

## NACS SHOW - PRIORITY POINT PENALTY ASSESSMENTS

### BACKGROUND

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 3, 2023 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