

RULES AND REGULATIONS



ORANGE COUNTY CONVENTION CENTER Trade Show Feb. 8-9, 2023

These rules and regulations governing the GCSAA Conference and Trade Show are an integral part of the contract for exhibit space. While some of them may seem restrictive, they have been established for the protection of everyone. The overriding principle contained in these show rules and regulations is equality for all. With the assistance of the Industry Advisory Council, the following regulations have been designed specifically for the GCSAA Conference and Trade Show. Should you have any questions concerning the rules and regulations, please contact:

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The term "GCSAA Conference and Trade Show management" and/or "show management" used in the rules and regulations means: Golf Course Superintendents Association of America (GCSAA) non-profit corporation, and as the content may require, its directors, officers, agents and/or employees duly acting for GCSAA in the management of the trade show.

Exhibits must comply with the rules and regulations of the show. In the event that an exhibitor or exhibit activities are in violation of show rules and regulations or are not consistent with the standards of the show, show management may require the exhibitor to alter the exhibit before the show or on-site. Necessary changes are to be made at the exhibitor's expense and are subject to approval.

All exhibit matters and questions not covered by these rules and regulations are subject to the decision of GCSAA Conference and Trade Show management. These rules and regulations may be amended at any time by show management. The original rules and regulations, as well as any amendments, shall be equally binding to all parties affected by them. In the event of any amendment or addition to these rules and regulations, written notice will be given by show management.

SPACE REGULATIONS

A. Exhibitor herewith agrees to comply with this provision and exhibit only at the conference site covered by this agreement. Exhibitor likewise agrees that exhibits are only allowed within the convention hall and no outside demonstrations, advertising, sponsorship and promotional activities, meetings, seminars, educational sessions, product exhibits, displays or group product discussions may be conducted anywhere, including participation in non-sanctioned GCSAA Conference and Trade Show events, without the express written consent of show management. The adherence to this provision continues from the beginning of the GCSAA Golf Championships through the conclusion of all GCSAA Conference and Trade Show related events including GCSAA educational conferences.

B. The distribution of magazines, newspapers and other literature outside exhibitor's assigned exhibit space and at official GCSAA Conference and Trade Show hotels is prohibited without express written consent of show management. Materials may only be distributed through the Media Center. All news releases, publications, articles, etc., may be taken to the media center in booth 1601 for distribution to registered media outlets.

C. Exhibitors cannot sell, rent or lease exhibit space, demonstration space, allow signs or placards, tee markers or other commercial or product identification at the tournament courses or tournament course surrounding property or tournament hotel contracted by show management. GCSAA maintains sole proprietary sponsorship of the GCSAA Golf Championships. Exhibitor herewith agrees to comply with this provision and exhibit only at the conference site covered by this agreement.

D. Exhibitors will take every reasonable precaution to minimize the noise of operating exhibits. In the event that any other exhibitor objects or protests to the noise level, show management shall reserve the right to require the exhibitor to cease operation of the exhibit or take measures to reduce the noise level (under 85 decibels). Exhibitors are prohibited from using objectionable amplifying or special lighting equipment. In all cases, show management shall have the absolute right to require exhibitor, at exhibitor's expense, to change, alter, modify or remove all or part of its exhibit or display booth. Grounds for such action shall include but not be limited to:

- A. Lack of aesthetic uniformity or harmony with other display booths at the GCSAA Conference and Trade Show.
- B. Non-compliance with express restrictions on the dimensions of the display booth or any part thereof contained in the exhibit space contract.
- C. Objectionable noises or odors emanating from the display booth.
- D. Obstruction of aisles or of other display booths.
- E. Objectionable clothing or attire worn by exhibitor's personnel, its agents or models. Attire not normally worn in a business office is specifically prohibited, unless exempted in writing from show management because of a costume's significance to a firm's product or service.
- F. Distribution of materials that may be considered offensive or not in good taste.

E. Show management reserves the right to stop any product demonstration on the show floor which is determined by show management to be a hazard or not consistent with the rules and regulations of show management exhibit policies or disruptive the show. Examples: grinding machines without proper safety shields, dangerous use of log splitters or hydraulic equipment (lifts) or any other mechanism that show management deems/constitutes a hazard or is otherwise inconsistent with the safety of the show. It is the exhibitor's responsibility to operate in accordance with all related federal and state rules and regulations.

F. Exhibitors are encouraged to advertise product discounts in the exhibit area.

G. No exhibit, performance or event presented at the GCSAA Conference and Trade Show shall be photographed, videotaped, broadcast or recorded for personal or commercial use, sale or distribution of any kind without the express written consent of show management. Photography, video production and/or graphic reproduction of other exhibitors' booths and products displayed therein is strictly prohibited. No videotaping equipment of any kind is allowed in exhibit areas except by persons authorized as media by show management. If found in violation of this section, exhibitor agrees to surrender recording media immediately at the request of show management.

H. The use of helium balloons or other helium-filled items in exhibit design and/or promotional activities is strictly prohibited, without authorization from show management in writing 60 days prior to the show. In the event a helium-filled item is released, all associated charges to retrieve the item will be borne by the exhibitor.

I. The use of gambling or gambling equipment in exhibit design and/or promotional activities is strictly prohibited. This includes the use of slot machines, roulette wheels, card and dice games, etc. The determination of whether any device or activity violates this prohibition will be determined by show management.

J. Non-GCSAA Conference and Trade Show dailies are prohibited in all locations during the GCSAA Conference and Trade Show.

K. No food or beverage is allowed to be brought into the convention center by an exhibitor, installation company or any other entities hired by exhibiting company without prior approval and written authorization by Centerplate. Exhibiting companies are not permitted to serve alcoholic beverages. Exhibiting companies who are manufacturers or distributors of alcoholic beverages may offer samples in their

designated booth spaces but need to make all necessary arrangements (including permits, licenses, etc.) through Centerplate. These companies must have approval for sampling by show management and provide a liquor liability certificate in an amount not less than \$1,000,000. The serving of all other food and beverages in display booth is the responsibility of the exhibitor, and arrangements must be made through Centerplate. No products may be sampled or given away outside of the exhibit hall or inside any meeting rooms of the Orange County Convention Center. All orders and arrangements must be made through Centerplate. Centerplate retains the exclusive right to provide, control and serve all alcoholic beverages on the trade show floor.

L. Bridging of aisles or end-capping of booths is strictly prohibited.

M. Visitors to the booth must be contained within the perimeters of the same. No overflow into the aisles will be permitted as fire regulations indicate all aisles must be free for egress in the event of an emergency.

N. No exhibitor shall reassign, sublet or share the whole or any part of the exhibit space allotted to the contracting firm without the express written consent of show management. If show management is provided written documentation by a parent company showing ownership of another company, the parent and subsidiary may occupy the same exhibit space.

O. All activities, drawings and/or giveaways must be approved in writing 30 days in advance by show management.

P. Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA").

Q. All vendors must conduct themselves and their activities in a manner consistent with the guidelines expressed by the Equal Employment Opportunity Commission Title VII of the Civil Rights Act of 1964, which prohibits discrimination against any employer applicant for employment because of an individual's race, color, national origin, religion, sex, age, disability, genetic information, and retaliation for reporting, participating in, and/or opposing a discriminatory practice.

R. Booth dimensions and configurations could change from the original floor plan(s) due to reconfiguration of exhibit space.

S. Overstatement of lighting design is to be avoided. Annoying devices such as the use of flashing, rotating, or blinking lights (strobes, beacons, etc.) MUST be contained within the booth.

T. All exhibits must conform to the International Association of Expositions and Events (IAEE) display guidelines adopted by show management and contained in the exhibitor service kit and online. Partitions separating neighboring exhibits must remain intact.

U. Exhibitors are prohibited from using live animals in their exhibits without prior approval of show management.

V. The overall length of the booth configuration must not exceed 50 percent, or a 2-to-1 ration, of the overall width of the booth on main aisle frontage.

W. Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend and hold harmless GCSAA, its directors, officers, agents, and representatives from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Contract.

X. Violations of any of the above-mentioned rules can result in the cancellation of the exhibit space contract and removal of the exhibit from the show without refund or liability to show management, and at the expense of the exhibitor.