



## Rules and Regulations

Club Business Expo • February 10–11, 2020 • Grapevine, TX • Gaylord Texan Resort & Convention Center

The receipt by the Club Management Association of America (CMAA) and its subsidiaries of a signed application/contract accompanied by or followed by a deposit/payment in full (if space is requested after November 8, 2019) will constitute an application for the right to use space at the Club Business Expo, Dallas, TX, February 10–11, 2020. CMAA reserves the right to reject any or all application/contract for space.

\* It is understood and agreed that by submitting a signed application/contract for booth space, additional CMAA email communications may be sent to all provided company representatives.

The Club Management Association of America reserves the right to establish regulations regarding any subject not specifically covered by these rules and regulations and each exhibitor agrees to accept the decisions of CMAA and CMAA's representatives (i.e., floor manager, etc.) as final.

It is the sole responsibility of each exhibiting company to obtain the necessary permits, licenses and/or insurance(s) for the company and its activities during the event, including the sampling of food and beverage if permitted. CMAA is not accountable and will not accept responsibility for a company's failure to follow all proper procedures.

All events, circumstances, regulations, and/or procedures not covered in these rules and regulations may be subject to special consideration and stipulations as deemed appropriate by CMAA, Gaylord Texan Resort and Convention Center, and the State of Texas.

### Exhibit Space

I. **Floor Plan** All of the dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. CMAA and show management reserve the right to make such modifications as may be necessary to meet the needs of the exhibitors and the Gaylord Texan Resort and Convention Center.

II. **Selection and Assignment of Exhibit Space** Coordination and supervision of exhibits are under the full control of CMAA. CMAA reserves the right to reassign any exhibitor or refuse space to any company, if necessary, for the overall good of the show. CMAA cannot guarantee that your booth space will not be in close proximity to a competitive company. CMAA will, however, take every precaution to prevent close placement.

CMAA accepts telephone or email reservations for booth space, but will ONLY hold the space reserved by phone or email for two weeks, at which time a signed application/contract and a minimum of 50 percent of the total booth space fee (or payment in full if reserved and contracted after November 8, 2019) must be received by CMAA National Headquarters. At the end of this two-week period, CMAA is free to release the space if a signed application/contract and deposit have not been received. This rule will be strictly enforced.

### Wellness Areas and Pavilion

III. **Participation in the Wellness Pavilion at the Club Business Expo** is limited to companies whose primary business practice is directly associated with the wellness segment of a club (i.e. spa, fitness, physical therapy, etc.). All exhibitors within the Wellness Pavilion must show a product and/or service directly related to overall wellness opportunities offered within a club environment or have maintained a relationship with CSFA (as a Corporate Partner) prior to the CMAA/CSFA affiliation.

IV. **Booth Type Explanations** Additional descriptions including a drawing for clarification can be found at [cmaa.org/ClubBusinessExpo](http://cmaa.org/ClubBusinessExpo).

V. **Construction and Arrangement of Exhibit Space** All 10' x 10' spaces will be set with 8' high back drape and 3' high side drapes. Companies showing products sold and/or manufactured by the contracted company in its normal commercial form that is not within the CMAA height limitations must be placed in the booth to prevent obstructing the view of adjoining booths and the company must notify CMAA prior to show set up.

The height of a company's product(s) may not be adjusted in any manner regardless of the assigned space. Additional items may not be added to the original height of the product. You may not place items such as flags, banners, signs or smaller products on the top of other products for maximum visibility. Items or product(s) set on risers must conform to the height regulations specified. Specially designed display units must conform to these dimensions.

Booths with constructed configurations containing an unfinished backside are subject to review by show management (i.e., floor manager, etc.). Should show management deem the backside of the booth "unsightly" and/or it does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor's expense.

Please remember that these construction and arrangement restrictions are in place to give all exhibitors an opportunity to display their products in an effective manner.

Violation of these restrictions may result in severe penalties. Be a good neighbor when planning and assembling your display.

VI. **Flooring and Drape** CMAA will provide draping for the sides and back of the booth. CMAA will provide aisle carpet and carpet in the entranceway to the hall.

Exhibits must have flooring (i.e., carpet, tile). Information regarding ordering flooring for your space is located in the Freeman Service Kit which will be available online at [freemanco.com](http://freemanco.com) and [cmaa.org/ClubBusinessExpo](http://cmaa.org/ClubBusinessExpo) in November 2019.

VII. **Use Of Display Area** The display area is leased solely to the company that signs the space contract. Only products sold by this company in its normal course of business may be displayed. No sharing or subleasing of the exhibit booth is permitted. No space may be reserved by one company for other companies.

All business must be conducted within one's exhibit booth. Demonstrations, distribution of sales literature, souvenirs, or other items shall not be permitted outside the exhibitor's assigned area. At no time may exhibit personnel work the aisles or other exhibitors' booth spaces and/or block aisles or overlap into neighboring exhibits.

CMAA reserves the right, without liability, to restrict or alter any aspect of any exhibit, including the distribution of materials that may be considered offensive or not in good taste and the attire of booth personnel and models that it considers detrimental to the show. Attire not normally worn in a business office is specifically prohibited, unless exempted in writing from CMAA because of a costume's significance to a firm's product or service.

Orders for goods and services may be taken, but the exchange of money and product on the exhibit floor is strictly prohibited.

VIII. **Installation And Removal Of Display** Gaylord Texan Resort and Convention Center, will be available for set up of displays on Saturday, February 8 and Sunday, February 9 (8:00 a.m. – 5:00 p.m.). Children under 18 years of age will not be permitted on the show floor during set up and/or tear down of the show. No erection of displays will be permitted during show hours. Goods received for delivery to a booth can be brought to the booth only when the exhibit area is not open to visitors.

If an exhibitor fails to occupy the assigned space (must be completed with set up by 5:00 p.m., Sunday, February 9, 2020), CMAA has the right to utilize the area in any way it may decide without relieving the exhibitor of the obligation to pay in full.

No displays shall be dismantled prior to 1:00 p.m. on Tuesday, February 11, 2020 and no goods may leave the exhibit floor prior to that time without approval from CMAA show management.

The dismantling of exhibits must be completed by 8:00 p.m. on Tuesday, February 11, 2020. Failure to remove an exhibit by 8:00 p.m., Tuesday, February 11, 2020, will afford show management the right to remove or have the display removed from the show floor and/or shipped to the exhibitor via common carrier with all charges to follow at no liability to show management.

Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor.

IX. **Exhibitor's Authorized Representative** Each exhibitor must name one person to be the representative responsible for installation, operation, and removal of the company's exhibit. Said representative shall be authorized to enter such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for being in attendance throughout all exposition hours. This representative shall be responsible for keeping the exhibit neat, staffed and orderly at all times. The named representative shall also be responsible for compliance with all CMAA rules and regulations, Gaylord Texan Resort and Convention Center rules and regulations, and the State of Texas laws and fire safety regulations.

X. **Liability and Insurance** CMAA and the Gaylord Texan Resort and Convention Center are not responsible for any injury, loss or damage that may occur to the exhibitor, the exhibitor's agent, the exhibitor's employees or the exhibitor's property or to any other person or property prior to, during or subsequent to the 2020 Club Business Expo. Each exhibitor expressly releases the Gaylord Texan Resort and Convention Center and CMAA for such liabilities and agrees to indemnify the Gaylord Texan Resort and Convention Center and CMAA against any and all claims for such injury, loss, or damage. Exhibitors must carry appropriate insurance at their own expense and must provide a copy of this policy to CMAA no later than 30 days prior to show. Each exhibiting company must name CMAA and the Gaylord Texan Resort and Convention Center as additionally insured and carry a minimum \$1,000,000 general liability.

XI. **Cancellation Policies** Should the contract be cancelled for any reason prior to November 8, 2019, the exhibitor shall be entitled to a 50 percent refund of all booth payments received to date and CMAA shall be relieved of all obligations. All requests for refunds prior to November 8, 2019, must be made in writing and postmarked no later than November 8, 2019. No cancellations shall be accepted, and no refunds will be made after November 8, 2019. Companies canceling space will not be compensated by CMAA if the canceled space is re-sold thereafter. There is no exception to this policy. The full rental fee shall be due and payable if space is canceled after November 8, 2019.

If CMAA is forced to cancel the Expo for acts of God, threatened or other actual acts of terrorism, or other reasons outside the control of CMAA, there shall be no refunds of booth rental fees.

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## B. Gaylord Texan Resort and Convention Center

- I. **Defacing of Building** Painting of any kind within the Gaylord Texan Resort and Convention Center is strictly prohibited. Signs and decorations may not be taped, nailed, tacked, or in any way affixed to any interior or exterior surface of the Gaylord Texan Resort and Convention Center.

Any property damaged by exhibitors must be repaired to its original condition at the exhibitor's expense. The use of packing tape on carpets, marble floor, or any Gaylord Texan Resort and Convention Center equipment is not permitted.

- II. **Floor Load** Gaylord Texan Resort and Convention Center floor load is 300 pounds per square foot.
- III. **Vehicles** All cars, trucks, golf cars, or other types of fuel-powered engines on display must have the least amount of fuel possible (between one-eighth of a tank and empty; enough to drive into the building and drive out safely). The fuel-filler caps must be locked or sealed by tape to prevent escape of vapors and to avoid tampering. Batteries must be disconnected and taped to avoid sparking while on display. Auxiliary batteries not connected to an engine starting system may be left connected. External chargers are recommended for demonstration purposes. One key to the vehicle on display must remain in the booth at all times, as well as given to event security, so that the vehicle may be moved in the event of an emergency. Vehicles may not be started, run, or moved during event hours.
- IV. **Smoking** Smoking, vapor cigarettes, electronic cigarettes, and smokeless tobacco are not permitted in the Gaylord Texan Resort and Convention Center.
- V. **Emergency Equipment** All fire hose racks, fire extinguishers, and emergency exits, as well as fire protection equipment located within exhibits, must be visible and accessible at all time. Exits and exit signs may not be covered by drapes nor obscured from view by exhibit companies and/or the Gaylord Texan Resort and Convention Center.
- VI. **Exits** Every required exit, exit access, or exit discharge must be kept clear and unobstructed at all times. Designated "No Freight" aisles must be kept clear of crates and exhibit materials during move-in and move-out. No furniture, signs, easels, chairs, or displays may protrude into the aisles. These aisles are required for emergency access throughout the hall and to expedite movement of freight and empty crates.
- VII. **Freight** Deliveries the Gaylord Texan Resort and Convention Center cannot accept freight shipment for exhibitors, show management, or its contractors prior to the contracted move-in date. All freight must be delivered by Freeman or your official service contractor or freight carrier, and all shipments delivered to the Gaylord Texan Resort and Convention Center during your move-in must be sent to the attention of Freeman.
- VIII. **Sampling** (Cooking/Food Preparation, Food, Non-Alcoholic Beverage and Alcoholic Beverage Sampling) Please visit [cmaa.org/ClubBusinessExpo](http://cmaa.org/ClubBusinessExpo) for contact and additional information.

## C. Show Contractor

- I. **Freeman (Official Show Contractor)** Freeman is the official contractor for the CMAA Club Business Expo in Dallas, TX. Should you have a pre-existing contract with another service contractor to install and/or dismantle your booth and wish to use its services at the show, CMAA will require written notification of this no later than November 8, 2019. CMAA will also require that the service contractor provide a certificate of insurance and a written statement of its agreement to abide by the rules and regulations.
- a. **Freight** Freeman has the responsibility of receiving and handling all of the exhibit materials and empty crates. Freeman will not be responsible for any material it does not handle. An exhibitor may "hand carry" material provided that material-handling equipment is not necessary. However, passenger elevators and escalators are not to be used to transport freight or other set-up materials. Move-in or move-out through the Gaylord Texan Resort and Convention Center lobbies is strictly limited to hand-carried items. Wheels of any kind (luggage carts, dollies, flatbeds or anything mechanical) are prohibited. When exhibitors choose to "hand carry" material, they may not be permitted access to the loading dock/ freight door areas. All material that requires the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docks.  
  
All empty shipping cases, cartons, or crates must be labeled and removed for storage or they will be removed as trash. Crates are not to be used as exhibit supports or as part of the exhibit. No storage of any kind is allowed behind booths or near electrical service.
- b. **Storage** The Gaylord Texan Resort and Convention Center does not provide storage for crates or freight of any kind. Crates and shipping containers may not be stored in or behind the booth. Exhibitors must make arrangements with the official service contractor (Freeman) for storage of crates and other packing materials. Combustible materials such as brochures, literature, giveaways, etc., within exhibit booths are limited to a one-day supply. Items not properly tagged may be destroyed.

- c. **Cleaning** All aisles and public areas will be the responsibility of CMAA and will be cleaned daily. Trash receptacles in public areas will be emptied during each day as needed. Each exhibiting company must keep its booth area clean and free of debris. Any company serving food or beverages MUST have trash receptacles in its booth. These are to be emptied periodically during the day. Cleaning services can be hired through Freeman or your booth personnel may handle it themselves.
- d. **Rigging** Information and order forms will be provided in the Exhibitor Service Kit.
- II. **Tipping** Freeman requests that exhibitors do not tip its employees. They are paid at an excellent wage scale denoting a professional status and we feel that tipping is not necessary. This applies to all Freeman Companies employees.
- III. **Electrical** All necessary order forms are available in the Exhibitor Service Kit.
- IV. **Telecommunications** All necessary order forms are available in the Exhibitor Service Kit.

## D. Fire and Safety Regulations and Guidelines

- I. **Tents/Canopies/Awnings** The use or display of tents, awnings, or canopies requires prior written approval of both the Gaylord Texan Resort and Convention Center and the local Fire Marshall. Written requests must be submitted to the Gaylord Texan Resort and Convention Center at least two months prior to move-in and must include detailed plans showing size, height, location, anchoring details and certification of flame retardancy of all materials. The Gaylord Texan Resort and Convention Center does not allow exhibitors to drill into the floor.
- II. **Combustibles** Flammable liquids, compressed gasses or dangerous chemicals are not permitted in the Gaylord Texan Resort and Convention Center.
  - a. **Compressed Gases and Hazardous Materials** Compressed gases are not allowed inside of the Gaylord Texan Resort and Convention Center. Visit the Gaylord Texan Resort and Convention Center web site for additional details.
  - b. **Explosives** No one is allowed to bring into the Gaylord Texan Resort and Convention Center any substance of an explosive nature such as fireworks or Class B or Class A explosives without prior written approval from the Gaylord Texan Resort and Convention Center AND the local Fire Marshall.
- III. **Booth Decorations and Stage Scenery** Combustible materials must be treated with an effective flame-retardant material. Stage setting made of combustible materials must also be treated with flame-retardant material. Only certified, non-combustible materials or fire-retardant wood may be used for stage scenery or props. All curtains, drapes, carpet, carpet padding, and decorative materials must be made of flame-retardant materials or sprayed with a flame retardant.  
  
Materials that cannot be treated to meet the requirements may not be used. Helium-filled balloons along with any other type of self-rising items, glitter, rice, or confetti are not permitted within the Gaylord Texan Resort and Convention Center.

## E. Other

- I. **Alcoholic Beverage Consumption** No alcoholic beverage consumption is permitted on the Exposition floor during set-up or breakdown. Any indication of a hazardous situation/condition due to alcohol consumption during these times will result in removal from the show floor. This policy will be strictly enforced.
- II. **Security** CMAA will provide 24-hour security guard service at the Expo but suggests that any valuable items either in or around the display area (i.e., video equipment), be secured at night. CMAA will make every effort to ensure the security of the Expo, but CMAA is not responsible for any lost, stolen, or damaged goods.
- III. **Lights** Adequate lighting is available in the exhibit area. Prepared displays with built-in lighting may be used, but in no case may a light bulb be visible from the aisle. Spotlights and floodlights may be used only with advance written approval from CMAA. There shall be no flashing or intermittent lighting and no projection of laser or lights outside booth area.
- IV. **Noise** No exhibit shall make noise that is disturbing to a neighboring booth. This specifically applies to the use of amplifiers, sound tracks, P.A. systems, musical instruments, and similar devices. CMAA reserves the right to determine at what point sound is regarded as interference with other exhibits and must be discontinued.
- V. **Safety** Standing on chairs, tables, or other furniture (including rental furniture) is prohibited. The furniture is not engineered to support your standing weight. The Freeman Companies is not responsible for injuries caused by improper use of furniture.