

# 2018 MSAA TRADE SHOW RULES AND REGULATIONS

All rules and regulations shall be enforced by the MSAA President, the Trade Show Staff or Special Counsel. Violation of the rules and regulations of the Trade Show will subject the violator to any or all of the following: fines up to \$2500; closing the exhibit immediately, either permanently or temporarily; loss of exhibitor priority based on the point system; loss of right to receive any registration list; removal of the violator from the exhibit hall; and/or expulsion from MSAA membership.

## 1. EXHIBITORS

The MSAA Trade Show is an annual selling event for MSAA members who provide any product or service relating to a ski area located in the United States (or a ski area in the early stage of development), including but not limited to, concession, maintenance, transportation, promotional products or services, or travel services. All promotional products on exhibition or sold in any exhibitor's booth must be registered with the MSAA office prior to the opening of the show.

## 2. SHOW COST INCLUSIONS

### Registration

-The cost of all exhibit space and the "briefcase rate" includes a full registration of one company representative. All additional company representatives will be required to pay a registration fee. This fee includes unlimited access to the trade show floor and admittance to all open meetings, educational workshops, and cocktail parties scheduled throughout the convention week. All supplier members must register for the show under their own company's membership, even if they are affiliated with another member. Supplier members may not register those individuals who are not directly employed by their company, i.e. consultants, ski area representatives, etc. MSAA would appreciate supplier members respecting this policy. Those who violate this policy will be penalized.

### Exhibit Equipment Inclusions

- One standard 6'x 30" draped table.
- Two chairs.
- Standard electrical outlet. (if selected)
- General overhead lighting.

## 3. CANCELLATIONS

All cancellation notices must be received in writing by Midwest Ski Areas Association on or before July 31, 2017. Refunds will be handled on a case-by-case basis and must be requested in writing no later than 5 working days after the event. No refunds of exhibit or registration fees will be given to "no shows."

## 4. ON-SITE CONTRACT AND PAYMENTS TO EXHIBIT

Contracts and payments to exhibit or attend shall be accepted at the trade show only on a space available basis and only after preregistered exhibitors are set up. Preregistered exhibitors must have their exhibit set up by the established deadline. If an exhibitor or representative has not contacted MSAA by the deadline and if the exhibit space is not set up in time, the exhibitor will be considered a "no-show". MSAA reserves the right to sell the exhibit space to the next exhibitor on its waiting list and no refunds will be made to the preregistered exhibitor.

## 5. SET-UP DEADLINE

All work involved in the erection and preparation of an exhibit, whether done by the official decorating contractor or others, must be completed prior to the official opening of the show.

## 6. SQUARE FOOTAGE

Exhibit or display space in the exhibit hall is limited to one (1) 8'x10' area per company, unless multiple spaces are purchased.

## 7. DISPLAY RESTRICTIONS

Exhibit materials must not exceed the parameters of the contracted booth space or obstruct the free flow of aisle traffic and/or view of adjacent exhibit displays. Trade Show management reserves the right to grant exception in the best interest of the show.

## 8. EARLY CLOSING

Exhibits may not be closed, dismantled, or partially dismantled prior to the closing of the show.

## 9. BOOTH SHARING

Only members in good standing may participate in the show. Exhibitors agree not to sublet or apportion to anyone else the space for which they have contracted.

## 10. NOISE LEVELS

No Exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding Exhibitors, or to Trade Show Management.

## 11. CONDUCT

Ethical and dignified conduct is expected of all exhibitors. Exhibitors are responsible for the conduct of their representatives and employees including service personnel and others hired as contractual employees at the MSAA show.

## 12. AISLE CONGESTION

No exhibit may be operated in such a way as to block an aisle or otherwise interfere with another exhibitor's booth.

## 13. SOLICITING

The soliciting of business in the aisles and public areas by exhibitors, their representatives, and/or sales staff is prohibited.

## 14. PRIVACY

Without specific invitation, no exhibitor, exhibitor's representative, or guest may enter the exhibit area of another exhibitor.

## 15. PRIVATE EXHIBIT RESTRICTIONS

During the dates of the entire meeting and trade show, no exhibitor or non-exhibitor may conduct any private displays of merchandise or social functions during trade show hours and/or convention program activities that would result in drawing attendees away from the exhibit hall or meeting activity.

## 16. CARE FOR EXHIBIT SPACE

Every exhibitor must, at his expense, neatly maintain and keep in good condition the exhibit space contracted for. Each exhibitor is responsible for any damage to the show property and will be charged by MSAA for such damage, which is not otherwise repaired prior to departure from the trade show.

## 17. INSURANCE COVERAGE

Exhibitors must name Midwest Ski Areas Association and the host show site as additional insured on their policy with minimum coverage as follows:

Comprehensive General Liability (including applicable umbrella liability coverage), including broad form contractable liability coverage, personal injury, completed operations, and broad form property damage. Limits of liability shall be a combined single limit of liability of \$1 million per occurrence. Workers' Compensation Coverage--Statutory benefits, including \$100,000 employers liability coverage with a policy provision containing the "All states endorsement."

## 18. HOLD HARMLESS AND INDEMNIFICATION

Midwest Ski Areas Association and the host show site, its owners, authorized representatives, employees, or agents as well as any affiliated hotels or ski products or service companies shall not be responsible for any injuries which may arise to the exhibitor, authorized representatives, employees, agents, guests, or invitees during the course of the trade show or while participating in any other activities.

The exhibitor agrees to indemnify and hold harmless Midwest Ski Areas Association, the host show site, its owners, authorized representatives, employees, or agents as well as any affiliated hotels from injury or loss caused to any authorized representative, employee, agent, or guest of the exhibitor during the trade show and in connection with any activities regardless of the nature or cause. In addition, the exhibitor, authorized representatives, employees, or agents agree to indemnify and hold harmless MSAA, the host show site, and affiliated hotels from injury to any person or property resulting from action or inaction on the part of the exhibitor, its authorized representatives, employees, and agents during the course of the trade show.

## 19. ACTS OF GOD

When an "Act of God" or any other cause beyond the control of MSAA makes it impossible to permit the exhibitor to occupy the premises or to demonstrate his/her equipment, then in such cases, MSAA and the host show site, its owners, officers, agents, and employees are jointly released from any and all claims for damages which may arise.

## 20. CODES, LAWS, ORDINANCES, AND REGULATIONS

All pertinent fire codes, laws, ordinances, and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed. Nothing shall be nailed, stapled, taped, or otherwise affixed to walls, floors, or any part of the exhibition rooms. All necessary measures for protection of the buildings, equipment, and furniture shall be at the expense of the exhibitor.

## 21. LAWS, ORDINANCES, RULES, AND REGULATIONS OF JURISDICTION

Each exhibitor warrants that he/she will comply with all applicable laws, ordinances, rules, and regulations having jurisdiction over the exhibit. The exhibitor is responsible for his/her own safety program in compliance with applicable OSHA regulations.

## 22. COMMUNICATION

All complaints on the part of the exhibitors and all requests for trade show information and assistance should be directed to the MSAA Trade Show office rather than the management of the show site.