



# EXHIBIT RULES AND REGULATIONS

## A

### Admission to Exhibit Hall

Exhibitor and Sponsor badges authorize an employee or representative to enter the exhibit hall during hours when it is open to exhibitors only. Persons wanting to enter the exhibit hall during exhibitors' only access times must have an exhibitor or sponsor badge to enter. Exhibitor personnel are not permitted in the exhibit hall before or after hours if not actively setting up or tearing down the exhibit space.

### Americans with Disabilities Act

Exhibiting companies are responsible for making booths accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold WAI harmless from any consequences of exhibiting company's failure in this regard.

## B

### Booth Assignments and Locations

Exhibit spaces will be assigned in the following manner for the 37th Annual Women in Aviation International Conference for applications RECEIVED by October 31, 2025.

Priority Points will be determined by the number of years exhibited and conference sponsorship from the previous year, if applicable. Priority Points are earned in the following manner.

1. One point for each year exhibited from 1990 (first conference) through 2025. Example 1: ABC Company exhibited in 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025 = 13 points  
Example 2: DEF Company exhibited in 1995, 1997, 2001, 2020 = 4 points
2. Points will also be earned based on the previous conference sponsorship. Points for the 37th Annual Women in Aviation International Conference will be determined from 2025 sponsorship. Levels from 2025 and applicable points are listed below. (NOTE: levels for 2026 are different)

Diamond Sponsor    5 points

Platinum Sponsor    4 points

Gold Sponsor        3 points

Silver Sponsor       2 points

Bronze Sponsor      1 point

For applications received after October 31, 2025, assignments will be made on a first-come, first-served basis, with choice of space given to exhibitors in order of the date received. For applications received on the same date, priority will be given to the exhibitor with the highest cumulative Priority Points.

Space assignments will be made considering the individual's preference to location as much as possible but in keeping with the exhibit hall's best interest. It is advisable that exhibitors inform WAI management on the exhibit application of any company or exhibit from which they wish to be kept separate. Assignments are made with due regard for the total exhibit hall.



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WAI management reserves the right to make the final space assignment, to change the space assignment after the exhibitor's application is accepted, change the floor plan and move exhibitors if deemed necessary in the best interest of the exhibit hall.

## Booth Prices

### EARLY BIRD RATES:

(for applications received by October 31, 2025)

	WAI Member Rates	WAI Non-Member Rates
1 Exhibit Space 10' X 10' (100 sq. ft.)	\$2,100	\$2,700
2 Exhibit Spaces 10' X 20' (200 sq. ft.)	\$4,200	\$5,400
3 Exhibit Spaces 10' X 30' (300 sq. ft.)	\$6,300	\$8,100
4 Exhibit Spaces 20' x 20' (400 sq. ft.)	\$8,400	\$10,800
Each additional 10' X 10' after 4 spaces	\$2,200	\$2,400
Corner or end spaces additional	\$200	\$250
Island Booth spaces additional	\$500	\$700

### GENERAL RATES:

(for applications received on or after November 1, 2025)

	WAI Member Rates	WAI Non-Member Rates
1 Exhibit Space 10' X 10' (100 sq. ft.)	\$2,300	\$2,900
2 Exhibit Spaces 10' X 20' (200 sq. ft.)	\$4,600	\$5,800
3 Exhibit Spaces 10' X 30' (300 sq. ft.)	\$6,900	\$8,700
4 Exhibit Spaces 20' x 20' (400 sq. ft.)	\$9,200	\$11,600
Each additional 10' X 10' after 4 spaces	\$2,300	\$2,500
Corner or end spaces additional	\$300	\$350
Island Booth spaces additional	\$700	\$900

### What's Included with Exhibit Booth

Exhibit space size is 10' x 10' and includes one 6' table, two chairs, one wastebasket, pipe and drape, and one standard identification sign per company. For 2026 the exhibit hall is NOT carpeted. You are not required to provide floor covering. If added, it will be at your own expense.

GES Exhibitor Kit will be available in January 2026. Note: All additional furniture, carpet, electric, and wi-fi must be ordered and paid for by the Exhibitor separately.

## Booth Set-up and Tear Down

Exhibitors will be permitted access to the hall for set up on Wednesday, March 18 from 10:00 a.m.–5:00 p.m. and 8:00 a.m.–9:30 a.m. on Thursday, March 19. All exhibits must be set-up by 9:30 a.m. on Thursday, March 19, 2026. If more set-up time is required, please advise WAI's Exhibit Coordinator.



# EXHIBIT RULES AND REGULATIONS

Exhibitors may not begin tear down of exhibit booth(s) until 10:30 a.m. on Saturday, March 21, 2026. Violating exhibitors may not be eligible to exhibit in future shows and are subject to Priority Points deduction. You will also be charged a \$500 early dismantle fee. During exhibitor set-up and teardown, no one under 16 will be allowed in the exhibit hall.

Exhibitor booth personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and, at no time, may anyone enter an exhibit space that is not staffed. Attendees and other employees must confine their activities to the contracted exhibit space. Each company, its representatives, and exhibitor-appointed contractors expect professional behavior during the conference. Any provocation of another either verbally, physically or by any other means will result in all parties involved surrendering their badges immediately and being escorted off the premises by security, and all parties being prohibited from attending the remainder of the conference. If there is more than one offense, WAI will prohibit the parties' attendance at all future shows.

## Booth Specifications and Height Restrictions

Exhibit material and displays must be confined to the limits of the exhibitor's purchased display space and cannot obstruct the view of another exhibitor's booth. Exhibits must be installed so they will not project beyond the space allotted. Aisles must be kept clear for normal aisle traffic and cannot be interfered with at any time. Within 5 ft. of the aisles, the maximum height for any display materials is 4 ft. All exposed parts of a display must be finished so as not to be objectionable to other exhibitors or attendees. WAI management may request GES to hang drape to cover any exposed supports. The cost of draping will be at the exhibitor's expense. Displays that do not conform to WAI exhibit standards must be approved and/or modified before the exhibit hall opens.

Any exhibitor planning a display exceeding 10' in height is permitted only with the approval of show management. WAI does not allow pop-up tents/canopies in exhibit spaces. All lighting and overhead rigging must be approved by WAI. Self-contained visuals are permitted. Overhead rigging is not permitted on in-line booths or booths less than 400 sq. ft.

No part of an exhibit, or signs relating thereto, shall be taped, nailed, tacked, stapled, pasted, or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, columns, marble, or fabric in any way, and no holes may be drilled, cored, or punched in the facility walls or floors.

Utilization of audio is allowed, if audible only within a 2' perimeter. This includes live, projected and or recorded audio. Speaker units can be placed within the confines of the booth space but cannot be within 2' of the aisle. Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc., which may be required for it to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software.

Helium balloons, of any kind, as part of the exhibit or as a giveaway, are strictly prohibited. WAI staff reserves the right to confiscate any helium balloons on the exhibit floor. If helium balloons get loose in the exhibit hall, it is the exhibitor's responsibility to retrieve them. Any costs required to retrieve helium balloons in the exhibit hall are the exhibitor's responsibility.



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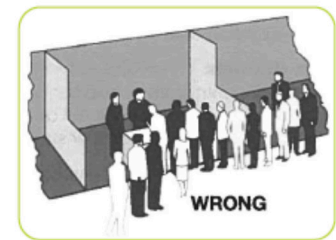
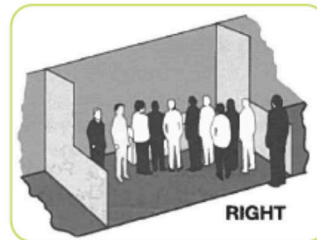
## DEMONSTRATIONS, INTERVIEWS AND MEET & GREETS

As a matter of safety and courtesy to others, space for demonstrations must be organized within the contracted exhibit space 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, including interviews and meet & greets. 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.

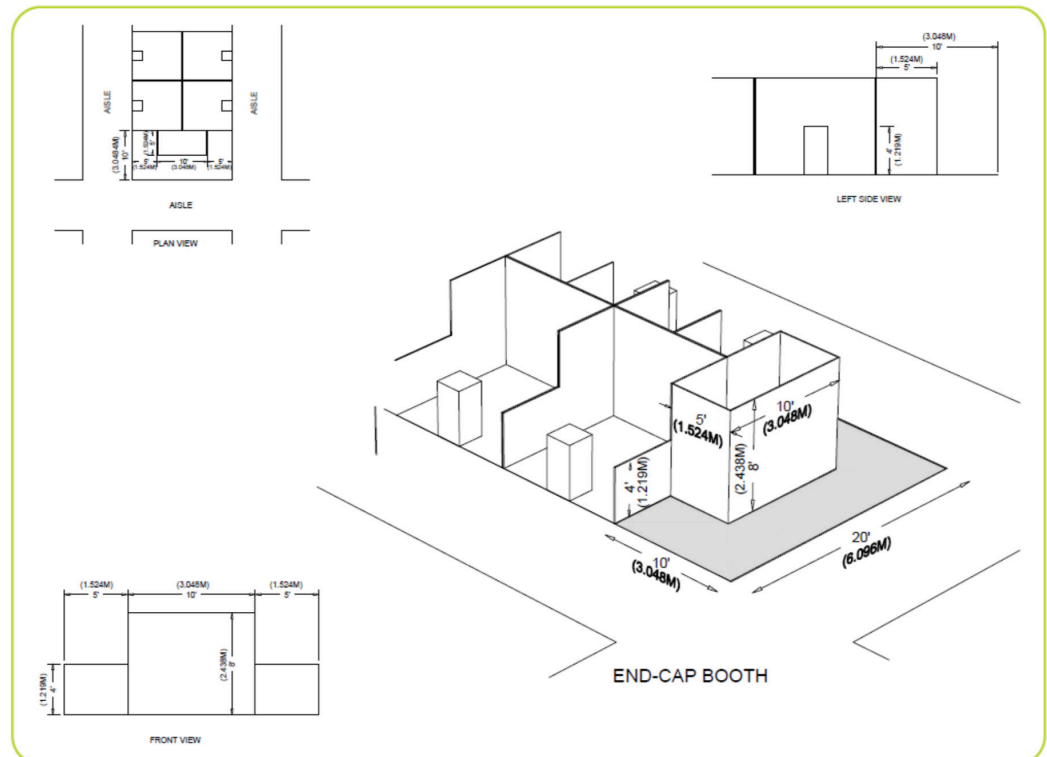
Should spectators, samplers or candidates interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, WAI reserves the right to require the exhibitor to immediately discontinue the activity.

## END CAPS

End cap booths are permitted as long as they follow the schematics below to ensure there is a clear Line-of-Sight to booths positioned behind the end cap booth.



The maximum back wall height allowed is 8 ft. (2.44m) and the maximum back wall width allowed is 10 ft. (3.05m) at the center of the backwall with a maximum 5 ft. (1.52m) height on the two side aisles. Within 5 ft. of the two side aisles, the maximum height for any display materials is 4 ft.





# EXHIBIT RULES AND REGULATIONS

## ISLANDS

Exhibitors with island booths must submit a booth schematic to Show Management for review and approval by March 6, 2026. Within 5 ft. of the four side aisles, the maximum height for any display materials is 4 ft.

## C

### Cancellation Policy

WAI POLICY IS NO REFUNDS FOR CANCELLATION AT ANY TIME. Due to increasing demand for exhibit space at the WAI conference, payment must be included with the exhibit application for space to be assigned.

## E

### Exhibit Hours

#### Wednesday, March 18, 2026

10 a.m. to 5 p.m. Exhibitor Set-up\* (Exhibitor Only Access)

#### Thursday, March 19, 2026

8–9:30 a.m. Exhibitor Set-up\* (Exhibitor Only Access)

10–11 a.m. Exhibit Hall Preview Hour (Invitation Only)

11 a.m.–5:30 p.m. Exhibit Hall Open

#### Friday, March 20, 2026

8 a.m.–4:30 p.m. Exhibit Hall Open

#### Saturday, March 21, 2026

8–10:30 a.m. Exhibit Hall Open

10:30 a.m.–3 p.m. Exhibit Breakdown

\*If more set-up time is required, please advise WAI's Exhibits Coordinator. Exhibits must be set up by 9:30 a.m. on Thursday, March 19, 2026.

### SPECIAL EVENTS BEING HOSTED INSIDE THE EXHIBIT HALL INCLUDE:

#### Thursday, March 19, 2026

10–11 a.m. Exhibit Hall Preview Hour (Invitation Only)

4:30–5:30 p.m. Opening Night Reception in the Exhibit Hall

#### Saturday, March 21, 2026

8–9:30 a.m. Coffee & Conversation in the Exhibit Hall

8–9:30 a.m. Girls in Aviation Day Exhibit Hall Access

Everyone entering the exhibit hall will be required to wear a WAI Conference badge at all times. During exhibitor set-up and breakdown, no one under 16 will be allowed in the exhibit hall.



# EXHIBIT RULES AND REGULATIONS

## Exhibit Labor

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits—when this work is done by persons other than your full-time company personnel—will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

## Exhibit Personnel

Five (5) Booth Staff Only badges are included with each 10' x 10' exhibit space. Booth Staff Only badges are for access to the Exhibit Hall only, and do not include entry to any other WAI conference events or activities. These badges must be worn during set-up and are required for access to the dock area. Additional working badges may be purchased in advance (before March 6, 2026) for \$100 each. To access the other conference events and activities, a full registration or day pass must be purchased.

Exhibitor & Sponsor badges authorize an employee or representative to enter the exhibit hall during hours when it is open to exhibitors only. Persons wanting to enter the exhibit hall during exhibitors' only access times must have an exhibitor or sponsor badge to enter. We discourage exhibitor or sponsor personnel from being in the exhibit hall before or after hours if not actively setting up or tearing down the exhibit space. The Gaylord Texan Resort & Convention Center is a smoke-free environment. Smoking is only permitted outside in designated areas. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy.

WAI encourages one company representative to pick up all exhibitor badges during exhibitor set-up hours. Exhibitor badges must be picked up no later than 9 a.m. on Thursday, March 19, at the exhibitor registration desk.

Reminder: An exhibitor or sponsor badge is needed to enter the hall for setup. Once the hall opens, arrange to meet outside of the exhibit hall to distribute your company's badges.

## Exhibit Types

Exhibits shall be products or services directly related to aviation or of interest to attendees. Women in Aviation International reserve the right to deny space to any companies not in compliance with the objectives of the conference.

## Exhibitor-Appointed Contractor

Any exhibitor using a non-official exhibitor-appointed contractor for installation and dismantling must provide the following to WAI and GES 30 days in advance of the conference:

Notification on the exhibitor's letterhead of its intent to use a non-official exhibitor appointed contractor.

Proof of the non-official exhibitor-appointed contractor's worker's compensation, and personal and property damage liability insurance coverage (Certificate of Insurance).

Contractors must show or wear credentials to be allowed in the exhibit hall for set-up and tear down. Contractors should be included in your listing for exhibitor badges.



# EXHIBIT RULES AND REGULATIONS

## F

### Freight Handling

All work involved in the loading and unloading of all trucks, trailers and common and contract carriers from the facility docks, including empty crates, and the operation of material handling equipment, is under the jurisdiction of GES. The union has jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may “hand carry” material provided they do not use material handling equipment. When exhibitors do choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas. Global Experience Specialists, Inc. will not be responsible for any material they do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the “Show Site Work Rules” section of the exhibitor kit.

## G

### General Service Contractor

The general service contractor for the 2026 WAI Conference is: Global Experience Specialists, Inc. (GES)

Questions should be directed to exhibitor services at 800-475-2098 or 775-745-7612.

Exhibitor information will be available on-line via WAI’s website at [www.WAI.org](http://www.WAI.org). GES will e-mail the exhibitor service kit in January 2026.

To ensure orderly and efficient installation, operation, and removal of displays and to eliminate confusion, GES is the designated WAI official service contractor. WAI encourages all exhibitors to place orders with this firm unless a permanent arrangement has been established with a display house or outside contractor to set up and dismantle exhibits.

### Gratuities

Our work rules prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product, or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

## L

### Liability

Exhibitors are solely responsible for always safeguarding materials, equipment and displays. General security will be employed by WAI when the exhibit hall is closed and during exhibit hours, but neither WAI, GES, nor the Gaylord Texan Resort & Convention Center will be responsible for any loss, theft, damage, injury, or destruction





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of exhibitor's property or the property of its agents or employees, by or from any cause whatsoever, and the exhibitor expressly releases WAI, GES, and the Gaylord Texan Resort & Convention Center and their respective officers, employees, contractors, members and agents from any and all claims for such loss, theft, damage, injury or destruction, or for loss of goodwill (whether or not in relation to any property).

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless WAI, GES, and the Gaylord Texan Resort & Convention Center and their respective officers, employees, members, and agents harmless from and against any and all claims, losses, injuries and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitors' installation, removal, maintenance, occupancy or use of the exhibition premises, or any part thereof, or arising out of, or caused by exhibitor's participation in exhibition activities.

Exhibitors must always comply with WAI, GES, and the Gaylord Texan Resort & Convention Center rules and regulations. Rules and regulations are subject to change prior to the time the exhibition is held, and failure to follow the rules and regulations will constitute a breach of contract. All exhibitors must carry relevant insurance. Exhibitors must comply with all federal, state, and local fire and building codes that apply to The Gaylord Texan Resort & Convention Center. A full set of the Fire and Safety Regulations can be provided upon request.

## M

### Media/Public Relations Events

If you are planning a media or public relations event in conjunction with the Women in Aviation International Conference, please notify Director of Communications Kelly Murphy [kmurphy@wai.org](mailto:kmurphy@wai.org). Video recording is prohibited on the show floor unless you receive approval from WAI directly.

## P

### Publication Bins

Publication Bins will be available for companies to distribute their magazines or publications to conference attendees. Materials may be shipped to the attention of the exhibit manager at designated shipping and storage site that will be included in the GES exhibitor service kit or may be given to the exhibit manager on-site. There is a charge for this publication bin service (see the exhibit application). WAI encourages exhibitors to participate in this opportunity to further highlight their publications.

**Publication Bin Pricing:** Exhibitor \$200 per bin   Non-Exhibitor \$350 per bin

## R

### Raffles, Silent Auctions & Lotteries

Fund raising raffles, silent auctions, or lotteries are not permitted by exhibitors in the exhibit hall.





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## S

### Shipping and Storage

Gaylord Rockies Resort & Convention Center cannot accept and store exhibit material shipments in advance of the WAI conference. GES will receive and store exhibits and deliver them directly to the exhibit hall on set-up day. GES will remove empty crates, provide storage during the conference, and return the crates on dismantling day. Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. Exhibitors may store these items within the booth area, as long as these items do not impede access to utility services, create a safety problem or look unsightly. Detailed shipping information will be furnished in the exhibitor service kit provided by GES in January 2026.

### Special Interest Groups (SIGS)

All exhibiting companies wishing to obtain a meeting room or host an ancillary event will need to request that space directly from WAI. Only requests that do not conflict with official WAI meetings or functions will be considered. Requests will be reviewed on a case-by-case basis and approved only if WAI has space to accommodate these requests, and a rental fee may apply. Additional expenses associated with these requests are the sole responsibility of the company making the request. Please contact Trish Steineke, WAI's Conference and Events Coordinator, at [tsteineke@wai.org](mailto:tsteineke@wai.org).

Non-exhibiting suppliers are prohibited from selling products and services or distributing items in the aisle, food, and/or seating areas of the exhibit floor. Any non-exhibiting supplier selling products or services or distributing items in these areas will be escorted from the exhibit floor by on-site security personnel; conference credentials will be forfeited for the duration of the trade show; and the incident will be reported to show management for further action. Any exhibitors observing such activity should communicate these infractions to WAI staff or security monitoring the exhibit floor.

### Suitcasing

Exhibit personnel must conduct all business within the confines of the contracted exhibit space. Booth personnel observed to be soliciting business in the aisles or other public spaces, in another company's booth or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. This also includes the distribution of any print material or posting of any signage in unapproved areas outside of the exhibit booth. Please report any violations you may observe to Show Management. Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room, hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites or planned functions to which WAI attendees will be invited and expressed consent received before the event.