

SEASONAL Spectacular

BY ASSOCIATIONS WEST

EXHIBITOR RULES & REGULATIONS

TERMS, GUIDELINES & PAYMENT

RULES OF EXHIBIT

These rules and regulations governing the exhibits under the auspices of Associations West are part of the agreement for space.

TERMS & CONDITIONS

Exhibitors agree to abide by all terms and conditions as set forth in this prospectus, which forms a part of this agreement between the exhibitor and Associations West. Failure to abide by show regulations may result in removal of the exhibit and exhibitor from the tradeshow floor and/or prohibition from exhibiting with Associations West in the future.

PRE-SHOW MAILING LIST

Should you utilize the mailing list provided to you for marketing purposes by Associations West, you are agreeing to the following: "I understand that the Associations West mailing list is for **one-time use** only for the purpose of promoting Seasonal Spectacular and agree to not retain or reproduce the list in any form. I understand that use of the list is monitored."

EXHIBIT SPACE SPECIFICATIONS & PRICING

Booths are a **10 ft x 10 ft** exhibit space that includes an 8 ft high back, 3 ft sidewall dividers, and a one-line identification sign. Furnishings, floor covering, and electrical are not provided. Booths come with three (3) exhibitor badges (additional badges available for \$250/each - maximum two per booth).

Price by October 31, 2025:

Member: \$1,800

Non-Member: \$2,285

Price after October 31, 2025:

Member: \$2,300

Non-Member: \$2,785

EXHIBITOR REPRESENTATIVES

Associations West shall have sole control over all admission policies at all times. A maximum of three (3) individuals are allowed in a 10 ft x 10 ft booth space unless an additional representative badge is purchased, allowing for up to five (5) exhibitors per 10 ft x 10 ft booth.

INDUSTRY PARTNERS TRADESHOW ACCESS POLICY

Industry Partners are not permitted on the tradeshow floor or the luncheon unless they are a badged exhibitor. Consultants and third party/independent meeting planners are exempt from this policy and may register as attendees or may purchase a booth.

EXHIBIT SPACE LOCATION & ASSIGNMENT

Space assignment(s) is on a first-come, first-served basis per the date and time your exhibitor contract is received in the Associations West office with exhibitors from the prior year with two or more booths and Associations West Premier Partners being assigned first. Requests for booth space must be received in writing on the Exhibitor Contract form and will be controlled by envelope postmark or email transmittal dates. Full payment must be received with the Exhibitor Contract to guarantee space(s). Exhibitor contracts will be accepted by email, but are not confirmed until receipt of payment or authorization of credit card.

CANCELLATION

Cancellations must be received in writing and will be controlled by envelope postmark or email transmittal dates. In the event an exhibitor must cancel, the following refund policy applies: Cancellation prior to 11:59 pm, **October 31**,

2025, will result in loss of 50% of the total fee. No refund will be issued for cancellations received after **October 31, 2025**. Any space **not paid in full** by 11:59 pm, **October 31, 2025**, may be reassigned to another exhibitor. Downsizing of contracted exhibit space will be subject to the same refund schedule. Cancellation policy applies to EXCHANGE Appointment Show desks as well. Cancellation fee for sponsorships is 50% of the total cost.

NOISE & MUSIC LICENSING

Public address, sound or amplifying systems that project beyond the exhibit booth are prohibited.

BLOCK GROUPINGS

Hotels, CVBs, or other marketing collaborations that wish to have a confirmed block of exhibit space must submit all applications and payments together or submit one payment and application for the full block in order to guarantee the space. Exhibitors may also request to be in the proximity of others but requests cannot be guaranteed when applications and payment are not submitted together.

USE OF SPACE & BOUNDARIES

Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. For booth display regulations refer to the "Exhibit Space Specifications and Display Regulations" information available on the Associations West Seasonal Spectacular website in the Exhibitor Service Kit from AES. **Compliance with the display regulations is mandatory. No latex (i.e. balloons) in decor due to a participant with severe latex allergy.** All decoration materials in any exhibit must be flame-retardant, including live trees. Exhibit hall fire exits and safety equipment must be left accessible and in full view at all times. Display materials and equipment of significant size (over 5 sq ft) must be submitted in writing and pre-approved by Associations West by **October 31, 2025**. Aisle space may not be incorporated as part of an exhibitor's space. Exhibitors are expressly prohibited from "briefcasing" (handing out promotional materials of any kind anywhere outside of your booth or sponsored space, including aisle space). Exhibitors must refrain from selling outside their booth space.

EXHIBITOR LIABILITY

Exhibitor shall maintain Commercial General Liability insurance against claims for bodily injury and property damage with limits of liability of \$1 million each occurrence and \$2 million annual aggregate. Exhibitor will also maintain \$1 million Auto Liability, \$1 million Umbrella, Statutory Workers' Compensation, and \$1 million Employers Liability insurance with adding Associations West, the SAFE Credit Union Convention Center, and AES as Additional Insured on all coverage except for Workers' Compensation/Employers Liability insurance. New exhibitors shall supply Associations West with Certificate of Insurance meeting these requirements at least thirty (30) days prior to the use of the premises. Neither Associations West, AES, nor the SAFE Credit Union Convention Center shall be held liable to an exhibitor for any damage, loss, or destruction of an exhibit or the property of an exhibitor, or that of a third party attendee of which they are hurt or have property damage, due to the negligence of the exhibitor. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save meeting sponsor, Exhibit Management, convention and hotel facilities and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's negligence which includes installation, removal, occupancy, or use of the exhibition premises or a part thereof any operations involved as an exhibitor at the event, except a claim due to the negligence of Associations West. In addition, Exhibitor acknowledges

that that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses of the Exhibitor.

EXHIBITOR FOOD & BEVERAGE REQUIREMENTS

Authorized Caterer: Sodexo Live, crystal.velasco@sodexo.com, is the exclusive caterer for all food and beverage service for Seasonal Spectacular. **No outside food and beverage (including bottled water and wrapped cookies) is allowed on the exhibit floor without contacting Sodexo Live ahead of time. A vendor fee of \$300 will be charged to all exhibitors with outside food/beverage and must be contracted through Sodexo Live prior to event.** Please reference the Food & Beverage Sampling Guidelines document at www.AssociationsWest.org for additional food service requirements. **The deadline to order catering is 10 business days prior to the event. Alcoholic Beverages:** ABC regulations prohibit exhibitors from distributing any alcohol beverage, including sealed bottles and splits of wine, champagne, beer and hard alcohol. **Violation of the alcohol beverage policy will result in exhibitor being removed from the exhibit hall with no refunds provided for exhibit space or related services contracted with a third party.** Alcohol beverages may be served provided it is purchased from **Sodexo Live** and served by **Sodexo Live** staff (rate: \$250/3 hour period). Exhibitors representing wineries who wish to have their product served from their booth must contact **Sodexo Live** at least sixty (60) days in advance. If ordering beer and wine only, the \$175/3 hours applies. If ordering a full bar, it requires a full bar set-up and bartender. That then falls to the \$250/3 hours.

SHOW DECORATOR/GENERAL SERVICES CONTRACTOR

American Exposition Services, 916-925-3976, info@american-expo.com is the official general services contractor for Seasonal Spectacular. Space furnishings, carpet, electrical requirements, additional signage, and labor to set up and dismantle displays are to be ordered from AES directly. Exhibitors may, if they wish, set up and dismantle their own displays and must adhere to established times. Login information to the AES online marketplace, as well as the complete service kit, will be available beginning in September.

NON-OFFICIAL / THIRD PARTY CONTRACTORS

Non-official contractors are subject to the same rules and regulations as all exhibitors and official contractors. Non-official contractors are required to submit the applicable form and proof of insurance as stated in the exhibitor service kit.

SHIPPING AND STORAGE

Information on shipping and storage will be outlined in the exhibitor kit provided by AES. All shipments are at the exhibitor's risk and expense.

SECURITY

Associations West shall provide security service during the overnight and exhibit hours, and shall exercise reasonable care for the protection of the exhibitors' materials and equipment. Neither Associations West, AES, the show facility, nor any officers, director or staff member thereof will be responsible for the safety of the property or exhibitor personnel from any cause. Exhibitor is to provide to Associations West a copy of all insurance and/or policy riders to cover booth contents.

RESTRICTIONS

The primary purpose of this event is to educate association and meetings professionals to the products and services of the industry. Associations West reserves the right to prohibit any display or exhibit, or any part of a proposed exhibit including marketing materials and giveaways, that it deems not suitable or in accordance with the accepted business standards and the accepted professional ethics of its members. Materials and displays must not negatively mention another exhibitor and/or Associations West member by individual or organization name. Materials and displays are subject to advanced review and approval by show management. Associations West will not be responsible for associated costs incurred by exhibitor should materials or display not be approved. Digital marketing materials are encouraged.

FAILURE TO OCCUPY

Any exhibitor who fails to occupy their booth by 10:00 am, December 17, 2025, may be replaced with a wait-listed exhibitor. Subject to the cancellation policy, no refund will be issued to the exhibitors who fail to occupy their booth space.

EXHIBITOR PRIZES

Exhibitor prizes may be given from private drawings at any of the exhibit booths. Exhibitors will assume responsibility for the distribution of their prize(s). They will not be announced from main stage nor will they be noted in the Seasonal Spectacular program. Alcohol of any type may not be displayed in the building. You are welcome to give it away, as long as it is not in the building. To have a prize announced from main stage, complete the prize giveaway Form online.

DIGITAL MEDIA/PHOTOGRAPHY CONSENT

Registration/Participation in Associations West events constitutes an agreement by the registrant to allow Associations West use and distribution (both now and in the future) of the registrant's image or voice in photographs, videos, electronic reproductions and audio recordings of such events and activities.

SMOKE-FREE POLICY

Associations West has a smoke-free policy for all sponsored events. The SAFE Credit Union Convention Center is a smoke-free building. Violators will be prosecuted per CA Assembly Bill 13, Section 6404.5.

EXHIBIT SCHEDULE

Exhibitors are asked to use the SAFE Credit Union Convention Center loading dock entrance located at 1401 K St, during exhibit setup and dismantling hours.

Exhibit Set-Up

Tuesday, December 16 1:00 pm – 5:00 pm
Wednesday, December 17 8:00 am – 12:00 pm

Inspection by Associations West/AES

Wednesday, December 17 12:00 pm – 1:45 pm
(Hall closed to all exhibitors)

Exhibit Hours

Wednesday, December 17 2:00 pm – 5:00 pm

Dismantling of Exhibits

Wednesday, December 17 5:00 pm – 9:00 pm
(Please be courteous and do not tear down before 5:00 pm)

LEAD RETRIEVAL

Provided by Active Event Technology. The Active Lead Manager Mobile App - scan attendee badges with your smart phone to capture information about the contacts that visit your booth. Not limited to just your booth, scan leads at receptions, sessions and casual events during the conference. Add notes straight to the lead. Export your leads as spreadsheet. Download app includes 1 activation code. You may purchase additional activations for \$150/each.

AFTER PARTY PARTICIPATION/SPONSORSHIP

The Seasonal Spectacular tradeshow after party will be on Wednesday night, December 17 at Cafeteria 15L. Exhibitors who wish to participate will need to buy in as a sponsor at a rate of \$300 per person attending (see field on exhibitor contract). This opportunity is limited to the first 100 sign ups. For after party questions, contact Jeff Dougherty: jdougherty@visitsacramento.com.

COMPLIMENTARY
TRADESHOW PASSES

INVITE YOUR TOP 5 CLIENTS OR PROSPECTS!

- Guests must have purchasing authority and cannot work for a vendor providing goods/services to associations or meeting professionals
- **Passes will be available on November 3**
If you need more passes, email lindsay@myassociationswest.org
- Multi-booth exhibitors: you can invite 5 qualified guests per booth space

Complimentary passes are **valid during the tradeshow only** (Weds, Dec 17, 2-5 pm). Luncheon/education programs not included. Associations West may contact registrant to confirm qualified-buyer status and reserves the right to decline registration.