



# Rules and Regulations

Updated 6.7.2018

## Contents

Advertising Materials/Literature/Giveaways .....	3
Aisles .....	3
Animals.....	3
Alcohol / Beer Stations .....	3
Attire .....	4
Appearance of Exhibit Space and Care of Premises .....	4
Balloons.....	4
Behavior/Good Neighbor Policy .....	4
Booth Construction Standards, Sightlines and Height.....	5
Booth Height Limit: Dependent on booth size/type: .....	5
Children / Minors .....	5
During Set Up and Tear Down: .....	5
During Show Hours: .....	5
Demonstrations, Sound Amplification & Presentations.....	5
Display Guidelines/Restriction / Rules.....	5
Event Name, Logo and Artwork (use of).....	6
Exhibit Design.....	6
Exhibitor Appointed Contractor (EACs) .....	6
Definition .....	6
Rules & Regulations .....	6

- Services Provided Regulations ..... 7
- Fire Protection/Fire Marshal Requirements ..... 7
- Floor Covering/Carpets/Carpet Requirements ..... 7
- Food & Beverage Sampling (Including Alcohol Policies)..... 7
- Handling and Storage..... 7
  - Material Handling ..... 7
  - Storage ..... 7
- Install/Dismantle..... 8
  - Installation and Dismantlement ..... 8
- Insurance Requirements for Exhibitors ..... 8
- Labor ..... 8
- Intellectual Property Rights/Legal Disputes Between Exhibitors ..... 8
- Non-Compliance (Late Set-up, Early Tear-down, Disregard of Show Rules, Interpretation, Enforcement, etc.) .. 8
  - Compliance and Enforcement ..... 8
  - Tear-Down..... 8
- Occupancy..... 9
- Outboarding..... 9
- Photography/Video Recording/Cameras/Videos ..... 9
- Sales from Exhibitor’s Booths ..... 9
- Security ..... 9
- Smoking..... 9
- Sound/Noise/Music/Lighting ..... 9
  - Sound/Music ..... 9
  - Music licensing..... 9
  - Lighting..... 10
- Staffing / Exhibitor Badges..... 10
- Strolling Entertainment..... 10
- Suitcasing ..... 10
- Vehicles on Display ..... 10
- Weapons ..... 11

## Advertising Materials/Literature/Giveaways

Exhibitor shall not, without the written consent of show management, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional materials in or about the exhibit areas except from its own allotted exhibit space and/or official promotional areas.

Use of the show logo on any promotional items distributed by exhibitors must be pre-approved by show management.

Only literature published or approved by show management may be distributed in the registration area, meeting rooms, exhibit hall (outside the individual displays) or on transportation provided by show management. Canvassing on any part of the facility property is strictly prohibited and any person doing so will be requested to leave the premises, and their material will be removed at the same time. The only exception to this rule is for authorized survey organizations that have obtained show management approval.

Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the facility, except within the exhibitor's exhibit space. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and event hotels are prohibited during conference hours regardless of permits.

Exhibitors may not use images/brands/logos of other companies in their advertising/booth display at this show unless permission to use the images/brands/logos from said company is obtained and proof of permission is available onsite at the show.

Exhibitors may not advertise in or on the sidewalks, ramps, entries, doors, corridors, passageways, vestibules, hallways, lobbies, stairways, elevators, escalators, aisles, or driveways of the facility without written permission from show management. These areas are considered private property.

Exhibitors found to be in noncompliance with advertising guidelines will be subject to loss of priority points and show management fines.

*See also: "Event Name, Logo and Artwork (use of)" section*

## Aisles

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle.

## Animals

Animals are not allowed in the event facility.

Service animals/animals that are individually trained to perform tasks for people with disabilities such as guiding people are exceptions to the above rule.

## Alcohol / Beer Stations

No beer or other alcohol products are allowed to be served/sampled at exhibitor booths. Beer will be served/sampled only at officially sponsored Beer Stations. For information on beer stations, please email [Advertising@BrewersAssociation.org](mailto:Advertising@BrewersAssociation.org)

## Attire

Suggested Attire: (Brewery) Business Casual

Exhibitors and attendees are required to dress and conduct themselves appropriate to and consistent with the professional and business-like purpose and climate of the show.

Personnel contracted to assist with demonstrations in an exhibitor's booth are required to wear appropriate attire. Show management reserves the right to make a final determination regarding what is acceptable and may remove persons from the exhibition floor that are not in compliance.

## Appearance of Exhibit Space and Care of Premises

All open or unfinished sides of the exhibit which appear unsightly must be covered or show management will have them covered at exhibitor's expense.

Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.

Peninsula, split island and island exhibits must have a finished back wall and be finished on all sides.

No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.

No part of the display may be attached to or otherwise secured to the facility columns.

Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.

All exhibitor signage must be contained within the confines of the exhibit space assigned.

Floor covering is required per show management. Exceptions may be made for booths with an "industrial" look wherein the concrete show floor is part of the booth design.

Items located in the exhibit space must be in good taste or will be removed at the discretion of show management.

Exhibitors with large equipment such as walk-in coolers must reserve sufficient space to ensure that equipment which exceeds 4 feet (1.12 meters) in height and which, by virtue of its size, cannot be confined to the rear half of the exhibit space, is no nearer than 10 linear feet from any adjoining exhibit space.

## Balloons

Balloons are not allowed.

## Behavior/Good Neighbor Policy

Exhibitors are required to keep all booth activities within the confines of their exhibit space and not interfere with aisle traffic flow or access to neighboring exhibits. Activities may not disturb neighboring booths. Demonstrations, booth giveaways and literature must directly relate to the exhibiting company product, business or mission and not be offensive at the discretion of show management.

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger or interfere with the rights of others at the show. Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.

Exhibitor's personnel and their representatives may not enter the exhibit space, loiter in the area of another exhibitor or photograph a competitor's booth without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Violators may be ejected from the event and the exhibitor additionally penalized by the loss of priority points at the discretion of show management.

## Booth Construction Standards, Sightlines and Height

**Refer to the IAEE Guidelines here:**

[https://www.craftbrewersconference.com/wp-content/uploads/2015/07/IAEE\\_GuidelinesForDisplay2014.pdf](https://www.craftbrewersconference.com/wp-content/uploads/2015/07/IAEE_GuidelinesForDisplay2014.pdf)

Occasional exceptions are made to these by show management approval only.

### **Booth Height Limit: Dependent on booth size/type:**

- **Linear ("In-Line") Booth:** The maximum height of 12 feet (3.66 meters) is allowed only in the rear half of the exhibit space, with a 4 foot (1.22 meter) 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 4 foot (1.22 meter) height limitation is applied only to that portion of exhibit space which is within 10 feet (3.05 meters) of an adjoining booth.
- **Peninsula Booth:** height range allowance is 16 feet (4.88 meters), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10 feet (3.05 meters) from adjacent booths.
- **Island Booth:** 20 feet (6.10 meters), including signage.

## Children / Minors

### **During Set Up and Tear Down:**

Due to operation of heavy equipment and forklifts during this time, children under 18 years of age are not allowed in the exhibit hall during set up/tear down.

### **During Show Hours:**

Babies/Toddlers (2 years or younger), if carried or in stroller at all times, are allowed.

**Children under 21 are not allowed in the conference unless prior arrangements are made with show management.**

## Demonstrations, Sound Amplification & Presentations

As a matter of safety and courtesy to others, exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

Exhibitors must comply with local regulations and venue rules regarding fire/safety and environment which must be adhered to.

Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors must receive approval from show management for any activities in question prior to the show.

The use of sound systems is not allowed without prior approval from show management. Approvals may be made, provided the sound is not a nuisance to neighboring booths. In general, there should be no audible noise louder than normal conversation more than three feet into the aisle. Amplified sound should be directed exclusively into the Exhibitor's booth. Brewers Association shall have absolute control over this regulation, the intent of which is to ensure that sound systems shall not be audibly objectionable to neighboring Exhibitor. Sound amplification may be used by an Exhibitor only for the dissemination of information to the meeting's audience that directly relates to products and/or services of the particular company displaying such products and/or services at the Event. Any presentation that interferes with the activities in, or obstructs access to, neighboring booths, or that impedes aisles, is prohibited.

## Display Guidelines/Restriction / Rules

No bolts, screws, hooks, nails, tape or fixative shall be driven into or otherwise attached to the walls or floors of the exhibit areas.

No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.

Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.

No sign of any description may be installed, except within the confines of the exhibit space assigned.

Fog, smoke and steam machines are not permitted.

Exhibitors are prohibited from possessing, displaying or depicting any products or components in their booth which could be interpreted as being a promotion of another company

Exhibitors shall not possess, display or depict the images/brands/logos of other companies in their advertising/booth display at this show unless permission to use the images/brands/logos from said company is obtained and proof of permission is available onsite at the show

No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

## Event Name, Logo and Artwork (use of)

The event name and event acronym are registered trademarks. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and or awards of any kind is prohibited without expressed written consent from show management. Violators may be subject to penalties as provided by federal and state laws.

The event name, logo and artwork are also the property of Brewers Association. However, show management will make available and grant permission to exhibitors and advertisers to use the event name and/or logo in an approved and appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at the event. Samples of the proposed use of the event name and/or logo should be submitted to the show management at least 30 days in advance of the event. Any reproduction of the event name and/or logo shall include the trademark registration symbol, ®. Show management reserves the right to deny any request, or any use of the event name, logo and artwork that it finds to be inappropriate, offensive or not in the best interests of the event.

## Exhibit Design

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.

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.

## Exhibitor Appointed Contractor (EACs)

### Definition

An Exhibitor Appointed Contractor (EAC) is any company other than the designated official contractors that provide services such as display installation and dismantling, models, florists, photographers, audio visual firms, etc. and which may require access to exhibitor's booth space any time during installation, event dates or dismantling.

### Rules & Regulations

If the Exhibitor wishes to use an EAC, the following rules and regulations must be adhered to by the exhibitor and the EAC.

**THESE RULES WILL BE STRICTLY ENFORCED.** The exhibitor must complete an exhibitor-appointed contractor form.

Also, the exhibitor must inform whether this contractor is authorized to order event services on the exhibitor's behalf. The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor's work.

The EAC will not solicit business at the event.

The EAC is responsible for adhering to all rules and regulations requiring badging. EAC must wear badges at all times.

If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show management will have the final decision in such instances.

Show management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of: certificate of insurance for workers' compensation and employers' liability, comprehensive general

liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$500,000 USD and meet the requirements established by the state in which the event is being held. Comprehensive general liability coverage must provide at least \$1 million USD per occurrence /\$2 million USD general aggregate in coverage and shall name Brewers Association, Freeman and the facility as additional insured. Automobile liability should include all owned, non-owned and hired vehicles with limits of \$500,000 USD bodily injury and \$500,000 USD property damage liability. Show management must receive the certificate of insurance no later than 30 days prior to the commencement of installation.

Written acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC. This must be received by show management no later than 30 days from the event. The EAC Form is located in the "Exhibitor Portal" for the show under the "Forms" section of their account (when logged into the site).

In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by show management in any contracts with the official contractors.

Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

### **Services Provided Regulations**

EAC services will be limited to the erection, dismantle, and preparation of "display" materials only. Labor and/or services for the installation and dismantling of "products" to be displayed by exhibitors must be contracted from the official contractor designated by show management for that service. Exhibitor-appointed contractors/independent service contractors must submit a certificate of insurance to show management no later than 30 days prior to the commencement of installation.

## **Fire Protection/Fire Marshal Requirements**

All exhibit spaces must be in full compliance with all facility, fire marshal, show management, and exhibit guidelines including all local, state and federal laws. Convention Center Fire Marshal regulations available in the Exhibitor Service Kit.

## **Floor Covering/Carpets/Carpet Requirements**

The exhibit hall portion of the facility is not carpeted. Carpet or some type of floor covering is mandatory in all exhibit booths, unless prior approval is received from show management. Carpet may be supplied either by the general service contractor or the exhibitor.

## **Food & Beverage Sampling (Including Alcohol Policies)**

The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity.

Exhibitors wishing to have food at their booth to generate traffic may purchase the food from the facility exclusive caterer. The use of propane, butane or other combustible bottled gas is prohibited

## **Handling and Storage**

### **Material Handling**

The official material handling contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting.

### **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 exhibit space area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

## Install/Dismantle

### Installation and Dismantlement

Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period.

No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these terms, rules and regulations.

All materials must be removed from the facility by the end of the official move-out period. (Official move-in, move-out, and exhibition dates and times may be subject to change. Show management will notify exhibitor of official dates, times and any changes.)

Show management reserves the right to assign specific days to exhibitor for delivery of equipment and/or display items.

Failure by exhibitor to abide by such delivery schedule shall obligate that exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

## Insurance Requirements for Exhibitors

Exhibitor shall provide Brewers Association with a Certificate of General Liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate, showing Brewers Association and Colorado Convention Center as additional insureds no less than 30 days prior to the show. **Certificates of Insurance should be sent via email to [Sales@Rainprotection.net](mailto:Sales@Rainprotection.net) The Certificate shall provide for a 30-day written notice in the event of cancellation or material change of coverage.**

## Labor

Labor jurisdiction and union rules are determined by the facility, state and municipality in which the exhibition is held.

Where union contracts exist with service contractors, exhibitor must acknowledge union jurisdictions and conform to those contracts and use of the union personnel involved.

Skilled and unskilled labor as needed or required can be arranged through the official service contractor (Freeman) at established rates.

Arrangements should be made in advance.

Exhibitors who are eligible to set up their own display according to union guidelines must typically utilize full-time employees of the company and proof of employment may be requested.

Review the exhibitor manual for specifics on union guidelines and restrictions.

## Intellectual Property Rights/Legal Disputes Between Exhibitors

Exhibitor warrants that it owns the rights for all intellectual property (patent, copyright, trademark, etc.) to be used by exhibitor for promotion or exhibition at the event, and agrees to defend, at exhibitor's expense, and to indemnify show management for any action brought against the show management or its directors, officers, employees or agents and any cost incurred by them arising out of any dispute concerning exhibitor's intellectual property rights. Violation by exhibitor of these rules could result in closure of exhibitor's booth and/or exclusion from participating at future events.

## Non-Compliance (Late Set-up, Early Tear-down, Disregard of Show Rules, Interpretation, Enforcement, etc.)

### Compliance and Enforcement

Show management shall have full discretion in the interpretation and enforcement of all rules and regulations governing exhibitors.

All matters and questions not covered by the rules and regulations shall be subject to the final judgment and decision of show management.

Third parties acting on behalf of or representing the exhibitor must adhere to and abide by the contract for exhibit space and the rules and regulations. It is the Exhibitor's responsibility to make their agencies and/or contractors aware of all rules and regulations, guidelines and deadline dates, and to forward all items for which such agency or contract may be responsible.

These rules and regulations may be amended at any time by show management upon written notice to affected exhibitors.

### Tear-Down



Exhibitor shall not initiate tear-down, packing, or abandon exhibit prior to close of exhibition hall.

In the event exhibitor begins teardown prior to the close of exhibits, exhibitor will be issued a non-compliance notice and be subject to a loss of all eligible priority point(s) for the show.

At the end of the designated dismantling time, all exhibitor displays or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the discretion of show management at the exhibitor's expense.

## Occupancy

### Occupancy, Deliveries and Dismantle

Exhibit displays at the facility must be set by 7:00am local time on Tuesday, May 1. Should any space unoccupied after this time, show management reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.

Delivery or removal of any portion of an exhibit will not be permitted during the exhibition without written permission from show management. No deliveries may be made during exhibit hours.

## Outboarding

Any company that is not an official exhibitor that hosts an exhibit at a non-official show venue is in violation of show rules and may lose priority points, seniority and/or the ability to exhibit at future exhibitions. Exhibiting companies are encouraged to protect their investment and report any violators to show management.

## Photography/Video Recording/Cameras/Videos

Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Exhibitors are prohibited from photographing or producing audio/video of other displays, products or materials without prior written permission from show management.

Security and labor arrangements required for any approved photography, video recordings or live feeds must be made in advance, at exhibitor's expense.

## Sales from Exhibitor's Booths

Retail sales are permissible on the exhibition floor only with the written permission of show management.

## Security

Neither show management, the official contractors, nor the facility are responsible for the exhibitor's property in the event of theft, accident, vandalism or other causes. General perimeter security is provided primarily for the purpose of badge and parcel checking. Exhibitors are responsible for the security of their displays at all times and should be properly insured.

## Smoking

Smoking, including vapor/e-cigarettes, is strictly prohibited within confines of the convention center.

## Sound/Noise/Music/Lighting

### Sound/Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of show management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth.

### Music licensing

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. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show management does not have a license with any licensing agencies; therefore exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

### **Lighting**

Lighting elements must be contained within the confines of the contracted exhibit space and not protrude into the aisles. This includes all truss work, lighting apparatus, projection equipment, etc. All lighting must be directed into the exhibit space and may not project into the aisles or onto neighboring exhibits. Strobe, flashing and rotating lights are not permitted without the advance written approval of show management.

Quartz Halogen light fixtures are not allowed.

Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.

## **Staffing / Exhibitor Badges**

Each person working at the exhibit booth must be registered for the exposition. Exhibitor is entitled to register 3 staff per 10x10 of regular space (up to a maximum of 18 staff for booths 600 sq ft. or larger) complimentary, as “exhibit staff” if they complete and submit their staff registrations following the instructions provided in December 2017. These passes will be made out in the name of the individuals registered. They are not transferable and are only available for pick up with a valid photo ID. Misuse of the passes will lead to their being withdrawn. The number of passes issued is not increased by the inclusion of co-exhibitors. Additional passes are available for purchase, as supply allows. Additional exhibitor registrations may be purchased. Exhibitor badge is an exposition registration which allows entrance to the Exhibit Hall. Admission to conference seminars and/or special events must be purchased separately.

## **Strolling Entertainment**

Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor’s space are not permitted. Repeat violations will result in the confiscation of materials/promotion items involved in the violations and loss of priority points.

## **Suitcasing**

Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management or in ways that violate the rules of the event. Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, or in violation of any portion of this policy, is subject to removal without refund and additional penalties.

The selling or solicitation of product or services may only be conducted by companies in good standing, within their exhibit space, confirmed meeting or conference space or within the event as authorized by show management. Companies conducting business outside the confines of the their exhibit booth and/or the exhibit hall without the permission of show management are in violation of this clause.

## **Vehicles on Display**

*Note: Rules vary from facility to facility but may include:*

Display vehicles must have battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or five gallons (include metric), whichever is less, and fuel tank filler caps locked and/or sealed.

Fueling or de-fueling of vehicles on the facility premises is prohibited.

Display vehicles are permitted to occupy no more than 80 percent of the contracted exhibit space, and must conform to line-of-sight rules.

Tractor/Trailer/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall exhibition floor, and must be approved in writing by show management.

Booth vehicles must be set back 10 inches (.26 meters) from the aisle to prevent damage from aisle carpet installation. Once placed, display vehicles cannot be started or moved without the approval and direction of show management. Auxiliary batteries not connected to engine starting system may remain connected. External chargers or batteries are allowed for demonstration purposes. No battery charging is permitted inside the building.

## Weapons

Weapons are not allowed on the exhibition floor or elsewhere within the facility without the expressed permission of show management and the facility.