

# SHOP.ORG

September 25-27, 2017  
Los Angeles, CA  
#shoporg17

## RULES & REGULATIONS

### **BOOTH CONSTRUCTION GUIDELINES:**

**In-Line Booths** may not exceed 8' back wall height, including the sign. No solid exhibit construction will be permitted to exceed 42" in height in the front 5' of the booth. Structures above 42" must begin at least 5' back from the aisle line. Company name, logo and product information may appear up to the 8' height only.

**Island Booth** structures must be approved by NRF. The height limitation for island booths is 24'. Photographs and/or sketches of the proposed island exhibit must be submitted to Katie Coon at coonk@nrf.com for approval by July 28, 2017. All booth sketches must clearly state the actual height of the exhibit. Since an island exhibit is separated by the width of an aisle from all neighboring booths, full use of the floor space is permitted, provided sufficient see-through areas are present to prevent blocking views of adjacent exhibits.

**Two-Story Booths** are permissible only if the exhibit is centered in the Island Booth space, providing sufficient see-through areas to prevent blocking view of adjacent exhibits. Additionally, no more than 60% of the island booth space may be occupied by the two-story booth and the unit must be located in the center of the company's exhibit booth area. A complete detailed architectural plan must be submitted which includes certification of structural soundness. Exhibitor must submit two (2) drawings, one of which will be forwarded to the Los Angeles Convention Center. Following facility and Fire Marshall approval, final approval will be at the sole discretion of NRF. Two-story booths may not exceed height of 24'. Portable spotlights attached to booths and/or islands must be UL approved clamp-on types with porcelain base and metal guards. Clip-on types are not allowed. Spotlights may not exceed the height limitations as set under the Booth Construction Guidelines.

### **ARE YOU AN ISLAND OR IN-LINE BOOTH?**

**An island booth is defined as a booth that has an aisle between it and all of its neighbors.** All other booths are considered in-line booths. If a booth only shares its back wall with another exhibitor, it is an in-line booth, NOT an island booth, and must adhere to the in-line booth guidelines.

### **GENERAL BOOTH CONSTRUCTION GUIDELINES**

No exhibit may span an aisle by ceiling or floor covering.

Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of Show Management, will provide draping deemed necessary and submit the bill to the exhibitor. NRF reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.

**Multiple Booths Sharing a Common Aisle:** A Company may reserve two or more island booths at Shop.org; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the Exhibit Hall. Additionally, employees of an exhibiting company that reserves two or more island booths are required to remain in the confines of their respective exhibit spaces and are not permitted to block traffic in the intervening aisle.

### **Display & Hanging Sign Heights**

Island booths may not exceed 24' in maximum height (8' for all other in-line booths).

**BOOTH CONSTRUCTION GUIDELINES WILL BE STRICTLY ENFORCED.**

### **EXHIBIT STAFFING**

As a courtesy to the program registrants and to other exhibitors, we require that booths be staffed at all times during the official exhibit hours. Each exhibiting company **MUST** have at least two staff people at the conference, so that the booth will not be unattended.

### **Access to Exhibit Hall**

All workers and exhibiting company personnel must wear badges or work passes during move-in and move-out. At no time during the show (Move-In, Show Hours or Move-Out) are minors allowed on the show floor. Anyone under the age of 18 will not

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be permitted on the show floor at any time. No variances or exceptions to this rule will be made. NRF will not be responsible for watching any minors, so we strongly encourage exhibitors not to bring them to the building. All personnel must vacate the hall no later than 30 minutes after the closing of the hall. No one will be admitted into the Exhibit Hall after show hours.

## **AMERICANS WITH DISABILITIES ACT**

Exhibitors shall be fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend NRF, its officers, directors, agents, members and employees against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice ADA Information Line: 800-514-0301.

## **ANIMALS**

Exhibitors will not display or bring into the EXPO Hall an animal, except Seeing Eye dogs, without the written permission of Show Management and then the approval of the Convention Services Manager.

## **CELEBRITIES**

Exhibitors planning to have a celebrity in their booth must notify NRF, in writing, of the time and purpose of the appearance. Exhibitors must layout out their booth in such a way that the attendees do not impede the aisles.

## **COMPLIANCE WITH LAW**

The exhibitor shall not engage in any display, publication, performance, or other activity that is in conflict with any federal, state, or local law, regulation, rule, or ordinance, nor shall the exhibitor, its employees, representatives, or contractors, engage in any lewd display, publication, or performance.

## **CONDUCT AND COURTESY**

Exhibitors may demonstrate the company's equipment and make formal presentations regarding the product line or service within the confines of the assigned booth space. All activities are restricted to the booth. Approaching registrants and/or promoting products/services in the aisles is strictly prohibited. Furthermore, sales calls to other exhibitors on the show floor are strictly prohibited. Personnel should not enter another exhibitor's booth space without obtaining permission nor should personnel block access to another booth.

## **EVENTS/RECEPTIONS**

As an exhibitor, your contract specifies that your off-site events CANNOT overlap Shop.org's events. We have a form for you to fill out if you are hosting an event that outlines approved days and times that do not conflict with NRF.

Since this has been an issue in the past and is unfair to event sponsors (whose support make this event possible), Shop.org will be strictly enforcing this contractual obligation moving forward. Penalty for holding a conflicting event will include loss of 50% of priority points for the first offense, and inability to exhibit for second time offenders. It is crucial that your entire team is aware of this rule so you can avoid conflicts and the resulting penalties. Please note that even if you are not the "host" of the event, but a sponsor of the event, the penalty remains the same.

## **EVICION AND RESTRICTION**

Show Management reserves the right to restrict or evict exhibits that, because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit, which, in the opinion of Show Management, may detract from the general character of the exhibits as a whole. This includes persons, things, conduct, printed matter, or anything of a character, which Show Management determines, in its opinion, is objectionable to the exhibit. In the event of such restriction or eviction, Show Management is not liable for any refunds of rentals or other exhibit expenses. Companies receiving such notice will not be eligible to exhibit at future Shop.org meetings.

## **FOOD AND/OR BEVERAGE DISTRIBUTION**

Los Angeles Convention Center Catering retains the exclusive right to provide, control and retain all food and beverage services throughout the facility for the events and, therefore shall retain any revenue. Food and beverage distributed by exhibitors are

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limited to products manufactured, processed or distributed by the exhibiting firm and are limited to sample size. Buy-out fees will apply. Please contact your Los Angeles Convention Center Catering Representative.

## **HAZARDOUS MATERIALS**

All parties affiliated with this event are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials (as defined by federal, state and local law) unless the hazardous materials are possessed and used in compliance with all federal, state and local laws. You will indemnify us for any possession, storage, transportation and use of such hazardous material for any reason whatsoever.

## **INJURY, LOSS, DAMAGE**

Show Management will not be responsible for any injury, loss, or damage that may occur to the exhibitor's employees or property and exhibitors shall indemnify and exempt NRF, its vendors and contractors, and Los Angeles Convention Center from all liability which may ensue from any cause whatsoever. Show Management will not be liable for any injury, loss, or damage which may be sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing, or participating in any demonstration in the exhibitor's exhibit unless such injury, loss, or damage is caused by active negligence or willful act of Show Management.

If Show Management should be held liable for any exhibitor's action or failure to act in any matter whatsoever, the exhibitor shall reimburse Show Management for all expenses incurred and hold Show Management harmless from any resulting liability.

## **INSURANCE**

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. The Certificate of Liability should indicate proof of insurance with limits of not less than \$1,000,000 comprehensive general liability and \$250,000 in workers compensation coverage and name NRF, The EXPO Group, and Los Angeles Convention Center as additional insured. The certificate of insurance must confirm full coverage for installation, show, and dismantling days. The exhibitor shall obtain and shall furnish upon request of Show Management a certificate of insurance documenting the required insurance.

## **INTERPRETATION OF RULES**

NRF shall have full authority to interpret or amend rules, and its decision is final. All issues not addressed are subject to the decision of NRF. These rules and regulations have been formulated in the best interests of all exhibitors and NRF. Full cooperation will ensure a successful meeting for exhibitors and attendees. NRF reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.

## **LIABILITY**

Each exhibitor agrees to indemnify, hold harmless and defend NRF; Los Angeles Convention Center; Expo Group; and their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including attorneys' fees), including litigation commenced by or against Licensee, on account of personal injury, negligence, fault or violation of law or ordinance or from or out of the occupancy or use of the Facility by Licensee or its employees, agents, contractors, patrons, guests, licensees, invitees or any other person entering the Facilities licensed with the implied or express permission of Licensee. Such indemnification by Licensee shall apply unless such damage or injury results from the sole negligence, gross negligence or willful misconduct of NRF; Los Angeles Convention Center; Expo Group; or the members, officers, directors, agents and employees of each of these four entities.

In addition, each exhibitor acknowledges that NRF does not maintain insurance covering exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

## **LITERATURE DISTRIBUTION**

The distribution of publications, samples and printed matter of any kind or any promotional material, is restricted to the confines of each company's exhibit space. Brochures, fliers or any printed materials may not be distributed or left in the public areas of Los Angeles Convention Center, in the EXPO Hall, lounges, cafes or restrooms. Any materials found in public areas will be confiscated and the company may be penalized for the distribution of materials outside of NRF's specified methods of

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distribution. Repeated violations will result in the company's removal from the show, possible loss of exhibition points, and/or eligibility to exhibit at future NRF shows.

## **MODEL/HOSTESSES/HOST**

Temporary staff (models/hostesses/hosts) must be properly registered and have the appropriate badge for admittance into the EXPO hall. The Exhibiting Company is responsible for ensuring that temporary staff gains admittance (registration staff will not contact or "track-down" the exhibitor upon temporary staff arrival) and for the actions of their models/hosts/hostesses. Temporary staff must remain in the exhibitor's contracted exhibit space. If employing the services of a modeling agency, please make sure the agency has the appropriate license to work.

NRF expects exhibitors to use prudent judgment when live models are used in an exhibit. Professional dignity and discretion should be observed at all times. The use of minors as live models is prohibited. Models are considered Exhibitor Appointed Contractors. Models contracted to assist with demonstrations in an exhibitor's booth are required to wear sports attire including sweat suits, shorts, and tee shirts. Tight fitting or other inappropriate garments, which include leotards, T-backs, and short shorts, will not be permitted on the exhibit floor.

## **NO SMOKING POLICY**

NRF has established a no-smoking policy for all NRF meetings. As the Floor is considered an integral part of the convention, the no-smoking policy applies to the EXPO Hall, all areas therein, and the meeting rooms. Exhibitors (and anyone working in their booth) found in violation of this policy will risk penalties, including booth closure and forfeiting the right to exhibit in future NRF shows.

## **OBSTRUCTIONS**

Aisles and exits designated on the approved floor plans shall be kept clean, clear and free of obstructions. Booth construction shall be fixed in position for the duration of the show. Easels, signs, chairs, etc., shall not be placed beyond booth area into the aisles. Demonstrations in booths must be designed to take place and keep audiences within the existing booth space to allow free access to the aisles.

## **PHOTOGRAPHY/VIDEOTAPING POLICY**

Photographing or videotaping any exhibit booth other than one's own contracted booth, is strictly prohibited. An exhibit booth and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted exhibitor of that booth.

## **PRIORITY POINT ACCRUAL**

Each exhibitor will obtain Priority Points for their participation in Shop.org. Please refer to the Priority Point Information sheet in the General Exhibitor Information section of this Service Manual to see how points are accrued.

## **SECURITY**

NRF will provide 24-hour perimeter security beginning with the first day of move-in and continuing until the EXPO Hall is vacated. NRF and the Los Angeles Convention Center are not responsible for any loss of or damage to exhibitor property. Exhibitors are responsible for their equipment and property. All property of the exhibitor is understood to remain under his/her custody and control in transit to, within, and in transit from the confines of the EXPO Hall. Security guards will patrol the aisles and perimeters of the exhibit area, but NRF, its vendors and contractors, and the Los Angeles Convention Center cannot guarantee or protect the exhibitor against loss of any kind. Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.

Exhibitors are reminded to practice common sense and do not leave the booth unattended, particularly during move-in and move-out and to inventory products regularly. Exhibitors are encouraged, if deemed necessary, to order additional security personnel via the order form located in the Official Vendor Services section of this Service Manual. If an item is stolen from your booth, please report the incident to NRF immediately. NRF is not responsible for lost or stolen items. Please ensure that all your items are properly insured (refer to the outlined insurance policies).

## **SIGNS**

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No item can be posted on, tacked, nailed, screwed, or otherwise attached to the columns, walls, floor, ceiling, furniture, or other property of the convention center. The cost of repairing damages inflicted by the exhibitor, its employees, contractors, or representatives to the convention center will be billed to and paid for by the exhibitor. Signs may not exceed the maximum height limitation of 24'.

### **SOLICITATION/GRATUITIES**

Solicitation of tips or special payments of any kind is strictly prohibited. Please report any attempts to solicit a gratuity within the hotel to NRF Show Management immediately.

### **SOUND RESTRICTIONS**

Electrical and other mechanical apparatus must be maintained at level so that noise does not disturb neighboring exhibitors. Videotapes and films may be shown provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided that the sound is held at a level of 70-decibels. This 70-decibel sound level will be monitored closely by Show Management. Written warnings will be issued in the event the Sound Level Restriction is not adhered to and the performance/display will be terminated after the issuance of three (3) written warnings.

### **THEATER DEMONSTRATIONS**

Exhibitors planning a theater demonstration in the booth must submit a description of the demonstration and a diagram of the demonstration area to Show Management by July 28, 2017. Exhibitors must adhere to the Sound Restriction guidelines (see above) and ensure the demonstration does not disturb the business being conducted in neighboring booths.

### **ENFORCEMENT OF RULES**

As a condition of exhibiting, each exhibitor agrees to adhere to all policies. If a company or one of its representatives is found to be in violation of a policy, it will be given a directive by Exhibit Management to stop; if it does not, the company will be subject to a penalty applied progressively for each day the objectionable practice continues. Penalties shall be as follows:

- First violation results in the company accruing NO exhibit points for the year.
- Second violation results in the company losing ONE-HALF of its accrued exhibit points.
- Third violation results in the company losing ALL of its accrued exhibit points.

Continued violations, undesirable practices, or multiple infractions may incur the levying of more severe penalties without the requirement of progressing through each of the above successive steps. NRF has the right to deny a company from exhibiting in the future at its discretion.