

NACS SHOW GENERAL INFORMATION

SHOW LOCATION AND HOURS

LOCATION

McCormick Place Convention Center

2301 S. Dr. Martin Luther King Jr. (MLK) Drive

Chicago, IL 60616

w: www.mccormickplace.com **p:** (312) 791-7000

EXHIBIT HOURS

Wednesday, October 15, 2025 10:30am – 5:30pm (New Exhibitor Area)
11:30am – 5:30pm (Main Exhibits)

Thursday, October 16, 2025 10:30am – 5:30pm (New Exhibitor Area)
11:30am – 5:30pm (Main Exhibits)

Friday, October 17, 2025 9:00am – 1:30pm (All Exhibits)

NACS SHOW CONTACTS

NACS

1600 Duke Street

Alexandria, VA 22314

p: (703) 684-3600

w: www.convenience.org

w: www.nacsshow.com

NACS EXHIBITS TEAM

Contact us with any booth-related questions.

Jessica Hayman (NACS)

In-Store Merchandise

jhayman@convenience.org

Jeff McQuilkin (NACS)

Hunter Club Exhibitors

jmquilkin@convenience.org

Laura Miller (NACS)

Facility Operations, Foodservice,
Technology, Meeting Space

lmiller@convenience.org

Julie Shank (PEI)

PEI Priority Club and
Fuel Equipment & Services

jshank@pei.org

NACS EXHIBITOR TECH SUPPORT

Update Exhibitor Listing, Online Directory, and Mobile App

Trent Hoffman (Map Your Show)

thoffman@mapyourshow.com

- Access Online Exhibitor Dashboard: www.nacsshow.com/exhibitorportal

COOL NEW PRODUCTS

The Cool New Products Preview Room is a must for anyone launching a new product in the convenience channel.

Nicole Walbe

nwalbe@convenience.org

- Learn more: www.nacsshow.com/CNP
- Order Cool New Products: www.nacsshow.com/exhibitorportal

NACS SHOW OFFICIAL PUBLICATIONS & CONTRACTORS

GENERAL SERVICE CONTRACTOR

Questions regarding material handling, furniture and carpet rentals booth installation & dismantling, labor, electrical, hanging signs and any other Freeman forms, can be directed to Freeman. All Freeman information can be found online at

<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referrer=s>

Freeman

Exhibitor Support

Phone: (888) 508-5054

Contact Us: <https://www.freemanco.com/store/show/contact?showID=536969>

- Order online: <https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referrer=s>

REGISTRATION AND LEAD RETRIEVAL (BADGE SCANNING)

NACS Registration

Maritz

Phone: 469-513-9489

Email: exhnacs@maritz.com

- Attendee Registration: www.nacsshow.com/register
- Exhibitor Registration: www.nacsshow.com/exhibitorReg

Lead Retrieval System/Badge Scanning

Maritz

Phone: 877-623-3487

Email: ExhibitorServices@maritz.com

- Order online: <https://exhibitor.swap.mge360.com/>

HOUSING/HOTEL RESERVATIONS

The only NACS Official Housing Vendor is Connections Housing

NACS Housing

Connections Housing

Phone: (404) 371-3394

Email: nacshousing@connectionshousing.com

- Book: www.nacsshow.com/hotels

Buyer Beware: Be cautious if dealing with any housing companies or services that imply or claim an affiliation with the NACS Show. **Connections Housing** is the only official NACS Show housing Company.

- Connections Housing will never ask for full non-refundable payment. Always ask a company that approaches you “Are you the official NACS show Housing Company? Do you require pre-payment?”
- Please be vigilant when dealing with an unauthorized travel company; many are not legitimate companies, and most do not deliver as promised.
- Reservations made through an agency other than Connections Housing will be at your own risk.
- If you are contacted by another housing company trying to sell hotel rooms, please notify Show Management at aburke@convenience.org.

Exhibitor testimonial: “I had to pay a 50% non-refundable deposit to get 20 rooms at the downtown hotel I wanted at a very low rate. When I contacted this [unaffiliated housing] company with some change requests, they told me that my entire group had been moved to a hotel in the suburbs.”

AUDIO VISUAL EQUIPMENT/EVENT TECHNOLOGY

Freeman

Phone: (888) 508-5054

Contact Us: avservices@freemanco.com

- Order online:
<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referer=s>

BUSINESS SERVICES / FEDEX

FedEx Office – McCormick Place Convention Center

2301 S. Dr. Martin Luther King Jr. (MLK) Drive

Chicago, IL 60616

8:30am – 5:00 pm daily; hours are subject to change due to event scheduling – contact the store

Phone: (312) 949-2100

CATERING / FOODSERVICE / SAMPLING (EXCLUSIVE PROVIDER)

OVG Hospitality – McCormick Place Convention Center

Email: infoovg@mccormickplace.com

ELECTRICAL / PLUMBING / CABLE SERVICE (EXCLUSIVE PROVIDER)

Freeman

Phone: (888) 508-5054

Contact Us: <https://www.freemanco.com/store/show/contact?showID=536969>

Order online: <https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referer=s>

FLORIST

Floral Expositions, Inc.

7453 President Drive

Orlando, FL 32809

Phone: (407) 961-6531

Email: orders@floralexpo.net

INTERNATIONAL SHIPPING - FREIGHT FORWARDER

Freeman Transportation - FT

Email (International): exhibit.transportation@freeman.com (Best way to communicate US and Canada)

Phone - US/Canada Toll Free: (800) 995-3579

Phone - International: (817) 607-5183 (International Message Center)

INTERNET / TELECOMMUNICATIONS / WIFI (EXCLUSIVE PROVIDER)

McCormick Place Technology Services Department

Phone: (312) 791-6113

Email: technology@mccormickplace.com

MCCORMICK PLACE CONVENTION CENTER - CHICAGO, IL

Contact: Eric Ingvaldsen

Phone: (312) 791-6045

Email: EIngvaldsen@mccormickplace.com

www.mccormickplace.com

PHOTOGRAPHY

The Eelpond Photo Group

Phone: (508) 360-2050

Email: ed@eelpondphotogroup.com

www.eelpondphotogroup.com

REFRIGERATION / WARMER DISPLAY EQUIPMENT

Lowe Refrigeration

Phone: (770) 461-9001 | Fax: (770) 461-8020

Email: info@loweusa.com

<http://www.lowerental.com/us>

SECURITY

Special Operations Associates, Inc. of Nevada

Contact: Eric Wolfe

Phone: (702) 386-8065 | Mobile: (702) 491-2733

Email: soa@soasecurity.com

www.soasecurity.com

FREQUENTLY ASKED QUESTIONS/INFORMATION

CONVENTION CENTER – MCCORMICK PLACE CONVENTION CENTER

POLICIES/UTILITY ORDERS/SERVICES/GENERAL INFORMATION

Detailed information regarding McCormick Place service – see list below – can be found in your Exhibitor Portal (www.nacsshow.com/exhibitorportal) in the Facility Information Section of the Exhibitor Service Kit.

- Service & Guidelines
- Internet Services
- Telephone Services
- Wireless Internet
- Exhibitor Bill of Rights
- ASUV Program
- Freight & Truck Marshalling
- Exhibitor Prepaid Parking
- Campus Map
- Food & Beverage

DECORATIONS/SHOW COLORS

The NACS Show product areas are themed by color to aid in attendee navigation.

Exhibit Category/Product Area	Aisle Carpet Color	Drape Color (inline booths)
Facility Operations	Gray	Gray and White
Foodservice	Plum	Plum and White
In-Store Merchandise	Blue	Blue and White
Fuel Equipment & Services	Red	Red and White
Technology	Black	Black and White

EXHIBITOR BOOTH FEES INCLUDE:

- 8' high back drape and a 3' high side drape (Color varies based on your location.)
- 7" x 44" booth identification sign (In-line Booths Only)
- Aisle carpet (Color varies based on location). Note: your booth is not carpeted. Booth carpeting/floor covering is mandatory and is the responsibility of the exhibiting company. NACS will order carpeting for any booths without a floor covering, at the exhibiting company's expense. (See [NACS Terms & Conditions](#))
- Aisle cleaning before the show opens and each evening. This does NOT include booth cleaning.
- Dishwashing facilities
- Perimeter Security
- Company listing in the 2025 NACS Show Onsite Guide, online at www.nacsshow.com and the NACS Show mobile app
- Badge Registration
 - Three (3) Booth Personnel Badges per 100 square feet (if registered by deadline, October 12, 2025)

- Two (2) Additional Booth Personnel Badges per 100 square feet at \$95/badge (if registered by deadline, October 12, 2025)
- Onsite floor managers for your assistance
- Shuttle bus service will be provided to/from official NACS hotels and McCormick Place

EXHIBITOR SERVICE CENTER

The Exhibitor Service Center will be staffed throughout Move-in, Show days and Move-out. There will be a Service Center in both the North (B) and South (A) Halls.

Questions regarding material handling, furniture and carpet rentals, booth installation & dismantling, labor, hanging signs and any other Freeman forms, can be directed to Freeman: <https://www.freemanco.com/store/faqs#contactUS>

INSTALLATION AND DISMANTLE INFORMATION

Installation and Move-In Hours

Exhibitors will be allowed access to the exhibit hall for set-up during the following hours:

Friday, October 10	12:00 pm - 5:00 pm
Saturday, October 11	8:00 am - 5:00 pm
Sunday, October 12	8:00 am - 5:00 pm
Monday, October 13	8:00 am - 5:00 pm
Tuesday, October 14	8:00 am - 5:00 pm*
Wednesday, October 15	8:00 am - 10:00 am

*All booths must be set by 5:00 pm, Tuesday, October 14th

- EXHIBITORS WILL NOT BE ALLOWED TO SET TRASH IN THE AISLES AFTER 8:00 AM ON WEDNESDAY, OCTOBER 15. ANY EXHIBITOR PLACING TRASH IN THE AISLE AFTER THAT TIME WILL BE CHARGED FOR PORTER SERVICE TO REMOVE THE TRASH.
- Overtime and double time rates will apply. See the chart below.

Labor Rate Schedule

	Display Labor	Forklift Labor	Hanging Sign Labor	Aerial Labor	Electrical Labor	Plumbing Labor
ST	6:00am - 8:30pm, first 8 hours Monday - Friday	6:00am - 10:00pm, first 8 hours Monday - Friday	6:00am - 10:00pm, first 8 hours Monday - Friday	6:00am - 10:00pm, first 8 hours Monday - Friday	6:00am - 10:00pm, first 8 hours Monday - Friday	8:00am - 4:30pm Monday - Friday
OT	Next 4 hours (after 8 hours ST) Monday-Friday, 6:00am - 6:30pm Saturday	After first 8 hours, 10:00pm - 12:00am Monday - Friday, 6:00am - 12:00am, first 8 hours Saturday	After 8 hours ST, 10:00pm - 12:00am Monday - Friday, First 8 hours Saturday	Next 4 hours after 8 hours ST Monday - Friday, 6:00am - 6:30pm Saturday	After 8 hours ST, 10:00pm - 12:00am Monday - Friday, 6:00am - 12:00am, first 8 hours Saturday	4:30pm - 8:00am Monday - Friday, First 8 hours Saturday until 4:30pm
DT	12:00am - 6:00am, after 4 hours OT Monday - Friday, 8:30pm - 12:00am Saturday, All day Sunday & holidays	12:00am - 6:00am Monday - Saturday, After 8 hours Saturday, All day Sunday & holidays	12:00am - 6:00am Monday - Friday, After 8 hours OT Saturday, All day Sunday & holidays	12:00am - 6:00am after 4 hours OT Monday - Friday, After 8 hours OT & 8:30pm - 12:00am Saturday, All day Sunday & holidays	12:00am - 6:00am Monday - Friday, After 8 hours OT & 12:00am - 6:00am Saturday, All day Sunday & holidays	After 8 hours OT Saturday or after 4:30pm Saturday, All day Sunday & holidays

- All empty crates will be removed by 8:00 pm, Tuesday, October 14 to allow for the laying of carpet and completion of exhibit hall preparation on Tuesday night and Wednesday morning.

- Move-in of freight will take place according to the TARGETED MOVE-IN indicated on the floor plan located in the Shipping & Material Handling section of the Exhibitor Service Kit.
- **Children Prohibited During Installation/Dismantle** - Please note: No one under the age of 16 will be admitted in the exhibit hall during published Move-in and Move-out hours. ABSOLUTELY NO EXCEPTIONS.

SPECIAL MOVE-IN INFORMATION

- **Advance Warehouse Shipments** - Warehouse freight will be moved into the hall first.
- **Direct to Show site Shipments** - Freight sent directly to the Show site will be delivered to your booth on your targeted move-in day (See Targeted Floor Plan - Shipping & Material Handling).
- **Vehicles in Booth** - If your company is going to have a vehicle in the booth, please complete the Vehicle Notification Form in the Additional Services section and the Mobile Units/Motorized Vehicle Form in the Freeman section of the Exhibitor Service Kit located in the Exhibitor Portal. (www.nacsshow.com/exhibitorportal)
- **Booth Installation "Show Ready" Deadline** - Any booth not occupied by 5:00pm, Tuesday, October 14 will be considered abandoned (unless show management has been otherwise notified in writing AND has acknowledged the notification in writing).
 - Unoccupied/unfinished space will be forfeited by the exhibitor, and such space may be carpeted into a lounge, resold to a company on the wait list, or otherwise assigned by NACS.
 - Any monies paid will be forfeited without a refund of any payment to the exhibitor by NACS.
 - If there is a display in the booth and the General Service Contractor must set up the booth or "force the booth", the exhibitor will be responsible for the cost incurred by Show Management
- **Early Dismantle of Booth** - Priority Points Penalty for abandoned booth: Full deduction of all points earned for the event (5 for participation, plus 1-3 points for booth size)-maximum value 8 points. Please refer to the NACS Show Priority Point Penalty Assessment at www.nacsshow.com/prioritypoints
- **Additional Move-In Time** - If your company requires additional move-in time, please complete the Target Change Request form in the Shipping and Material Handling section of the Service Kit. Requests must be received no later than September 12, 2025, to CHIFDC-TargetChanges@freemanco.com.

DISMANTLING AND MOVE-OUT HOURS

Friday, October 17*	1:30 pm - 11:59 pm
Saturday, October 18	8:00 am - 5:00 pm
Sunday, October 19	8:00 am - 5:00 pm

*Freeman will begin returning empties as soon as the aisle carpet has been removed from the exhibit floor. Due to the volume of empties and building construction, this process could take 8-11 hours before all empties returned. Please plan labor accordingly.

All exhibitor materials must be removed from the exhibit facility by 5:00 pm, Sunday, October 19. To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline please have all carriers check-in by 12:00 pm, Sunday, October 19.

SPECIAL MOVE-OUT NOTES

- No exhibits or displays can be dismantled, or begin to be dismantled, packed up, broken down etc., before the official close of the Show on Friday, October 17, at 1:30 pm.
- Based on recommendations from the NACS Convention Committee and the approval of the Exhibitor Advisory Committee, any exhibitor tearing down early will be penalized by full deduction of all priority points earned for the event (5 points for participation, plus 1-3 points for booth size-maximum value 8 points) and participation at future NACS Show may be jeopardized.
- To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made at the Freeman Service Center during the Show or in advance using the Freeman order form (Freeman Services section).
- Exhibitor-Appointed Contractor labor is not permitted on the show floor until 1:30 pm and must be properly badged.
- EAC gang boxes and ladders are not permitted on the Show floor until 2:15 pm to allow Freeman time to pull the aisle carpet.
- The deadline for removal of display material is 5:00 pm, Sunday, October 19.

Move-Out will begin at 1:30 pm, Friday, October 17. Although Freeman will make every reasonable attempt to deliver empty crates in an expedient manner, please be advised that it may take 8-11 hours for rolling up of the carpet and empty crate delivery.

EXHIBIT HALL ACCESS

During installation and dismantle hours, registered exhibitors may enter the exhibit hall by showing their badge to the security personnel. Exhibitor-Appointed Contractor labor personnel must obtain a wristband from the Security Desk. (Please refer to the Exhibitor Appointed Contractors section for details regarding EAC registration and permits)

During the days of the Exposition, exhibitors will be admitted to the Exhibit Hall two hours prior to and one hour following official Show hours.

Early Exhibit Hall Access (Preparation) - Exhibitors requiring additional time for deliveries, cooking and food preparation must obtain permission from Show Management, **no later than September 15, 2025.**

- REQUESTS MUST BE SUBMITTED IN WRITING, BY EMAIL TO:
EXPOUPDATE@CONVENIENCE.ORG

ADDITIONAL HELPFUL INFORMATION

ACCESSIBLE STORAGE

If you require accessible storage for materials, order through Freeman. Please see the Accessible Storage Order form in the Freeman Service section of the exhibitor service kit, online at www.freemanco.com/store or you can arrange for this onsite at the Exhibitor Service Center. The McCormick Place Rules and Regulations prohibit the storage of empty cartons in or behind your booth backwall, and also state that you may keep a one-day supply of advertising materials, product or giveaways in your booth, but not behind your backwall.

ANNOUNCEMENTS

Daily announcements will be made during move-in and move-out to keep exhibitors informed of exposition operations that affect the logistics of the Show. The only announcements made during the official Show days will be at the opening and closing of the show and for public safety announcements.

CHILDREN IN THE EXHIBIT HALL

Move-in and Move-out Days:

No children under the age of 16 will be allowed in the exhibit hall during move-in or move-out hours. This includes infants. During move-in and move-out the exhibit hall is a busy and sometimes dangerous place to be. Forklifts, crates, heavy boxes, and equipment all pose potential hazards. NACS will strictly enforce this policy to ensure a safe move-in and move-out. No exceptions will be made under any circumstances.

CLEANING EXHIBIT SPACES

Show Management provides aisle cleaning and cleaning crews for general exhibit hall clean up before the opening of the Show and each evening. Exhibitors must arrange, at their expense, for their own individual booth cleaning (www.freemanco.com/store). Exhibitors serving food must arrange for suitable refuse containers to ensure that food is prepared and discarded under the most sanitary conditions possible. Please be advised that while carpet, whether exhibitor provided or ordered from the decorator, is installed clean, debris from set up and daily traffic may necessitate cleaning prior to Show opening and daily.

CRATE REMOVAL, STORAGE AND RETURN

Freeman provides removal, storage, and return of empty crates, boxes, and cartons. "Empty" stickers will be available at the Exhibitor Service Center. Crates and boxes displaying an "empty" sticker will be removed and stored until the close of the Exposition. At the close of the Show, the crates and boxes will be returned to your booth. The Convention Center prohibits the storage of materials behind your booth.

DISHWASHING FACILITIES

There will be dishwashing facilities available. Exhibitors MUST use these areas only to clean up dishes or equipment utilized in food preparation and product sampling. The use of public restrooms for dishwashing purposes is strictly prohibited.

- Drains in your booth are for water ONLY
- Scrape all dishes off thoroughly
- NO dishwashing stations are permitted in your booth
- Washing/rinsing/sanitizing in a temporary tub is permitted in your booth
- Temporary Tubs must be emptied in the designated dishwashing facilities ONLY

You are financially responsible for any damages that may be caused by washing dishes in your booth.

Freeman can assist you with your plumbing needs at (888) 508-5054 or online:

<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referrer=s>

EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors must register their EAC's at www.nacsshow.com/contractorform. Please refer to the Exhibitor Appointed Contactor section of this kit for more details, forms to complete and permits to apply for.

EXHIBITOR BADGE PRICING

To take advantage of the booth personnel badges that are included with the booth (3 badges per 100 square feet purchased, option to purchase up to 2 more per 100 sq. ft. for \$95 each), register badges no later than October 12, 2025. After October 12, 2025, onsite registration rates apply. Register badges at <http://www.nacsshow.com/exhibitorportal> or www.nacsshow.com/ExhibitorReg.

Booth Personnel Badges come with an option to upgrade to Full Registration Badges (includes access to sessions and official show networking events) for an additional \$225 per badge if registered by the October 12 deadline.

FIRST AID

First aid stations will be available from the first day of move-in until the last day of move-out.

FLOOR MANAGEMENT

Floor managers will be available to assist you from move-in through move-out. Each floor manager will be responsible for a specific exhibit area. There will be floor manager service desks located strategically on the show floor. Information will be provided on-site as to how to reach your floor manager.

HANGING SIGNS

All hanging signs need to be reviewed and approved by both NACS and Freeman no later than August 15. All electrical and non-electrical hanging signs regardless of the weight must be hung by Freeman Services.

A copy of the following information should be sent to Valerie Collins with Freeman at Valerie.Collins@freeman.com and to NACS at expoupdate@convenience.org:

- Hanging sign graphics, renderings or schematics
- Hanging sign dimensions
- Total hanging sign weight

INSURANCE AND LIABILITY

Exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and must comply with any/all laws, rules or regulations related to booth installation/dismantling. Exhibitor must have a commercial general policy of no less than \$1,000,000 naming NACS and McCormick Place as additional insured. This policy must be made available upon request.

The exhibitor and its authorized contractors agree to carry adequate personal and property damage liability and worker's compensation insurance and to indemnify and hold harmless NACS, Freeman, OVG Hospitality and McCormick Place officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, cost and charges of every kind, including attorneys' fees resulting from its occupancy of the exhibit space contract for, by reason of person injuries, death or property damages sustained by any person. Certificates of insurance must be furnished by the exhibitor if requested by NACS and must be available onsite during the show. Failure by NACS to request proof of insurance shall not relieve exhibitor from carrying proper coverage.

The exhibitor understands that neither NACS nor McCormick Place maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

NACS and all organizations and individuals employed by or associated with the 2025 NACS Show will not be responsible for injury or damage that may occur to an exhibitor, his/her employees or agents, nor to the safety of any exhibit or other property due to theft, fire, accident, or any other destructive causes.

NACS is not responsible for any theft of property. NACS and its employees or contractors assume no liability for loss or injury due to theft, fire, accident, or any other destructive causes. We strongly suggest that you obtain a rider to your existing insurance policy to protect your booth/product from the time it leaves your warehouse to the time it returns. Please also refer to the 2025 NACS Show Terms & Conditions (www.nacsshow.com/exhibitterms).

UNION JURISDICTIONS/EXHIBITOR RIGHTS

Show Management has selected Freeman to be the Official Services Contractor for the NACS show. As the Official Services Contractor, Freeman has the responsibility for material handling, all suspended rigging and booth cleaning services.

Please contact Freeman directly for detailed information on Union Regulations.

MOBILITY (SCOOTER / WHEELCHAIR RENTALS)

Scootaround Mobility Solutions

Phone: (888) 441-7575

Website: <https://scootaround.com/en/chicago>

MULTI-LEVEL OR COVERED BOOTHS

Double-decker booths or booths with ceilings (including tents) were previously required to be equipped with fire safety devices. However, our Fire Safety Department and major show contractors have worked with the CFD to develop specific codes for the trade show environment that would offer a safe and cost-effective alternative to sprinklers. These specific requirements apply to all exhibits that have a ceiling or second story. [Learn more.](#)

McCormick Place – Fire Safety Office

Contact: Wally Schroeder

Phone: 773-812-5562

Email: McpFireMarshal@mccormickplace.com

PARKING REGULATIONS

The current parking fee is \$15 per space, with in and out privileges. Cash or credit cards are accepted. Anyone leaving the property and planning to return the same day can show their paid parking receipt for reentry. Reentry is subject to availability.

Overnight parking is prohibited on property. Vehicles left on the property overnight will be towed at the owner's expense.

Attendees and exhibitors are encouraged to take advantage of the complimentary NACS shuttles from the official hotels.

PHOTOGRAPHY REGULATIONS

NACS will allow cameras on the Show floor. Exhibitors and attendees may take pictures within the Show for purposes of company or annual reports, company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures of an exhibitor's product without permission of the exhibitor. Many products on display at NACS are innovative, one-of-a-kind or prototype items. Exhibitors have the right to report to security any instance of inappropriate photographing of company products or displays.

PRIORITY POINTS PENALTIES

Please refer to the NACS Show Priority Point Penalty Assessment document found in the General Information section of this kit or www.nacsshow.com/prioritypoints.

SAMPLE (FOOD/BEVERAGE) DISTRIBUTION/PREPARATION/COOKING

All food/beverage samples being distributed must be manufactured or produced directly by the exhibitor. Before any samples can be distributed, you must notify OVG Hospitality and obtain their approval. The Sample Authorization Form is in the Facility Information & Order Forms section of the Exhibitor Service Kit.

Distribution Tips

It is never easy to determine the quantities of sample products you should bring to the show. The NACS Exhibitor Advisory Committee and the NACS Exhibits Staff have developed some questions that you might want to ask yourself when determining sample quantities.

- How many attendees are expected to attend the show?
- At the 2024 NACS Show in Las Vegas, there were 8,800+ buyers (26,000+ attendees overall)
- Why are you sampling? What is your overall objective?
- Who is your sampling audience?
- How are you going to sample?
- What are you sampling? Is it a give-away/take-away vs. an immediate consumption item?

Other items to consider:

- Location of your booth
- Who are your competitors and are they exhibiting at the Show?
- Are you engaging in other activities to bring traffic to your booth, i.e., a pre-show promotion?
- Is this a new item?

Housekeeping

Freeman housekeeping service cleans the aisles. It is up to the exhibitor to keep the exhibit booth clean. A porter service is available for special cleaning, and this service is recommended to all exhibitors sampling food and/or beverage items. You can order cleaning services by going to

<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=536969&referrer=s>.

Leftover Food

After the Show closes, extra food products may be donated for distribution to a charitable organization. Information and procedures will be available on-site.

Public Health Officials

Food should be prepared under the most sanitary conditions. In the event you are contacted by a public health official, check with the floor manager immediately before acting on complaints or suggestions.

Trash Receptacles

Trash receptacles are positioned throughout the hall to keep the Show clean, not to replace an exhibitors' need for porter service in their booth. If you will need periodic porter service to remove trash from your booth, please contact Freeman.

Exhibitors found excessively using common area trash receptacles for booth-generated trash will be charged for porter service.

SECURITY

NACS will provide 24-hour perimeter security service from installation through dismantle. The furnishing of such service is not to be interpreted by exhibitors as guaranteeing them against theft or loss of any kind. Exhibitors are responsible for the security of their displays and personnel at all times. If you require additional security, please see the order form in the additional Services section.

Security Precautions:

Your company and NACS can be assured of a more secure and successful event if you follow a few simple precautions:

- Don't make your hi-tech equipment and perishable items easily identifiable. Mislabel/identify your packages or use a dark plastic to shrink wrap your materials, especially perishable items that can easily be identified as product for consumption. Don't make your product a temptation for laborers on the floor!
- Ship products, materials, equipment, etc. in locked trunks or crates. Make sure all labels are properly filled out on your trunks and crates that are shipped or to be stored.
- When utilizing cartons, be sure they are securely taped and/or banded. Do not mark on the outside of the crate what the contents are inside.
- Do not leave your booth unattended, particularly during move-in and move-out. Take inventory of your products during these times.
- Never leave laptops, briefcases, and purses unattended or out in the open.
- Keep small portable products out of sight, locked up or take them with you when you leave the exhibit hall.
- Utilize security cages or hire private booth security.
- Report any suspicious person(s) in the exhibit area.
- Report any thefts immediately to the Security Office and/or Show Management Office.
- Pack as quickly as possible at the close of the show. NEVER leave your booth unattended during this time – it is the highest risk period for theft.

SMOKING/VAPING

Smoking/Vaping IS NOT ALLOWED in the exhibit hall. Smoking/Vaping IS ALLOWED outside the building, provided that it takes place at least 15 feet from any entrance doors to the facility. See map of designated smoking areas:

https://mccormickplace.com/epg/24_designated_smoking_locations.pdf

SHUTTLE BUS SERVICE

Complimentary shuttle bus service will be available to/from designated NACS official hotels during the NACS Show. Please refer to the [map of NACS Show hotels](#) to determine which

hotels are on the shuttle route. A complete shuttle schedule will be available on www.nacsshow.com in August.

General times of service will be approximately:

Shuttle schedule is subject to change at any time without notice. Please see on-site schedule for actual times. Shuttle service will not be available on Wednesday and Thursday from 12:00 pm – 3:00 pm.

- **Tuesday, October 14**
Service: 7:00 am – 8:00 pm*
Outbound service from McCormick Place back to hotels ONLY starting at 5:30 pm
- **Wednesday, October 15**
Morning Service: 7:00 am – 12:00 pm
Afternoon Service: 3:00 pm – 7:00 pm
- **Thursday, October 16**
Morning Service: 7:00 am – 12:00 pm
Afternoon Service: 3:00 pm – 7:00 pm
- **Friday, October 17**
Service: 7:00 am – 2:30 pm

2025 NACS SHOW MANAGEMENT RULES & REGULATIONS

Exhibitors agree to abide by the rules and regulations of Show Management by virtue of the signing of their Exhibit Space Application. See full details in NACS Show Terms & Conditions Section 3 (www.nacsshow.com/exhibitterms) Failure to do so may result in the loss of priority points and will affect your booth selection opportunities for future shows.

Please Note: Your company representatives are responsible for complying with this important information. Please share all show rules, regulations, and guidelines with anyone representing your company.

EXHIBITOR CONDUCT

1. Exhibit booths must be staffed at all times during show hours by at least one exhibitor representative.
2. Exhibitors or exhibitor representatives (including characters and celebrities) wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths. This also includes distributing samples of product outside of the booth. Costumed characters and/or other strolling entertainment or moving advertisement outside of the exhibitor's space is not permitted.
3. Exhibitors or exhibitor representatives may not wear clothing that NACS deems excessively scanty or revealing. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, scanty or revealing.
4. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its

sole discretion, shall make final decisions on the acceptability of questionable booth activities.

LITERATURE/PRODUCT DISTRIBUTION

Exhibitors must confine their exhibit activities to the space for which they have contracted.

1. Circulars, catalogues, magazines, folders, products, and signs may be displayed ONLY in the exhibitor's booth and must be related to the approved products and/or services on display.
2. Distribution from booth to booth or in the aisles is forbidden.
3. Aisle space may not be used for exhibit purposes, display signs, solicitation or distribution of materials.

Canvassing in any part of McCormick Place outside of your exhibit space or at any of the hotels in the NACS Housing Block is strictly prohibited. Any person doing so will be requested to leave the building and his/her material removed at the same time.

Penalty: 1 priority point for each violation accompanied by a written citation

NOISE AND SOUND EQUIPMENT

Monitoring sound levels:

Sound presentations, slides, or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display.

Usage of musicians, entertainers, loudspeakers, sound systems and noise-making devices is restricted to the assigned booth space. Show management reserves the right to determine when exhibit operations, components or features become objectionable.

Exhibitors must police their own booths to be sure the noise levels from demonstrations and sound systems are kept to a minimum and do not interfere with others.

Sound from any and all audio presentations is not to carry beyond the immediate area of display. Remember—The use of sound systems or equipment producing sound is an exception to the rule, not a right. NACS reserves the right to determine at what point sound constitutes interference with others and to terminate any audio presentations causing disturbances to neighboring exhibits.

Positioning of speakers and demonstrations:

Loudspeakers must be positioned to direct sound towards the center of the exhibit booth. Speakers may not point toward the Show aisles.

Traffic in aisles:

Noise resulting from exhibitor demonstrations should not interfere or disturb adjacent exhibitors and their patrons, or cause aisles to become blocked.

Penalties – Noise Violations:

Exhibitors will receive a first and second warning if sound levels are excessive. A third violation at any time during the show will result in ALL electrical power to the booth is terminated for the remainder of that Show day. The Exhibitor will be responsible for charges to reconnect electrical service to the booth. A fourth violation will result in loss of electrical power to booth for the remainder of the event and possible loss of priority points.

REGISTERING RETAILER CUSTOMERS AS EXHIBITORS

Exhibitor Awareness – Each exhibiting supplier is fully, and legally, responsible for registrants assuming their badged company name. This includes responsibility of inappropriate behaviors of any of your registered individuals.

Restricted NACS Show Experience - If exhibitor badges (Booth Personnel) are purchased for your customers (retailers/distributors/wholesalers), it will severely limit their access to networking and exclusive opportunities due to the lack of proper credentials. Improperly registered retailers will miss out on NACS events and exclusive access privileges including but not limited to:

- Inability to attend general sessions and/or educational sessions.
- NACS Show Kick-Off Party ticket not included.
- Cool New Products Preview Room limited access – denied viewing during exclusive buyer hours (1st two days); cannot utilize scanners to create a new product shopping list.
- Perceived by exhibitors as an industry supplier, not treated or welcomed as a potential buyer due to misleading exhibitor credentials.
- Excluded from mailing lists to receive invitations to exhibitor-hosted or retailer-exclusive events.

Penalty: Exhibitors found in violation will receive a written booth violation notice, and full deduction of priority points earned at the 2025 NACS Show. (Value 6-8 points) This policy has been reviewed and approved by NACS and the Exhibitor Advisory Committee.

How to: Register Your Retail Customers

1. Login to the [exhibitor portal](#).
2. Select “Badge Registration”.
3. Select “Invite a Customer”.
4. Select and purchase registrations for your invited customers securing them the \$325 Member Rate to attend.
5. Once paid, copy your custom link found at the bottom of the page to invite your customers to attend the NACS Show.
 - All invited attendees must be [qualified to attend as a Buyer](#).

Need additional assistance? Contact Maritz:

Phone: 469-513-9489

Email: exhnacs@maritz.com

SOLICITATION/DISTRIBUTION OF PRODUCT OUTSIDE OF BOOTH

In response to post-show survey feedback, NACS will strictly enforce the policy regarding distribution of product and solicitation by exhibitor representatives outside of the booth in the aisles or common space. This applies to all exhibitor representatives (company employee, sales representative, hostess, model, etc.). Reference 2025 NACS Show Exhibit Space Terms and Conditions (Sections (3)(f- g)).

1. First offense - Any exhibitor representative that violates the product distribution/solicitation policies will be warned by show management and their badge credentials will be marked.
2. Second/final offense - Revocation of badge credentials and removal of the individual from the exhibit hall at the exhibitor’s expense.

Penalty: 1 priority point for each violation accompanied by a written citation

NACSSHOW2025



HANGING SIGN APPROVAL PROCESS

All electrical and non-electrical hanging signs regardless of the weight must be hung by Freeman Services. All hanging signs need to be reviewed and approved by both NACS and Freeman by **August 15**, and are hung by Freeman.

A copy of the following information should be sent to Valerie Collins with Freeman at Valerie.Collins@freeman.com and to NACS at expoupdate@convenience.org:

- Hanging sign graphics, renderings or schematics
- Hanging sign dimensions
- Total hanging sign weight

HANGING/LIGHTING TRUSS GUIDELINES

Overhead truss with hanging signs or graphics must conform to the following guidelines. Truss may be rigged with hanging signage suspended below it to maximum height of 25 feet. No truss may exceed the outline of purchased exhibit space to hang over the public aisle space or display any graphics.

Maximum Hanging Sign/Graphic Height: 25 feet (from floor to top of signage)

Truss, signage, and fixtures are not allowed to be installed outside the boundaries of the exhibit space.

THEATRICAL/AUDIO VISUAL LIGHTING TRUSSES GUIDELINES

Theatrical and audio visual lighting trusses do not have hanging signage attached, and are used solely for theatrical lighting in the booth or audiovisual presentations. All lighting and speakers should be directed to the inner confines of the booth space and should not project onto other exhibitors or show aisles. Fixtures or lighting that rotate, spin, pulsate, or any other special effects should not interfere with neighboring exhibitors, or detract from the overall atmosphere of the show.

Maximum Theatrical/Lighting Truss Height: 30 feet

Minimum Theatrical/Lighting Truss Height: 24 feet

Truss, lighting, speakers, and fixtures are not allowed to be installed outside the boundaries of the exhibit space.

HANGING SIGNS & GRAPHICS (ISLAND & PENINSULA BOOTHS ONLY)

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, to a maximum height of twenty feet (25'). All should comply with ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths.

NACSSHOW2025

ENERGY
MARKETERS
OF AMERICA

EMAI

PEI

CONEXXUS



October 14-17, 2025 (Convention)

October 15-17, 2025 (Expo)

McCormick Place

Chicago, IL

2025 NACS SHOW EXHIBIT SPACE TERMS AND CONDITIONS

1. Eligibility and Payment

- a. To apply for exhibit space at the 2025 Exposition, which will be sponsored by the National Association of Convenience Stores ("NACS") from October 15-17, 2025, at the McCormick Place ("the Facility"), applicants must complete all relevant portions of this application and submit the application via the NACS online booth application process. The person signing this application warrants that he or she has the authority to bind contractually the organization applying for exhibit space.
- b. NACS Show Management reserves the right to determine the eligibility of all potential exhibitors. A properly completed application, accompanied by the appropriate deposit will be considered an offer by the applicant to purchase exhibit space from NACS, which offer NACS may accept by its approval of the potential exhibitor's application. If approved, this application shall constitute the entire Agreement between the exhibitor and NACS, no provision of which may be amended, waived, or altered without NACS's written approval.
- c. Completed applications received by NACS on or before May 14, 2025, must be accompanied by or received by NACS within thirty (30) days, a deposit equal to one half (1/2) the total rental cost of the requested exhibit space. Payment in full for the exhibitor's requested exhibit space must be made by June 13, 2025. If NACS has not received payment in full by June 13, 2025, the heretofore reserved exhibit space may be reassigned, sold, or otherwise used or disposed of by NACS without any refund of the applicant's deposit. Completed applications received by NACS after May 14, 2025, must be accompanied by, or received by NACS within thirty (30) days, a payment equal to the full amount of the rental cost of the requested exhibit space. All deposits or payments made under this Agreement must be made in U.S. dollars and any negotiable instruments must be drawn upon a U.S. bank. All credit card payments will be subject to a 2.95% processing fee except where prohibited by law. ***It is incumbent upon the exhibitor to be aware of these payment deadlines and ensure that timely payments are made. If an exhibitor has been notified (via email or otherwise) that their booth reservation has been cancelled due to violation of these or any other terms, the booth reservation will not be reinstated.***
- d. If the applicant is a current NACS member at the time of application to exhibit, membership status must be maintained through the dates of the Show. Should membership expire during this period, the exhibiting company will pay the difference in booth cost between the member and non-member fee or will renew membership status retroactive to expiration date by paying the membership fee.
- e. To qualify for eligibility, the applicant's proposed exhibit must be found by NACS Show Management, to qualify as a legitimate product or service sold to or through convenience stores.
- f. All decisions regarding whether a product or service qualifies to exhibit, and if so which specific Primary Product Area it should be displayed in, shall be made by NACS in its sole discretion. All products must be qualified for exhibition in the Show.

2. Space Assignments

- a. Space assignments will be made based on priority points accumulated with NACS and The Petroleum Equipment Institute (PEI). Show Management reserves the right to make the final space assignment determination according to what it deems to be in the best interests of the Exposition.
- b. Show Management reserves the right to move, relocate, or resize exhibit booths, or otherwise adjust the floor plan in order to accommodate the best interest of the Show and/or comply with safety regulations or other facility requirements. In the event that a booth needs to be downsized by Show Management, Show Management will refund any resulting overpayment to the Exhibitor. Show Management will not be responsible for any other expenses or damages incurred by the exhibitor as a result of downsize or relocation of a booth. The floor plan maintained by Show Management shall be the official floor plan. Changes may occur at any time to accommodate Show needs and/or safety regulations.
- c. Exhibit spaces 400 square feet and larger that do not show signs of occupation or intent to exhibit by October 6, 2025 at 5:00 pm local time, and spaces less than 400 square that do not show signs of occupation or intent to exhibit by October 7, 2025 at 5:00 pm local time will be forfeited by the exhibitor (unless special arrangements have been made with NACS in advance in writing), and such space may be resold, reassigned or otherwise used by NACS, without any refund of any payments to exhibitor at any time by NACS, and without any liability on the part of NACS to the exhibitor.

3. Show Rules and Regulations

The following Show rules and regulations are necessary to ensure a successful and safe show and may be amended at any time by NACS to accomplish these goals. NACS reserves the right (at exhibitor's expense) in its sole and absolute discretion to erect any exhibit, to prohibit the erection of any exhibit, or to require the removal (at exhibitor's expense) of any exhibit upon or from the floor of the show area, and also reserves the right to have any exhibitor, or exhibitor's employee, guest or

representative removed from the floor of the show area if any exhibit, exhibitor, or exhibitor's employee, guest or representative is found by NACS to be in violation of any one or more of this Agreement's provisions, including the provisions of these Terms and Conditions. If NACS takes any action against a party according to the provisions of this section, the exhibitor may not recover any exhibit fees paid to NACS. Furthermore, Show Management will have the sole and absolute discretion to determine what an Exhibitor may use in a booth product demonstration or in any exhibit in general. NACS will not permit any exhibits or booth product demonstrations that it feels, in its sole discretion, may be offensive to its members, staff, or guests. By way of example and not in limitation of the generality of the foregoing, NACS will prohibit any exhibits or booth product demonstration it feels contain pornography, weapons, animals, or products that create legal risk to NACS or the show. NACS reserves the right to decide in its sole and absolute discretion whether any product creates such legal risk. Products that create legal risk include, but are not limited to, marijuana, delta-8, delta-9, THC or any product including marijuana, delta-8 or THC as ingredients. CBD and products containing CBD as an ingredient are subject to limitations on marketing and display. NACS reserves the right to exclude any CBD or product containing CBD if it determines in its sole discretion that such product or the way that such product is displayed creates legal risk for NACS or the show.

a. Code of Business Conduct

1. NACS believes in an environment where all attendees and employees are treated with dignity and respect. NACS is committed to creating such an environment because it brings out the full potential in each of us, which, in turn, contributes directly to the success and betterment of our industry. NACS is committed to hosting events that are free of discrimination and abusive, offensive or harassing behavior.
2. NACS therefore expressly prohibits at, or in any way connected with, any NACS sponsored event, any behavior that NACS deems, in its sole discretion, to be offensive, including but not limited to use of offensive language and any form of discrimination or harassment based on but not limited to race, color, sex, religion, ancestry, national origin, marital status, familial status, age, pregnancy, child birth or related medical conditions, sexual orientation, gender identity, genetic information, veteran status, disability (physical or mental), or any other characteristic or status protected by law.
3. Any violation of the NACS Event Code of Business Conduct may result in revocation of badge and removal from premises, without refund or other compensation for any admission, exhibit, or registration fee paid, and loss of the privilege to attend and/or exhibit at future NACS events.

b. Installation and Dismantling of Exhibits

1. Exhibitors may not erect or dismantle exhibits at any time except as provided by NACS Show Management.
2. It is the responsibility of the exhibitor to see that all its materials are delivered to the exhibit hall and removed from the exhibit hall by the deadlines specified by NACS. Should the exhibitor fail to remove the exhibit, the removal will be arranged by NACS, without any liability of any kind to NACS, at the exhibitor's expense. Furthermore, if an exhibitor commences to erect its exhibit, but fails to complete that erection before the deadline provided by NACS Show Management, NACS may, in its sole discretion, choose, at the exhibitor's expense and without any liability of any kind to NACS, either to remove the exhibit from the Convention Center or to have the erection of the exhibit completed.
3. At the close of the Show, the exhibitor must surrender the exhibit booth or booth area in the same condition the booth or booth area was in at the time the exhibitor first occupied it. If an exhibitor fails to surrender a booth or booth area in the same condition it was in at the time the exhibitor first occupied it, such exhibitor shall be liable for the expenses of cleaning, repairing or otherwise returning the booth or booth area to the condition it was in when the exhibitor first occupied it.

c. Floor Plan

All dimensions and locations shown on the official floor plan are believed, but not warranted to be accurate. Furthermore, NACS reserves the right to make such modifications to the official floor plans as may be necessary to meet the needs of the exhibitors and the exhibit program.

d. Exhibit Dimensions

All exhibitors must adhere to booth display guidelines provided by NACS. Display guidelines are provided in the exhibitor prospectus and exhibitor services manual.

e. Display Arrangement

1. All exhibitors must rent adequate space to accommodate their planned product display and shall arrange the displays so as to utilize only the booth area contracted for, to recognize the rights of other exhibitors and show visitors, and to conform to the overall pattern developed by the Show Management. NACS reserves the right, at exhibitor's expense and without any liability of any kind to NACS, to rearrange or remove displays not conforming to these requirements, without itself incurring any liability, and to bill the exhibitor for any and all charges incurred.
2. All booths must comply with [NACS/IAEE Guidelines for Display Rules & Regulations](#). A minimum 400 square feet of **island** booth space is required to hang an overhead sign.
3. 10x10 booths in the **New Exhibitor Area only** may use "Cubic Content Style" (see page 3 of the above referenced guidelines). **All other inline booths must conform to "Line-of-Sight Style"** (see page 1 of the above referenced guidelines).
4. Any part of an exhibit which does not lend itself to an attractive and professional appearance, including but not limited to unfinished side or end panels, must be draped or redesigned at the exhibitor's expense. The Exhibitor shall provide or arrange for complete covering of the bare concrete floor within their exhibit space. NACS reserves the right to make any such corrections it deems necessary to ensure an exhibit complies with these requirements, including but not limited to "forcing" carpet or drape, without incurring any liability, and to bill the exhibitor for charges incurred.

f. Use of Exhibit Space and Exhibit Activities

1. Exhibitor may not display drug paraphernalia, sexual devices, weapons, nudity in any form, "X-rated" program materials, or any literature pertaining to such materials.
2. Helium balloons may not be given out inside the facility. Helium balloons are only allowed as permanent attachment to authorized displays. Helium balloon displays must conform to booth height restrictions.
3. No exhibit may interfere with the use of other exhibits, impede access to other exhibits, or impede the free use of the aisles between exhibits.
4. Sound presentations, slides or movies will be permitted if tuned to conversational levels, and if not objectionable to other exhibitors. Sound from any and all audio presentations must not carry beyond the immediate area of display or exceed 85 decibels. Exhibits found to have excessive noise levels will be given a written warning. A second violation will result in denial of electric power (without refund or other compensation) for the remainder of that day. A third violation will result in denial of electric power for the remainder of the event (without refund or other compensation) and loss of priority points.

5. An exhibit may not use lighting effects which interfere with other exhibits.
6. All music and entertainment should be in good taste and not include content that is sexually explicit or verbally offensive. In addition, dancing and modeling shall not include any provocative or suggestive poses or actions. Show Management, in its sole discretion, shall make final decisions on the acceptability of booth activities.
7. Exhibit booths must be attended and maintained by at least one exhibitor or exhibitor representative at all times during show hours.
8. No exhibitor shall sublet, assign, sell, or allow to be used, all or any part of the exhibit space allotted to it, without express, prior, written approval from NACS.
9. Exhibitors requiring dishwashing facilities must utilize those areas designated and erected by NACS. Use of public restroom facilities for dishwashing is prohibited.
10. Any and all serving of food and beverage products by exhibitors, and any and all sampling of such food and beverage products, must promptly cease when the Show floor closes for the day.
11. Booth carpeting/floor covering is mandatory and is the responsibility of the exhibiting company. NACS will order carpeting for any booths without a floor covering, at the exhibiting company's expense.
13. No soliciting of attendees is permitted in the aisles or in other exhibitors' booths.
14. All signs, advertising, literature and other promotional material must be related directly to the exhibitor's name, product and service as set forth and approved in the Agreement.
15. All vehicles and motorized transport or unmotorized transport items (including by way of example and not in limitation: cars, scooters, bicycles, segways, etc.) displayed must conform to the rules and restrictions designated by NACS Show Management. Additionally, all such items must remain turned off and stationary during the Exhibition.
16. Prohibited Sales Activities. Exhibitor shall not conduct retail or consumer sales during exhibition hours. Exhibitor may not receive payment or make delivery of equipment or products of the trade, but the Exhibitor may accept orders for future delivery.
17. Sampling of products is permitted only where the exhibitor is the legal manufacturer and/or distributor of such products and may only be distributed within its booth. Exhibitors are permitted to use additional products for which the exhibitor is not the legal manufacturer and/or distributor only when such use of the additional products is integral and/or necessary to sampling. Sampling of other products for comparison purposes is prohibited.
18. Any exhibitor activity including but not limited to customer events, awards, receptions, happy hours, staff meetings, or any other group events held on McCormick Place property or anywhere in any hotel within the NACS hotel block (see www.nacsshow.com/hotels for a list of official hotels beginning in mid-April 2025) must be approved in writing by Show Management before August 29, 2025. Any such event that has not received Show Management approval in writing may be cancelled or shut down, with or without notice, by Show Management. Exhibitor will remain liable for all cancellation fees or obligations if the event is cancelled or shut down and NACS shall not reimburse or have liability for any such fees or costs. Additional penalties may include loss of priority points and revocation of exhibitor's badges and exhibiting privileges for the remainder of the 2025 NACS Show.
19. Violation of any of these policies may result in forfeiture of all priority points earned for exhibiting that year.

g. Exhibitors and Exhibitor's Representatives

1. Children under the age of 18 will not be permitted in the exhibit hall at any time during move-in and move-out. Proof of age may be required. Children 16 and under may be permitted in the exhibit hall during show hours if accompanied by an adult at all times. Parent or legal guardian of children 16 and under must sign a waiver that is approved by Show Management.
2. Carts, wagons, strollers, dollies, etc. will not be permitted in the exhibit hall at any time during show hours, except to carry kitchenware directly back and forth between the exhibitor's booth and the nearest dishwashing station. NACS reserves the right to decide what items may or may not pose a safety risk and prohibit any and all items it feels may pose such a risk.
3. Exhibitor's representatives wearing distinctive costumes or carrying banners or signs separately or as part of their apparel, must remain in their own booths, or be making their way directly to or from a costume change area without stopping to engage attendees. Booth representatives and exhibitor's officers, agents, and employees may not wear clothing that NACS, in its sole discretion, deems excessively revealing or otherwise inappropriate, or not in keeping with the character of the Exposition. Prohibited apparel includes, but is not limited to, bathing suits, lingerie, excessively short skirts or shorts, and/or other attire NACS deems, in its sole discretion, to be excessively revealing or otherwise inappropriate, or not in keeping with the character of the Exposition.
4. After Show hours, only those exhibitors properly identified and with the permission of NACS may enter the hall. Exhibitors will not be permitted to remove any of their show equipment or display materials from the Facility between the opening and closing of the Exposition without special permission in writing from NACS. Additionally, exhibitor personnel wishing to remove general merchandise from an exhibit area will be required to obtain an official merchandise removal pass.
5. Exhibitors may have access to the hall two hours prior to, and one hour following official show hours. When this rule would create a hardship, special permission must be secured from Show Management to gain access at other times.
6. Notwithstanding the above, no one will be permitted in any exhibitor's booth during non-show hours unless he or she is accompanied by a person able to positively identify himself or herself as an employee or authorized representative of the exhibitor to whose booth he or she wishes to gain access.
7. Admittance to exhibit hall is by badge only. All individuals must be registered to receive a badge. This includes employees, models, entertainers and other exhibitor representatives.
8. Exhibitors and their agents are permitted to photograph and/or videotape their own company's property. However, the photographing and/or videotaping of another exhibitor's property without prior permission from that exhibiting company is prohibited.

h. Common Areas

Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the common public spaces on the premises of the meeting facilities or in the guest rooms, lobbies or hallways of the hotels. NACS in its sole discretion also prohibits non- approved publications and/or advertising in any of the common public spaces on the premises of the meeting facilities or in the guest rooms, lobbies or hallways of the hotels.

i. Exhibitor Responsibilities

Exhibitor shall for itself and any of its agents, subcontractors, employees, guests, invitees, or independent contractors be solely and exclusively responsible for installation and dismantling of exhibits and shall be solely and exclusively liable for any damage or injury to person or property resulting from or during installation and dismantling.

j. Approval

In all instances throughout this Agreement, the application, and these terms and conditions, wherever a decision is to be made by NACS or Show Management with respect to approval, eligibility or any other type of decision required hereunder, such decision will be made in NACS' sole and absolute discretion.

4. Compliance with Laws, Statutes, Ordinances, and Union Regulations It is the responsibility of each exhibitor to know and

comply with all applicable union regulations, all applicable federal, state and local laws, statutes, regulations and ordinances and all of the rules and regulations of the convention center and/or facility where the Exposition will be held.

By participating in the 2025 Exposition, exhibitors warrant that they do know and that they are in compliance with all applicable union regulations and all applicable federal, state and local laws, statutes, regulations and ordinances. Exhibitor further represents and warrants that its exhibit does not infringe upon or violate or potentially infringe or violate any third-party intellectual property rights. The compliance required by this section includes, but is not limited to, the following requirements:

- a. An exhibitor shall employ only union approved labor personnel for all work, other than that which can, according to local labor union regulations, be performed by the exhibitor's own personnel.
- b. An exhibitor must comply with all fire and safety laws, statutes, ordinances, and/or regulations, and all materials used by exhibitors and required by law, statute, ordinance, and/or regulation to be flame- proof shall be flameproof. In addition to that which may or may not be required by law, statute, ordinance, and/or regulation, exhibitor shall use only nonflammable material whenever possible, including, but not limited to, its use of the following items: display materials, furnishings, table coverings, decorative items, and booth equipment.
- c. By its participation in the 2025 Exposition, an exhibitor warrants that all and any electrical equipment used in or relating to the exhibit, including, but not limited to, signs and lights, is in a safe, good, and operable condition, and able to pass the inspection of the local Fire Underwriters Inspection Bureau.
- d. An exhibitor must comply with all local, state and federal health laws related to food preparation and distribution and file for any permits required by the local health district.

5. Security

Providing security for exhibits, exhibitor's property, and for exhibitors themselves, as well as for their employees, agents, representatives, and guests, shall be the sole responsibility of the exhibitor and of the exhibitor only.

6. Cancellation or Termination of Agreement

a. By the Exhibitor

An exhibitor may reduce the space or size of its exhibition, cancel and/ or withdraw from the Show so long as it complies with the following conditions and restrictions:

1. The exhibitor must give NACS prior written Notice of its intent to reduce the space or size of its exhibition, cancel and/or withdraw from the show. Such written Notice must be provided either via certified mail to the address specified in 11(f) or via an email that has been acknowledged with a personal reply from NACS. If NACS does not receive a notice in writing from the exhibitor of its intention to do any of the above mentioned actions beforehand, and the exhibitor still reduces the space or size of its exhibition or cancels or withdraws from the show, then the exhibitor will not be entitled to a refund of any of its fees paid for the space, and in addition to any other penalties it may impose, NACS may prohibit the exhibitor from exhibiting at any show NACS sponsors in the future.
2. If NACS receives written notice from the exhibitor that the exhibitor intends to reduce the size of its contracted booth space on or before June 13, 2025, and NACS is able to resell the entire square footage of the original space reserved by the exhibitor for this exhibition, then NACS will assess a downsize fee equal to 50% of the difference between the total cost of the original space and the total cost of the reduced space. If NACS moves another exhibitor into the original space, then the original space will not be considered resold unless NACS is able to resell such other exhibitor's original space. If for any reason NACS is unable to resell all or a portion of the original space, the exhibitor will remain liable for the full cost of the unsold space.
3. If NACS receives written notice from the exhibitor that the exhibitor intends to cancel its contracted booth space entirely and/or withdraw from the Show entirely, and this notice is received on or before June 13, 2025, and NACS is able to resell the entire square footage of the original space reserved by the exhibitor for this exhibition, then NACS will assess a cancellation fee equal to 50% of the total cost of for the original contracted space. If NACS moves another exhibitor into the original space, then the original space will not be considered resold unless NACS is able to resell such other exhibitor's original space. If at the time of cancellation/withdrawal, the exhibitor has not submitted payment to NACS of at least 50% of the total amount due for the contracted space, exhibitor agrees to remit the balance owed to NACS within fourteen (14) days of notification of intent to cancel. If for any reason NACS is unable to resell all or a portion of the canceled space, the exhibitor will remain liable for the full cost of the unsold space. Exhibitor shall remit payment to NACS of any additional amounts owed because NACS was unable to resell all or a portion of the canceled space within fourteen (14) days of receiving notice from NACS of any additional amounts owed to NACS.
4. If NACS receives written notice from the exhibitor that the exhibitor intends to reduce the space or size of its contracted booth space or cancel or withdraw from the show entirely, and this notice is received on or after June 14, 2025, the exhibitor will remain liable to NACS for the entire amount due for the original contracted space, regardless of whether NACS is able to resell the cancelled space.
5. NACS will cancel the badges allowing personnel of an exhibitor to attend the show if such exhibitor cancels its exhibit space. NACS will reduce the number of badges to be commensurate with the exhibit space remaining for any exhibitor that reduces its exhibit space.
6. Regardless of if or when NACS receives written notice, NACS may decide, in its sole discretion, to include or exclude a cancelled exhibitor and/or description of its products in the show directory, brochures, new releases, advertisements, or any other material, and NACS may do so without liability to the exhibitor.

b. By NACS

1. Until June 13, 2025, NACS may without cause and for any reason whatsoever cancel this Agreement and refund all monies previously paid by the exhibitor in conjunction with the rental of booth space in full satisfaction of liabilities to the Exhibitor. Beginning June 14, 2025, NACS may cancel this Agreement and return all monies paid by the exhibitor in conjunction with the rental of booth space, less an administrative fee of not more than 5% of the total booth cost plus any and all credit card fees paid by NACS to process exhibitor's booth payment(s) and/or refund via credit card, in the event that acts of God, war, government regulation or condemnation, terrorism, bioterrorism, disaster, strike, civil disorder, plague, pandemic or other health-related crisis, curtailment of transportation facilities, unavailability of accommodations, or any other event, any of which are substantially disruptive of NACS's ability to conduct the 2025 Exposition or which make it illegal, impossible, or imprudent to hold the Show in full satisfaction of liabilities to the Exhibitor.
2. NACS reserves the right to terminate the exhibitor's display privileges at any time, without prior notice or liability, if NACS, in its sole and absolute discretion, determines that exhibitor has materially breached any of the terms, conditions, rules or regulations of this Agreement. Exhibitor expressly waives any recourse for damages against NACS in the event that NACS terminates this Agreement for any reason.

7. Hold Harmless and Indemnification

- a. Each exhibitor shall be liable for and agrees to defend, indemnify, and hold harmless NACS, its directors, officers, agents, and employees (the "Indemnitees") from and against any and all claims, damages, causes of action, liability and judgments arising out of or relating to this Agreement. Exhibitor further agrees to indemnify the Indemnitees from any violations of the representations and warranties contained herein or any other violation of these terms and conditions.

This indemnity shall include, but shall not be limited to, the costs of investigating or defending against any claims, demands, or causes of action (including attorneys' fees and costs of litigation); the amounts of any findings of liability against NACS; and the amounts of any judgments against NACS. Notwithstanding anything in the foregoing, nothing in this Agreement shall be construed to deprive NACS of the right, in its sole discretion, to select counsel to defend NACS against any and all such claims, demands, causes of action, liability and judgments. In addition to the above, and with the exception of injury or damage caused by NACS' sole gross negligence, exhibitors shall be strictly liable for any and all damage or injury (including, but not limited to, injury or damage caused to individuals or property) arising from or in any way related to this Agreement or the Exposition. In addition, any exhibitor serving alcoholic beverages shall (1) obtain liquor liability insurance to cover any claims which might or could arise from the service or consumption of alcoholic beverages at the Exposition; and (2) be solely responsible for any injury resulting either remotely or proximately from the service or consumption of alcoholic beverages at the Exposition. Exhibitors shall indemnify and hold harmless NACS against all loss, expense or damage on account of any injury or illness caused by the distribution and/or sampling of food products.

b. The limitations on NACS' liability specifically include, but are not limited to, the following:

1. NACS shall not be liable for the acts or omissions of the Facility, the service contractor, all other contractors and subcontractors, other exhibitors, the 2025 Exposition attendees, and/or any other persons or parties, and NACS shall not be liable for the acts or omissions of any of the directors, officers, agents and/or employees of the Facility, the service contractor, all other contractors and subcontractors, other exhibitors, the 2025 Exposition attendees and/or any other persons or parties.
2. NACS will not be liable for consequential, incidental, indirect, special, or punitive damages, including without limitation any loss of revenue or profits arising in connection with the agreement, the terms and conditions, the application, and/or the 2025 exhibition, even if the exhibitor has been advised of the possibility of such damages.

8. Insurance

Exhibitors agree to maintain such insurance as will fully protect NACS and the Facility from any and all claims of any nature whatsoever, including damage to property, claims under the applicable Worker's Compensation Act, and claims for personal injury, including death, any or all of which may arise in connection with the installation, operation, or dismantlement of the exhibitor's display, or in connection with the display itself or with the exhibitor's participation in 2025 Exposition. Such coverage shall in no event be less than one million dollars (\$1,000,000). In addition to this, exhibitors must add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against loss/damage to their materials by fire, theft, accident, etc.

9. Appeal Procedure

- a. According to the provisions of Section 1 of this Agreement, Show Management shall review potential exhibitor applications to determine whether proposed exhibits qualify under this Agreement for exhibition at the 2025 Exposition.
- b. If, in its sole discretion, Show Management determines that a particular exhibit fails to qualify under the terms of this Agreement, NACS shall, within thirty (30) days of receipt of the application, notify the applicant by certified mail that the applicant's proposed exhibit has failed to qualify for the 2025 Exposition and that the application is, therefore, disapproved. Such notification shall also inform the applicant that the applicant may, by certified mail, within thirty (30) days of the date of the notification of disapproval, request a review of that disapproval by a review panel composed of non-supplier NACS members, none of whom may be a direct competitor with the applicant.
- c. An applicant shall include in its request for review by the review panel a written statement explaining why the applicant believes its proposed exhibit qualifies under the terms of this Agreement.
- d. If an applicant seeks review by the review panel of Show Management's disapproval, NACS shall notify the applicant of the review panel's decision within thirty (30) days of the receipt by NACS of the applicant's request for review by the review panel.
- e. An applicant may request expedited consideration of a request for review by the review panel by including in the request the reasons why the applicant believes such a review is necessary.

10. Dispute Resolution

- a. Any controversy or claim relating to the 2025 Exposition shall be settled in the courts of the Commonwealth of Virginia according to the laws and procedures of that jurisdiction. By applying for qualification for the 2025 Exposition, applicants agree to submit to the courts of the Commonwealth of Virginia.
- b. If any term of this Agreement is held by a court to be invalid, void, or unenforceable, the remaining terms and provisions of this Agreement shall retain their full force and effect and shall in no way be affected, invalidated, or impaired.

11. Construction

- a. Except as expressly provided or prohibited herein, this Agreement is binding upon the parties hereto and is also binding upon their successors or assigns; and the parties hereto agree for themselves and for their successors or assigns, to execute any instrument and to perform any act, that may be necessary or proper to effectuate the purpose of this Agreement.
- b. Exhibitor may not assign this Agreement or any of its rights hereunder without the prior written consent of NACS.
- c. The waiver or failure of either party to exercise in any respect any right provided for in this Agreement shall not be deemed a waiver of any further or future rights hereunder.
- d. The section captions and headings used in this Agreement are provided for convenience only and shall not be construed as limitations on the scope of this Agreement taken as a whole or on the particular sections to which the captions or headings refer.
- e. Words of any gender used in this Agreement shall be held to include any other gender, and words in the singular number shall be held to include the plural where the sense requires.
- f. All notices and other communications relating to this Agreement shall be in writing and shall be deemed to have been given, made and received only upon confirmation of receipt by a member of the NACS Exposition Team. Actual receipt of registered or certified mail, postage prepaid, return receipt requested, to:
Exposition Management Staff
National Association of
Convenience Stores
1600 Duke Street
Alexandria, VA 22314
- g. The application, this Agreement, and these terms and conditions constitute the entire agreement between us relating to the subject matter hereof and supersedes any prior understandings or agreements (whether oral or written) regarding the subject matter and may not be amended or modified except in writing.

Guidelines for Display Rules and Regulations

2019 North American Update



Made possible by a generous grant from
FREEMAN®

The following **Guidelines for Display Rules and Regulations** have been established by the International Association of Exhibitions and Events® (IAEE) to assist in promoting continuity and consistency among North American exhibitions and events. This revised 2019 edition is offered as a resource for exhibition and event organizers to use in creating consistent and fair exhibiting standards for their events.

Recognizing that every show is unique, IAEE presents the information contained within as recommendations or suggestions for exhibiting standards each Organizer should consider. Organizers are encouraged to review the **Guidelines** and then develop their own show-customized set of exhibiting rules and regulations based on the individual features of their specific exhibition or event.

Once an Organizer has finalized their show's official set of display rules, it is good practice to provide access to a digital copy within the show's exhibitor prospectus, an exhibitor services kit, and the official rules and regulations pertaining to exhibitor participation. By providing exhibitors with the professional standards expected of their displays and participation, they will be prepared to properly design, build and plan their booth's layout and content allowing for an environment where all exhibitors will have the opportunity for successful interaction with their audiences.

Important Note: Although compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements have been addressed, Organizers should always check with exhibition service contractors and the facility for specific details on local regulations and requirements.

*IAEE is a global association that serves as the foremost authority on exhibitions and events management and operations, and these **Guidelines** are the model for most North American exhibitions and events but in all instances, organizations should consult their legal counsel. In no event shall IAEE be held liable for damages of any kind in connection with the material, methods, information, techniques, opinions or procedures expressed, presented, or illustrated in these **Guidelines** or related materials.*



International
Association of
Exhibitions and Events®

TABLE OF CONTENTS

LINE-OF-SIGHT STYLE	1
Linear Booth.....	2
Corner Booth.....	2
Island Booth	2
CUBIC CONTENT STYLE	3
OTHER IMPORTANT CONSIDERATIONS	3
Remote-Controlled Devices	3
Hanging Signs & Graphics	4
ISSUES COMMON TO ALL BOOTH TYPES	4
U.S. AMERICANS WITH DISABILITIES ACT (ADA)	5
Structural Integrity.....	5
Flammable and Toxic Materials	5
Hazardous Waste.....	5
Storage	5
Electrical	6
Lighting.....	6
Demonstrations.....	7
Sound/Music	8
Vehicles	8
ADVISORY NOTES TO EXHIBITION ORGANIZERS.....	9
Fire Equipment.....	9
Hanging Signs.....	9
Hardwall Booths	9
Perimeter Openings.....	9
Pipe and Drape	9
Product Height	9
Height Variances	9
Environmental Responsibility.....	10
 GUIDELINES FOR DISPLAY RULES AND REGULATIONS 2019 TASK FORCE	 10

IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event.

LINE-OF-SIGHT STYLE ALL INLINE BOOTHS EXCEPT NEW EXHIBITOR AREA

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR BOOTH

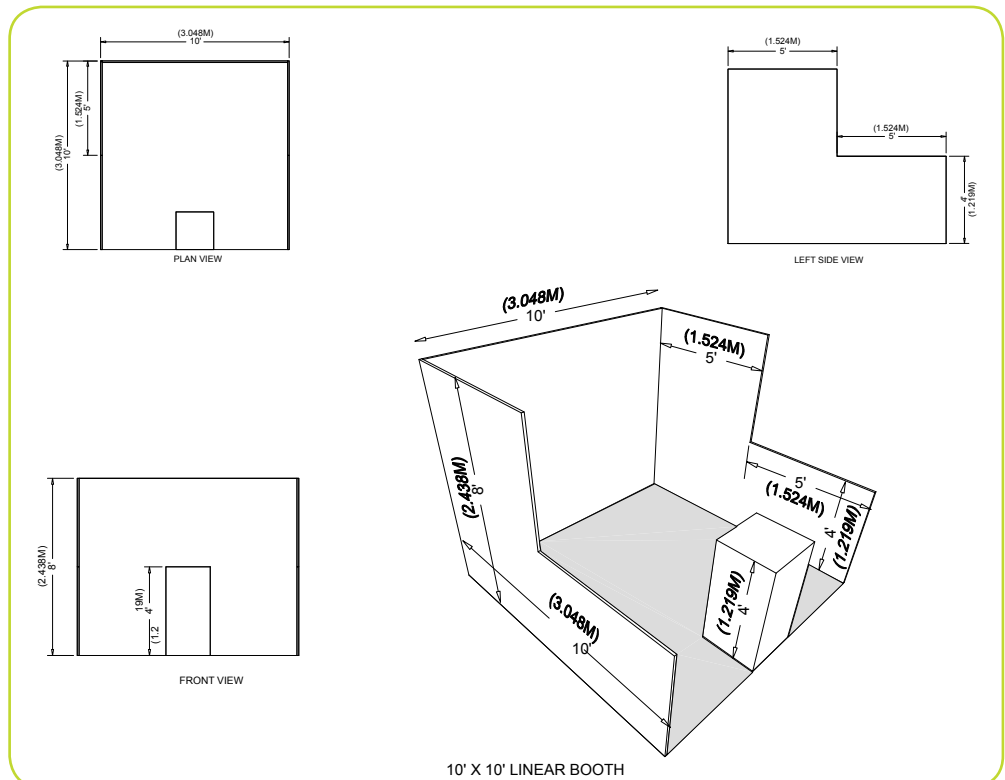
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

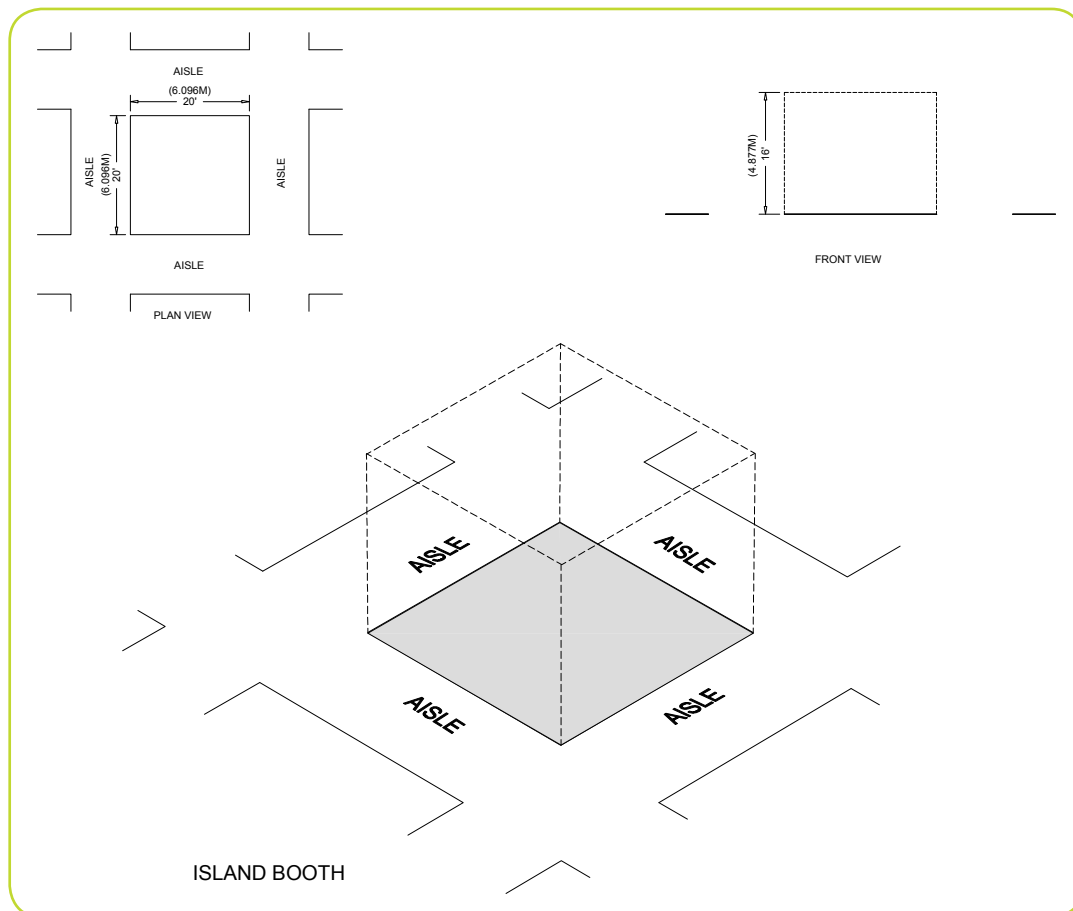


CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

CUBIC CONTENT STYLE NEW EXHIBITOR AREA 10x10's ONLY!!!

Cubic Content style allows exhibits to fully occupy the width, depth and height of the booth footprint. For example, a 10ft by 10ft (3.05m x 3.05m) booth would be allowed to utilize the full volume of the cube of a 10ft wide (3.05m) x 10ft deep (3.05m) x 8ft (2.44m) high area.

It is the choice of the Organizer to allow use of full Cubic Content in linear exhibit space or to observe the Line-of-Sight set-back rule. It is common at certain types of exhibitions or events to eliminate the Line-of-Sight requirement for Linear, End-cap, and Peninsula Booths that back up to Linear Booths. This permits exhibitors to utilize the full Cubic Content of the booth.

Organizers that utilize Cubic Content in Linear Booths do so for one or all of these reasons:

- Cubic Content is more conducive to certain types of product displays or experiences.
- Cubic Content maximizes the exhibit space and investment.
- Generally, exhibitions outside North America utilize Cubic Content making the show friendlier to international exhibitors.
- Cubic Content reduces the need to police exhibits to enforce Line-of-Sight setback rules.

Use of Cubic Content may create situations where the Organizer must address exhibits that have unfinished walls. A determination must be made as to responsibility for finishing these unfinished walls.

It is prudent for the Organizer considering Cubic Content to examine the concerns, advantages and disadvantages prior to putting Cubic Content guidelines into practice. It is often wise to consult with the exhibition's Exhibits Advisory Board or perhaps conduct a focus group of the exhibition's or event's exhibitors to determine their interest and gain their feedback and support for the concept. Organizers must be proactive in communicating with exhibitors and understand the effect it will have on the exhibition or event.

To learn more about Cubic Content, read the [IAEE White Paper: Evaluating and Implementing Cubic Content into Linear Exhibit Space](#).

OTHER IMPORTANT CONSIDERATIONS

REMOTE-CONTROLLED DEVICES

Products such as remote-controlled cars, drones, planes, helicopters, robots, etc. are to be demonstrated in a safely controlled area of the exhibit floor (i.e. Demonstration Area). When a remote-controlled device is to be used for the purpose of demonstrating a product that requires use of an area outside of the exhibitor-assigned booth space, the Organizer will provide a Demonstration Area for this purpose. The Demonstration Area should include safe netting or other barrier appropriate to accommodate product(s) being demonstrated and be included on the master floor plan submitted for Fire Marshal approval. Each individual facility reserves the right to determine what constitutes a safe and controlled Demonstration Area prior to final plan approval.

NOTE for Drone Operation: Local facility and city ordinances are in effect in most areas and prohibit drone activity near the public or in public spaces. The accepted drone default regulation is the [FAA Small UAS Rule Part 107](#) which requires drone operators to obtain a Remote Pilot Certificate. Commercial regulations often require permits and insurance.

HANGING SIGNS & GRAPHICS

Most exhibition and event rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft to 20ft (4.88m to 6.10m) from the top of the sign, or as determined by the Organizer. Inline Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type. (An exception to this rule is made for Perimeter Booths, which can have a 12ft [3.66m] backwall but max sign height can be 20ft. [6.10m].

Hanging Signs and Graphics should be set back 10ft (3.05m) from adjacent booths and be directly over contracted space only.

Approval for the use of Hanging Signs and Graphics, at any height, should be received from the Organizer at least 60 days prior to installation. Variances may be issued at the Organizer's discretion. Drawings should be available for inspection.

ISSUES COMMON TO ALL BOOTH TYPES

U.S. AMERICANS WITH DISABILITIES ACT (ADA)

In the U.S., all exhibiting companies are required to be in compliance with the U.S. Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800) 514-0301, and from the ADA website at www.ada.gov.

Some examples of how to design an exhibit for ADA compliance:

- Make exhibits wheelchair accessible by ramping raised exhibit flooring without extending a ramp into the aisle. Note: a standard wheelchair ramp should have a grade no steeper than 1:12. This means that for every inch of rise (change in height), there should be 12 inches of run (change in length). Ramps should have a minimum width of 36 inches.
- Ramp the entry or use hydraulic lifts to trailer exhibits.
- Avoid double-padded plush carpet to ease mobility device navigation.
- Provide the same attendee experience on both levels of a two-story exhibit.
- Offer a signer or other auxiliary hearing-impaired apparatus for sound presentations or have a printed copy of the presentation available.
- Run an audio presentation for people with sight problems.
- Arrange touch screen displays at a height to accommodate a person sitting in a wheelchair.

To avoid potential fines by the U. S. Department of Justice, exhibitors must adhere to the ADA rules. Exhibits are not exempt from ADA compliance.

STRUCTURAL INTEGRITY

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

It is recommended that all exhibits 20ft by 20ft (6.10m by 6.10m) and larger require a drawing, plans or renderings, preferably digital, to be submitted to the Organizer, and to the show's Official Services Contractor.

Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE AND TOXIC MATERIALS

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the U.S. Environmental Protection Agency, or the appropriate government entity in the country the exhibition will be held, and the facility.

HAZARDOUS WASTE

Hazardous waste requires special arrangements to be prepared in advance of event dismantle with either the facility or a local independent disposal company. Exhibitors are responsible for all costs associated with such specialized removal.

STORAGE

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, as long as these items do not impede access to utility services, create a safety problem, or look unsightly.

ELECTRICAL

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for “extra hard usage.” It is particularly important for exhibitors to use flat electrical cord in under-carpet installations.
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps should be prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load surge protectors.
- Local code commonly requires access to electrical cords and connections along the back wall of exhibit booths; typically, the back 9 inches of the space should remain accessible for this purpose. (This would apply to all booth types with a back wall.)

To better understand electrical at exhibitions, see the CEIR article [Demystifying Electrical Services for the Exhibitor](#).

LIGHTING

It is important to remember that lighting issues need to be identified as early as possible during the move-in process so they can be addressed and corrected while the necessary equipment is still available on the show floor and booths can be accessed.

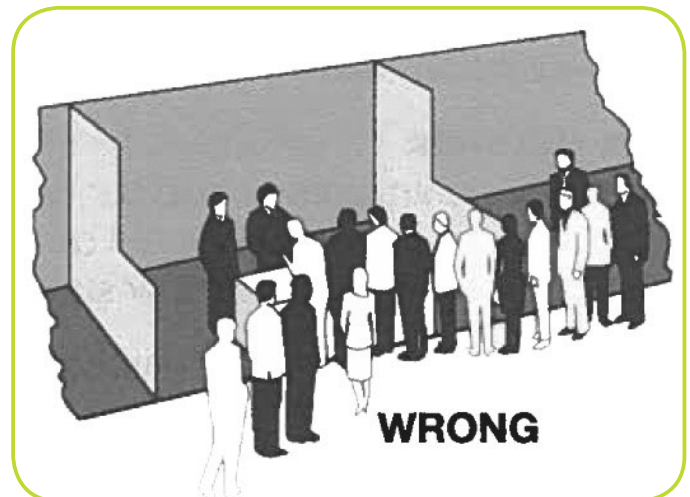
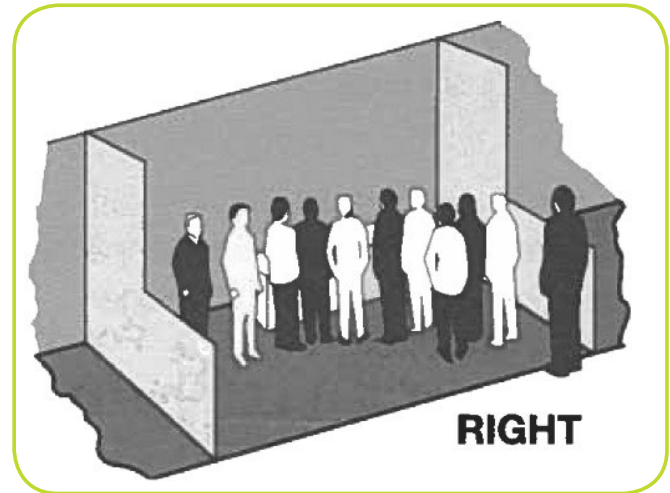
Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
- Lighting should not project onto other exhibits or exhibition aisles. Lighting, including gobos, should be directed to the inner confines of the booth space.
- Lighting that is potentially harmful, such as lasers, ultraviolet lights or flashing or strobe lights that can trigger photosensitive epilepsy should comply with facility rules and be approved in writing by the Organizer.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.
- LED lights can be very bright yet generally generate less heat.
- Currently, some convention facilities are not allowing certain types of quartz halogen lighting fixtures in exhibits due to potential fire hazards.
- Reduced lighting for theater areas should be approved by the Organizer, the utility provider, and the facility.

DEMONSTRATIONS

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations, product demonstrations, press conferences and other media events in a manner which assures all exhibitor personnel and attendees of such in-booth events are within the contracted exhibit space and not encroaching on the aisles or neighboring exhibits. Any queue lines formed for exhibitor customer interaction must also be contained within the booth footprint. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance with all other previously listed rules and regulations. Exhibitors should be aware of, and adhere to, local regulations regarding fire/safety and environment.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3ft (.91m) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified exhibitor personnel.



SOUND/MUSIC

In general, the use of sound equipment in booths is permitted as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound inward (to be contained within the booth) rather than outward (toward aisles and other exhibitor booths). Generally, sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. If an exhibitor or attendee is standing within ten feet of an exhibitor's booth and cannot carry on a normal voice-level conversation, the noise source is too loud. (Refer to the U.S. Occupational Safety and Health Act [OSHA] at www.osha.gov for more information.)

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Authorized licensing organizations, including but not limited to [ASCAP](#), [BMI](#) and [SESAC](#), collect copyright fees on behalf of composers and publishers of music. It is the exhibitors' responsibility to be informed of copyright laws and submit fees to the appropriate organizations.

VEHICLES

Rules for display vehicles vary widely depending on the facility and local fire and safety regulations. Compliance with fire, safety, the U.S. Americans with Disabilities Act (ADA), and other city, county, federal, and provincial government requirements is the responsibility of the Organizer.

Important Note: Always check with local exhibition service contractors and/or the facility for all requirements regarding display vehicles.

Below are a few common examples of display vehicle regulations:

- Display vehicles must have battery cables disconnected and taped, and alarm systems deactivated.
- Fuel tank openings shall be locked or sealed in a manner to prevent escape of vapors through filler caps.
- Vehicles shall be limited in the amount of fuel that can remain in the tanks; specific amounts vary but one example is no more than one-quarter the tank capacity or a maximum of five gallons of fuel, whichever is less.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Once placed, display vehicles may not be started or moved without the approval and direction of show management.
- Auxiliary batteries not connected to engine starting system may remain connected. External power is recommended for demonstration purposes. No battery charging is permitted inside buildings.
- Combustible/flammable materials must not be stored beneath display vehicle. There may be no leaks underneath vehicles.
- It is not recommended that Organizers hold or take possession of display vehicle keys during the event. However, it is recommended that an official policy be established for the handling of vehicle keys which might include identifying booth contacts with mobile numbers should vehicles need to be moved in an emergency or some other unforeseen situation.

ADVISORY NOTES TO EXHIBITION ORGANIZERS

FIRE EQUIPMENT

Fire hoses, extinguishers, and audible or visual devices for fire alarms should be visible and accessible at all times.

HANGING SIGNS

Although these Guidelines indicate 16ft to 20ft (4.88m to 6.10m) as a maximum height range to the top of the sign, some exhibitions permit other heights, or have no height limit. However, most Organizers do impose height limits. Caution should be exercised so exhibitors will not compete over air space for hanging signs. (See page 2 for details and a diagram for hanging signs in Perimeter Booths.)

Exhibitors should be advised to install “hanging points” at the time of manufacture of the sign or display. It is also advisable to have Hanging Signs labeled and cased separately so that they can be easily identified on-site as they usually must be installed before other exhibit construction can begin.

HARDWALL BOOTHS

Exhibitions that provide Hardwall Booths should specify if these structures can be used for display and attaching products.

PERIMETER OPENINGS

Local fire and/or facility regulations may require larger exhibit booths to have a certain number of openings within the perimeter walls for safe egress. Regulations vary with each location, but one example would be to provide, at a minimum, one 6ft (1.83m) wide opening every 30ft (9.14m).

PIPE AND DRAPE

These are commonly used at exhibitions and events in the United States to define exhibit space. Organizers often include in their rules and regulations that this equipment is not intended as a display fixture. Therefore, product and signs should not be attached or affixed. Measurements of booths must allow for size of pipe on sides and back.

PRODUCT HEIGHT

Some exhibitors have products that exceed display height restrictions. Organizers should establish guidelines for displaying such products. For example, some exhibitions or events require that these exhibitors reserve only perimeter space. Products exceeding height restrictions for Islands and Peninsulas are usually permitted, providing they are displayed in operating mode, and the names and logos, etc. on the product are as it is sold. NOTE: Any special height variances allowed should apply only to those products represented, produced or manufactured by the exhibitor and would not apply to ancillary display or marketing items (such as promotional flags, signs, etc.).

HEIGHT VARIANCES

Height Variances may be issued for all types of booths. However, in a Linear Booth, the back side of any structure over 8ft (2.44m) must be free of trademarks, graphics and/or logos. Tall flags or markers on the front aisle of Linear Booths are prohibited. Pop up tents or canopies may be allowed but must follow all local fire and facility regulations.

ENVIRONMENTAL RESPONSIBILITY

Exhibitions and events, by their very nature, create waste. Properly managed, exhibitions and events can recycle excess materials and supplies in useful and meaningful ways, and they can do so using methods that result in minimized impact on the environment. Exhibits should utilize recycled, renewable and energy efficient materials whenever possible. Exhibitors planning to dispose of, or leave behind, any property from their booth must make arrangements with the Official Services Contractor for disposal and all appropriate and applicable fees will apply.

GUIDELINES FOR DISPLAY RULES AND REGULATIONS 2019 TASK FORCE

Thomas Corcoran (Task Force Chairperson) – Corcoran Expositions, Inc.

Larry Arnaudet – ESCA

Tom Cindric, Jr., CEM – Informa Exhibitions

Jonathan “Skip” Cox – Freeman

Christine Fletcher, CEM – Encore! Event Management

Heather MacRae – Landscape Ontario Horticultural Trades Association

Kelly Miller, CMP, CEM – International Sign Association

Pamela Kay Pietrok – GES

Jamie Reesby, CEM – Access Intelligence LLC

Linda Lizardi Rubin, CEM – Shepard

Chuck Schwartz, CEM – ConvExx

Dennis Smith – Messe Frankfurt North America

Rachel Thomas, CEM – National Business Aviation Association

Terry VanConant – M3S Management, LLC

Russell Wingard, CEM – Freeman

John D. Zinn, CEM – Industry Consultant

NACS SHOW - PRIORITY POINT PENALTY ASSESSMENTS

In response to exhibitor feedback on the NACS Show booth selection process, NACS and PEI members will now be eligible to select booth space based on priority points. Points were calculated based on NACS and/or PEI membership and exhibitor engagement since 2004. The intent and purpose of the new system is to reward loyal exhibitors and members of both organizations with weighted emphasis on membership and tradeshow participation.

To maintain the integrity of the NACS Show and its exhibitors point penalties will be assessed to any companies that violate the NACS Show Terms & Conditions.

Early Tear Down/Unstaffed Booth

Failure to staff the booth during show hours or to dismantle prior to published tear down hours will be subject to penalties. There will be no exceptions to this rule. Exhibitors will be notified in person and via email if the penalty is assessed. Activities include:

1. Early dismantle of booth during show hours. (i.e. packing boxes/crates, removing booth materials)
 2. Booth not staffed by booth personnel or designated contractors during all show hours.
- **Penalty: Full deduction of all points earned for the event** (5 points for participation, plus 1-3 points for booth size) – maximum value 8 points

Show Rules Violations

Note: Penalties will be assessed to the primary exhibitor (contract holder) for any violations made by their representatives, secondary exhibitors, or contractors.

1. *Display Guidelines* – violations that are not or cannot be remedied onsite (i.e. late set-up, excessive display height and space restrictions)
 - **Penalty: 1 pt for each violation accompanied by a written citation**
2. *Exhibitor Conduct* – Failure to adhere to exhibitor conduct policies as outlined in the rules and regulations (i.e. marketing/soliciting outside of booth, excessive noise)
 - **Penalty: 1 pt for each violation accompanied by a written citation**

Default of Occupancy (No Show)

Exhibitors failing to occupy contracted space are not relieved of obligation to pay full space rental fees. Exhibition Management has the right to claim any space not occupied by 5:00 p.m. on Tuesday October 14, 2025 and to reassign or use such space in any way without releasing original Exhibitor from his contracted obligations.

- **Penalty: Full deduction of all points earned for the event** (5 points for participation, plus 1-3 points for booth size) – maximum value 8 points

Misuse of Exhibitor Badges

Badges should not be used to register customers or clients for security and liability reasons. All recipients of exhibitor badges must be employees or agents of the exhibiting company. Exhibitors found in violation will receive a written booth violation notice. The policy has been reviewed and approved by NACS and the Exhibitor Advisory Committee (February 2016).

- **Penalty: Full deduction of all points earned for the event** (5 points for participation, plus 1-3 points for booth size) – maximum value 8 points