violation of any law, ordinance or governmental regulation of any kind. The exhibitor shall indemnify and hold the Association, the management of the Association, and the operators of the premise harmless against all such claims. To the fullest extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or damage to property occurring in or upon the exhibitor's booth space or occurring in whole or in part due to or arising from the acts of the exhibitor, its employees, agents or contractors. The exhibitor expressly agrees to save and hold harmless, the Association, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space.

## **18 Conference Postponement and/or Cancellation**

The Association, in its discretion, shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation. The Association will not be liable for the fulfillment of this contract as to the delivery of exhibit space if no-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the Show, or for any cause beyond its control. In the event of its not being able to hold an exhibit for any of the above-named reasons, the Association, in its sole discretion, shall determine the amount of exhibit fees to be refunded, if any, less legitimate expenses incurred, and the exhibitor hereby waives any further claim against the Association, its directors, officers, agents or employees for losses or damages that may arise in consequence of such inability to occupy the assigned space.