

# 2015 Finger Lakes Entrepreneurial Expo

## Exhibitor Rules & Regulations

### Wednesday, November 18<sup>th</sup> – Holiday Inn – Auburn, NY

This constitutes your contractual agreement. Please read carefully.

#### **Purpose**

ASTER FINANCIAL GROUP's purpose in conducting this conference and trade show is to provide our members with forums to exchange information, resources to enhance their effectiveness and opportunities for growth. In keeping with this purpose, exhibitors are encouraged to be educational, communicative and informative in their exhibit displays and contact with attendees.

#### **Conference and Trade Show Management**

The conference and trade show is sponsored by and shall, at all times, be conducted under the direction of ASTER FINANCIAL GROUP. ASTER FINANCIAL GROUP shall have full power to interpret and enforce all Exhibit Rules and Regulations contained herein. ASTER FINANCIAL GROUP reserves the right to deny the right to exhibit, to restrict access to, or to remove any exhibit(s) and/or exhibitor(s) from the conference and trade show areas for any infraction or non-compliance with these Exhibit Rules and Regulations or ASTER FINANCIAL GROUP's Code of Ethics.

ASTER FINANCIAL GROUP also reserves the right to locate an exhibitor's booth space based on the exhibitor's priority points, type of display and overall space demands. ASTER FINANCIAL GROUP will, however, use its best efforts to honor an exhibitor's preferences.

1. **ELIGIBILITY:** In order to ensure a mixture of various industries, ASTER FINANCIAL GROUP may limit exhibitors in certain business areas. Booths will be given to exhibitors that register and pay first.
2. **APPLICATION FOR BOOTH SPACE:** Parties desiring to exhibit must complete and return to ASTER FINANCIAL GROUP Application for Booth Space. A floor plan will be provided, showing the booth space layout in the trade show facility. Booth space is assigned on the priority point/earliest receipt system established by ASTER FINANCIAL GROUP, after which space(s) will be assigned on a first-come, first-serve basis without regard to priority points. ASTER FINANCIAL GROUP reserves the right to limit the amount of space assigned to one exhibitor.
3. **EXHIBITION DATE:** For purposes herein, this is defined as the first day the exhibition is open to the buyers.
4. **PAYMENTS:** The Application for Booth Space must be accompanied by the required payment. Applications received without payment will not be processed, nor shall booth space be assigned.
5. **CANCELLATIONS:** Due to the show being limited to exhibitors within a certain industry, we will not take any cancellations for booth space.
6. **SUBLETTING AND ASSIGNMENT OF SPACE:** A) Occupancy of booth space by more than one exhibiting firm is not allowed unless written permission is received from ASTER FINANCIAL GROUP.  
B) No exhibitor may display any product other than those manufactured or sold in the regular course of the exhibitor's business.

8. EXHIBITOR KIT: An Exhibitor Kit containing general and technical information regarding the trade show, the facilities of the trade show site, and all pertinent forms, instructions, and rates concerning shipping, drayage, labor, power and decorating needs will be provided to each exhibitor in advance of the Exhibition Date.

9. EXHIBIT DISPLAYS: Dimensions of all booth spaces are provided on the trade show floor plan. Erected displays or other construction may not exceed 8' in height, except when used in islands, where they may not exceed 10' in height.

No erected display or other construction at an 8' height is allowed to extend outward at the sides of a booth more than half the full booth dimension from the booth back wall.

Exhibitors are encouraged to check with ASTER FINANCIAL GROUP before preparing any special displays. No walls, wings, partitions, decorations or other obstructions may be erected that will in any way interfere with the view of another booth. No perimeter wall can be completely solid on any booth or island; a line of sight must be maintained.

The floor of each exhibit booth must be completely covered with carpeting or other standard floor covering. Aisle carpeting cannot be altered without the express written permission of ASTER FINANCIAL GROUP.

Booth cleaning is the responsibility of the Exhibitor and must be accomplished prior to the Exhibition Date.

10. INSTALLATION AND DISMANTLING: Installation of exhibits will be done only during those hours as designated by ASTER FINANCIAL GROUP. Installation of exhibits and removal of exhibit crates, boxes, etc., must be completed by the designated time prior to the Exhibition Date.

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors, furniture or other parts of the trade show facility. Damage resulting from such action shall be repaired at the expense of the exhibitor.

It is the duty and responsibility of each exhibitor to complete the installation of his/her display before the opening of the trade show and to dismantle and remove the display immediately after the close of the trade show. Exhibitors expressly agree not to begin packing or dismantling displays until the official closing hour of the trade show.

11. REGISTRATION OF EXHIBITORS: Each exhibiting firm shall submit prior to the Exhibition Date, on a form provided by ASTER FINANCIAL GROUP, a complete list of all personnel working in their exhibit, excluding Independent/Manufacturers' Reps. Admission will be by badge only. Identification badges are non-transferable. Each exhibitor is allowed five (5) badges. Additional badges may be allowed at a price determined by ASTER FINANCIAL GROUP. ASTER FINANCIAL GROUP reserves the right to limit the number of persons representing an exhibiting firm at any one time.

12. CONDUCT OF EXHIBITORS: All demonstrations or any other activities must be confined to the limits of the exhibitor's booth or space contracted for by the exhibiting firm. Distribution by exhibitors of any printed matter, promotional materials, souvenirs or other articles is strictly limited to the confines of the exhibitor's booth or space. No firm or organization not assigned space in the trade show will be permitted to solicit business within the trade show area, nor in any public spaces controlled by ASTER FINANCIAL GROUP.

Distribution of food or beverage of any kind is prohibited unless cleared with the trade show venue, Holiday Inn – Auburn.

ASTER FINANCIAL GROUP reserves the sole right to limit or cancel booth space if the exhibitor's personnel are not appropriately attired or if the space is used to display material of any nature that is suggestive or generally not in the best interest of the trade show. This includes, but is not limited to, printed matter, equipment, signs and objects of art.

13. PROTECTION OF INTELLECTUAL PROPERTY RIGHTS: Exhibitors agree that neither they, nor their employees or agents, nor any one working for them in any capacity will obtain, attempt to obtain, or divulge proprietary business information, standards, specifications or other protected intellectual property rights of products or companies outside of their own

company or employer, nor will they betray through such acts, the confidentiality invested with them by their company or employer. It should be noted that such acts constitute a violation of the ASTER FINANCIAL GROUP Code of Ethics.

14. SIGNS: Only signs that are educational, communicative and informative will be allowed in the exhibitors' booth or space and in the trade show area. Signs that are considered by ASTER FINANCIAL GROUP to be reasonably objectionable to other exhibitors will not be permitted.

15. MACHINERY, AUDIO AND VISUAL EQUIPMENT: The use of internal combustion engines is strictly prohibited in the trade show facility. Exhibitors demonstrating or operating power equipment are urged to contact ASTER FINANCIAL GROUP directly with regard to the assignment of their display space to avoid potential problems. ASTER FINANCIAL GROUP reserves the right to restrict any exhibit(s) which, because of excessive noise or other reasons, may be objectionable to neighboring exhibitors.

The use of audio and/or visual display equipment is permitted within an exhibitor's display as long as it does not in any way intrude upon neighboring exhibitors or the environment of the trade show in general.

The use of public address, sound producing or amplifying devices that project sound beyond the exhibitor's booth or space is expressly prohibited. The use of special lighting effects, such as strobes, flashers, etc., is expressly prohibited. Exhibitors are responsible for adhering to any music copyright regulations or laws.

16. HOSPITALITY ROOMS AND EVENTS: Private or public rooms for any purpose will be available only to companies that have contracted space in the trade show. Prior permission from ASTER FINANCIAL GROUP is required before such space will be released. Exhibiting firms must confine these activities to hours that do not conflict with ASTER FINANCIAL GROUP activities. The distribution of promotional material for hospitality events in any public areas of either the host hotel or trade show facility is forbidden.

17. FIRE REGULATIONS: In accordance with local, city, state and federal fire regulations, no combustible materials, such as crepe paper, tissue paper, cardboard, corrugated paper, etc., shall be used in either the construction or decoration of an exhibitor's display. "Fire-proofed" paper is not considered non-combustible, as interpreted by fire inspectors. All muslin, velvet, silken or any other cloth decorations, carpet and drapes must be certified and stand a flame-proof test as prescribed by fire ordinances. All materials and fluids that are inflammable must be kept in safety containers. All packing containers, excelsior and wrapping paper must be removed from the trade show floor and may not be stored under tables or behind displays.

18. LIABILITY/SECURITY/INSURANCE: Neither ASTER FINANCIAL GROUP nor its agents or employees, nor the owners of the trade show facility, nor its representatives or employees, shall be liable for any damage to the property or loss of business to the exhibitor, or any loss by theft, or damage by fire or other means, or for any injuries to the exhibitor, its employees, agents, customers or guests, arising from any cause or matter whatsoever, even though occasioned, caused or contributed to by the negligence of ASTER FINANCIAL GROUP or the trade show facility, their agents or employees.

The exhibitor, on behalf of itself, its employees and agents, agrees to protect, indemnify, save and defend, and hold harmless ASTER FINANCIAL GROUP, its agents and employees, the trade show facility, its agents and employees, from all costs, losses, damages and expenses arising out of or from any accident or other occurrences connected with the use or occupation by the exhibitor of its booth space.

Exhibitors are advised to add to their existing insurance, a portal-to-portal rider at a nominal cost to protect them against loss or damage to their materials by fire, theft, accidents, etc.

Any return to the exhibitor or proportionate payments made for the rental of booth space for the trade show shall be made at the sole discretion of ASTER FINANCIAL GROUP, determined for each specific situation where events that can be termed, "Acts of God," are involved.

19. PENALTIES: Failure to comply with these Exhibit Rules and Regulations, or any amendments hereto will be sufficient cause for ASTER FINANCIAL GROUP to require the immediate removal of the exhibit of the offending exhibitor, who will

forfeit all further rights to exhibit during the year, together with all fees and rentals paid. ASTER FINANCIAL GROUP may then lease any space so forfeited to another exhibitor.

### **Amendments**

ASTER FINANCIAL GROUP, through its representatives, shall have full authority in the interpretation and enforcement of all Exhibit Rules and Regulations contained herein; and shall have full authority to make such amendments or further Exhibit Rules and Regulations hereto as it shall consider necessary for the proper conduct of the trade show. Exhibitors may appeal any decisions made by ASTER FINANCIAL GROUP regarding the above Exhibit Rules and Regulations to ASTER FINANCIAL GROUP, whose decision shall be final.