

Exhibitor  
Information  
Kit



# 2024 SUMMIT OF THE AMERICAS

April 14 – 17

Palm Beach County Convention Center  
West Palm Beach, Florida

## Join Us in West Palm Beach, Florida!

On behalf of IAADFS and our Board of Directors, it is our pleasure to invite your company to participate in the 2024 Summit of the Americas, taking place April 14-17, 2024, at the Palm Beach County Convention Center in West Palm Beach, Florida.

The 2024 Summit of the Americas offers the perfect environment to for you to deepen relationships with existing customers or meet new buyers from duty free and travel retail stores. This event brings together representatives from all segments of the industry – manufacturers, distributors, store operators and their employee buyers, agents, wholesalers, service providers, and members of the industry press – to meet, network, conduct business, and learn from each other. Any company that views the Americas and Caribbean market as important to their business needs to be present at the 2024 Summit of the Americas. The exhibit hall, which is open Monday, Tuesday, and the first half of Wednesday, is complemented by several valuable networking events that provide multiple opportunities for exhibitors and sponsors to connect with buyers and other industry colleagues. The conference session program on Monday morning is open to all attendees and will provide key takeaways to help keep you informed about the state of the industry.

Like in 2023, we have included the cost of onsite freight handling into the space rental fee for 2024, making exhibitor costs more manageable and predictable. Aside from the options for booking traditional exhibit space and private exhibit/meeting rooms, we offer a variety of sponsorship opportunities to help make your company and brands more visible to buyers and other industry colleagues before, during, and after the 2024 Summit. These opportunities include the extremely visible and highly-utilized mobile app, bars at the networking receptions, coffee breaks, snack breaks, and others. There are also options to have high-visibility graphics onsite, such as column wraps, wall and floor graphics, and window clings. Please contact our office to share more information about your sponsorship goals so we can provide you with a customized sponsorship plan that will help you meet your needs.

The 2024 Summit of the Americas is the key event for companies that are dedicated to the duty free and travel retail market in the Americas and Caribbean. Take advantage of this terrific opportunity – act now to request space or secure your sponsorship.

We look forward to seeing you in West Palm Beach!

Best regards,



Rene Riedi  
IAADFS Chairman of the Board



Michael Payne  
IAADFS President & CEO

# Preliminary Program

## **Saturday, April 13, 2024**

Registration Open	8:00 am – 5:00 pm	Palm Beach County Convention Center
Exhibitor Setup	8:00 am – 8:00 pm	Palm Beach County Convention Center

## **Sunday, April 14, 2024**

Registration Open	8:00 am – 7:00 pm	Palm Beach County Convention Center
Exhibitor Setup	8:00 am – 8:00 pm	Palm Beach County Convention Center
Summit Welcome Cocktail	6:30 pm – 8:30 pm	Hilton West Palm Beach, Poolside

## **Monday, April 15, 2024**

Registration Open	7:00 am – 6:00 pm	Palm Beach County Convention Center
Conference Session Program	8:30 am – 9:30 am	Palm Beach County Convention Center
Exhibits and Meeting Rooms Open	9:30 am – 6:00 pm	Palm Beach County Convention Center
Networking Cocktail	6:30 pm – 8:00 pm	Palm Beach County Convention Center

## **Tuesday, April 16, 2024**

Registration Open	8:00 am – 6:00 pm	Palm Beach County Convention Center
Exhibits and Meeting Rooms Open	9:00 am – 6:00 pm	Palm Beach County Convention Center
Networking Cocktail	6:30 pm – 8:00 pm	Palm Beach County Convention Center

## **Wednesday, April 17, 2024**

Registration Open	8:30 am – 1:00 pm	Palm Beach County Convention Center
Exhibits and Meeting Rooms Open	9:00 am – 1:00 pm	Palm Beach County Convention Center
Exhibits and Meeting Rooms Close	1:00 pm	Palm Beach County Convention Center
Exhibitor Dismantling	1:00 pm – 8:00 pm	Palm Beach County Convention Center

## **Thursday, April 18, 2024**

Exhibitor Dismantling	8:00 am – 1:00 pm	Palm Beach County Convention Center*
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\* All truck drivers must be checked in with Fern by 9:00 am April 18, 2024.

## Venue

The 2024 Summit of the Americas will be held at the Palm Beach County Convention Center, with the Hilton West Palm Beach (connected to the convention center via an internal walkway) serving as the headquarters hotel, and additional rooms available at the West Palm Beach Marriott and the Hyatt Place West Palm Beach / Downtown, each within approximately .7 m (1km) of the convention center.

A short walk from the convention center and Hilton West Palm Beach is CityPlace, comprised of over 20 restaurants, a 20-screen theater, and an open-air plaza – a perfect place for dining, shopping, and entertainment while onsite for the 2024 Summit.

## Space Requests and Assignments

Space for the 2024 Summit will be assigned taking into consideration past exhibit history, space availability, space needs of exhibitors, and timing of requests. Companies must submit their completed Space Application and Contract and a 10% deposit of the total space rental fee for their space requests to be considered. Companies that had space in 2023 and wish to request their same locations again for the 2024 Summit should submit their space request and deposit no later than **Friday, October 13**. Companies that did not have space in 2023 are encouraged to submit their space requests as soon as possible to be considered for space, but will not be offered space until assignments are complete for returning exhibitors that met the October 13 deadline.

We will contact applicants to review location options and finalize assignments. We reserve the right to alter the floorplan and to exercise our sole discretion in the acceptance or refusal of applications. Exhibitors must be current IAADFS members or must pay a non-member surcharge to be confirmed as an exhibitor.

Final payment of space rental fees will be due by **Friday, February 23, 2024**. Please review the exhibitor rules and regulations carefully before submitting your space request. These rules and regulations contain important information about booth design requirements, installation and dismantling schedules, and policies regarding cancellation, space reduction, and refunds, among others.

**Please note:** all exhibits and meetings are being accommodated in the Palm Beach County Convention Center. No space will be made available in the Hilton West Palm Beach for exhibits or meetings.

## Space Rental Fee

The 2024 space rental fee is \$24.00 per square foot and includes:

- Rental of floor space
- **All onsite freight handling**, including displays and products that are shipped in or brought in via a privately-owned vehicle (POV)
- Daily cleaning of the space (vacuuming of the floor space and trash removal)
- An allotment of complimentary registrations based on the amount of space reserved
- Complimentary wireless internet in the exhibit area
- Listings in the mobile app, online floorplan, and list of participating suppliers emailed to buyers in advance of the Summit
- Access to lists of registered buyers to use in setting appointments and promoting your brands

The space rental fee does not include: an actual booth, exhibit structures, walls, displays, or furniture, electrical service, or carpet. Note that private exhibit rooms are carpeted, but the exhibit hall is not carpeted, and all exhibitors booking booth space inside the exhibit hall are required to have carpet or some other kind of floor covering to cover the facility's concrete floor in their assigned space.

## Payment of Fees

Payment of the 10% deposit must accompany your Space Application and Contract. Suppliers are encouraged to pay space rental fees by check, wire transfer, or ACH. Check payments must be drawn on a bank located in the United States, payable in U.S. dollars. We also accept payment by Visa, MasterCard, and American Express.

Payments made via wire transfer or ACH must include your company's name for proper identification. To pay space rental fees by wire transfer, ACH, or credit card, contact us at +1-202-367-1184 or email [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org) for instructions. Please refer to the Space Application and Contract for the remittance address.

## Valuable Sponsorship Opportunities

The 2024 Summit of the Americas offers numerous ways for you to raise the profile of your company and brands before, during, and after the Summit through valuable sponsorship opportunities. See below for information about some of the great ways to increase your visibility with the many buyers and other industry stakeholders that participate in the Summit. All sponsorships are paid opportunities; contact IAADFS at +1-202-367-1184 or email [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org) to learn more.

### **Networking Reception Bar Sponsor** (2 available each evening, total of 6 sponsorships)

This bar sponsorship for alcohol companies gives your company a dedicated bar at one of the networking receptions to feature your company's brands and increase your exposure in conjunction with the reception. Sponsorship includes:

- Dedicated bar at the reception to feature your company's brands
- Option to position a brand ambassador at the sponsored bar to answer questions and engage with attendees
- Sponsor acknowledgement on prominent signage at the reception
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

### **Networking Reception Sponsor** (2 available each evening, total of 6 sponsorships)

This sponsorship for non-alcohol companies provides your company with the opportunity to boost your exposure in conjunction with one of the three networking receptions at the 2024 Summit. Sponsorship includes:

- Sponsor acknowledgement on prominent signage at the reception
- Option to have a dedicated welcome table at the reception where you can feature brands/products and can position a brand ambassador to answer questions and engage with attendees
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

## Valuable Sponsorship Opportunities (continued)

### **Coffee Break Sponsor** (3 available)

Make attendees happy and associate that happiness with your company – sponsor a coffee break during the 2024 Summit! Sponsorship Includes:

- Opportunity to provide giveaways, invitations, or literature to be featured on the coffee break during your sponsorship
- Sponsor acknowledgement on prominent signage at the coffee break
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

### **Sweet Treat Sponsor** (3 available)

Promote your company's confections in conjunction with one of the coffee breaks on Monday or Tuesday. Sponsorship Includes:

- Opportunity to provide giveaways, invitations, or literature to be featured with your company's confections during your sponsorship
- Opportunity to place a brand ambassador at the break to answer questions and engage with attendees during the break
- Sponsor acknowledgement on prominent signage at the break
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

### **Mobile App Sponsor** (Exclusive)

Gain valuable exposure for your company and/or brands as the exclusive sponsor of the 2024 Summit mobile app. The mobile app is downloaded by attendees and exhibitors to find the agenda, session information, and other important information about the Summit. Sponsorship includes:

- A full-screen ad that appears whenever someone opens up the app
- A banner ad permanently located on the footer of the home screen
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

### **Wi-fi Sponsor** (Exclusive)

Be seen when attendees connect to the wi-fi network onsite at the 2024 Summit – sponsor the Summit's wi-fi! Sponsorship includes:

- Sponsored splash page with logo for wi-fi network – seen by all attendees connecting to wi-fi
- Custom SSID name and password that can feature all or part of company or brand name (subject to approval for length and content)
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

## Valuable Sponsorship Opportunities (continued)

### **Charging Station Sponsor** (2 available)

Build goodwill with the attendees by providing them with a place to charge their devices. Placed strategically in the convention center, this is a great opportunity for exposure for your company or brands. Sponsorship Includes:

- Sponsor branding on the charging station
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff
- Opportunity to provide literature to be featured at the charging station

### **Plenary Session Sponsor** (Exclusive)

Gain the attention of attendees and get great exposure before, during, and after Monday morning's plenary session. Sponsorship includes:

- Opportunity to address the audience for 3-5 minutes for marketing purposes
- Opportunity to provide giveaways, invitations, or literature to be placed on session room seats
- Sponsor acknowledgement on prominent signage at the session
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

### **Prime Summit Sponsor** (Exclusive)

This sponsorship provides prime exposure for your company and/or brands in conjunction with the 2024 Summit. Sponsorship includes:

- Free Summit registration for up to six (6) of your company staff (or to use for customers if you are an exhibitor already using complimentary exhibitor registrations)
- Top-listed sponsor with logo as prime Summit sponsor on all directional signs onsite at 2024 Summit
- Sponsor acknowledgement with logo in the mobile app, on the Summit website, and on slides at the conference session
- Pre- and post-Summit attendee lists
- Sponsor ribbons for staff

For more information about any of the above sponsorship opportunities, to request a customized sponsorship package based on your specific needs, or to book any of these sponsorship opportunities, contact IAADFS at +1-202-367-1184 or email [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org).

## Reach Your Audience with High-Visibility Graphic Promotions

In addition to the exposure provided by booking exhibit space, private exhibit/meeting rooms, and sponsorships, we offer many other ways to enhance your visibility at the 2024 Summit of the Americas, through graphic promotions. These bold, colorful, eye-catching graphics displays are the perfect way to feature your company or brands onsite at the Summit. Graphic promotion opportunities include:

- Column wraps
- Door, window, and wall graphics
- Stair and escalator graphics
- Digital signage on the convention center's outdoor marquee on Okeechobee Boulevard (located on one of the main entrances into the downtown area
- Digital signage on the convention center's LCD screens inside the building (approximately 10 screens)

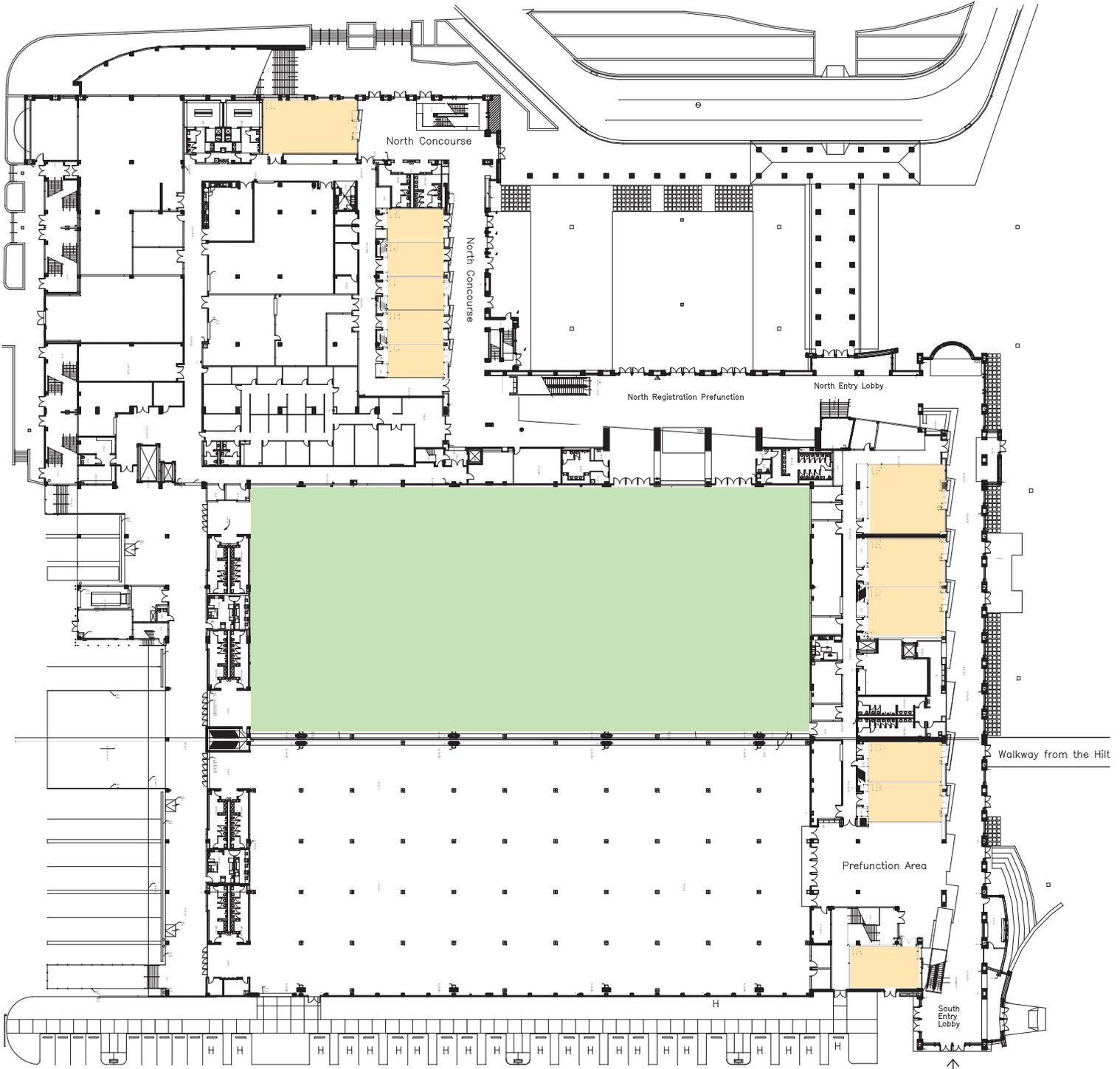
For more information about these graphic promotion opportunities, contact IAADFS at +1-202-367-1184 or email [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org) for details.

### Additional Information and Assistance

If you need additional information or require assistance, email [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org) or call +1-202-367-1184.

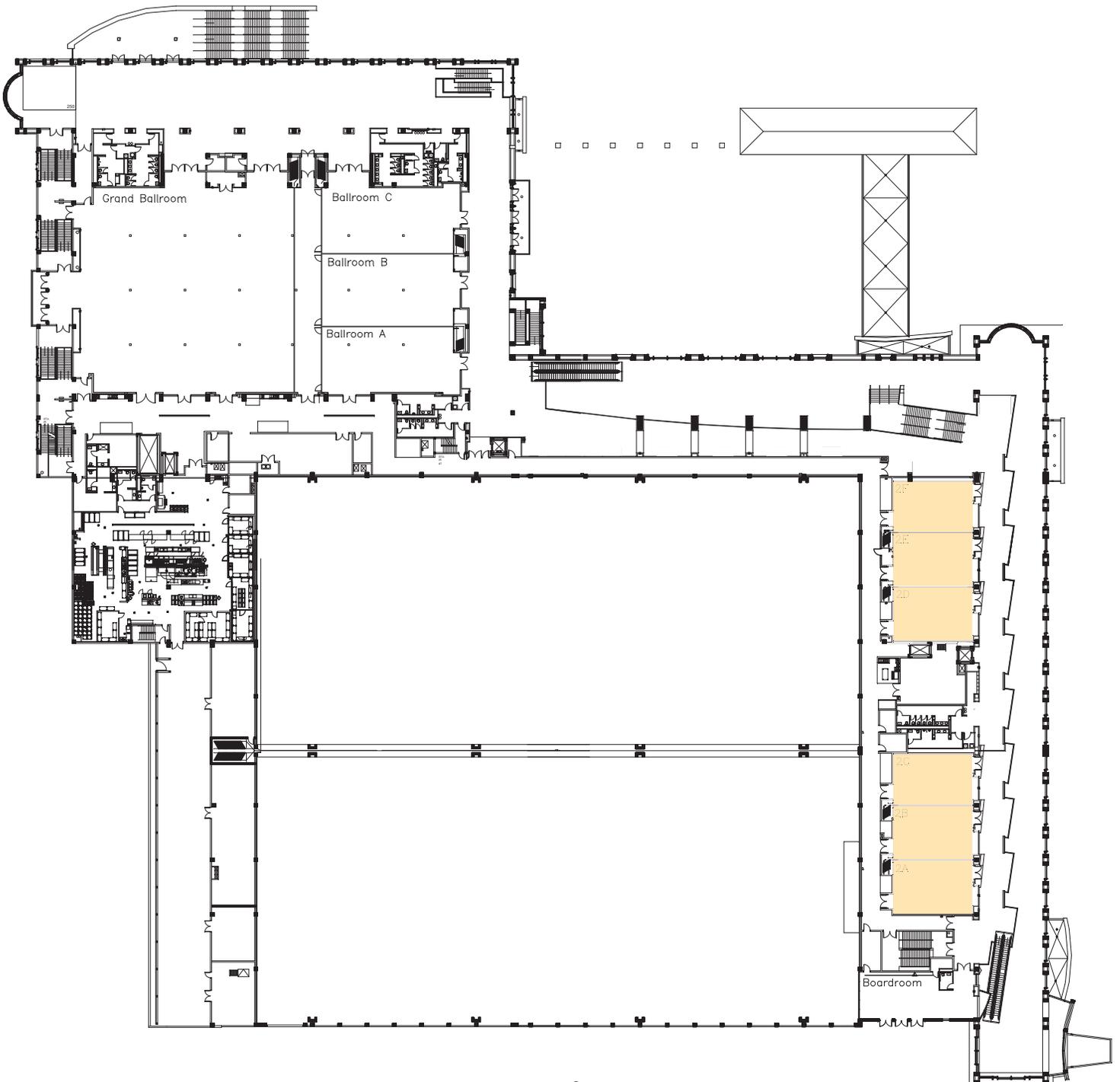
2024 Summit of the Americas  
April 14-17, 2024  
Palm Beach County Convention Center  
First Floor

- = Exhibit areas
- = Private exhibit/meeting rooms



2024 Summit of the Americas  
April 14-17, 2024  
Palm Beach County Convention Center  
Second Floor

-  = Exhibit area
-  = Private exhibit/meeting rooms





# 2024 SUMMIT OF THE AMERICAS

April 14 – 17

Palm Beach County Convention Center | West Palm Beach, Florida

## SPACE APPLICATION AND CONTRACT

### EXHIBITOR CONTACT (PLEASE TYPE OR PRINT NEATLY)

Complete the following information for the person who should receive all exhibit-related correspondence for your company—this is not for publication purposes.

Company Name	
Exhibitor Contact Person	
Address/PO Box	
City, State, ZIP/Postal Code	
Country	
Telephone	Fax
E-mail	Website

### LOCATION PREFERENCES

Indicate your location preferences below. You may list specific booth numbers if available, or indicate preference for island vs. inline booth, how many open corners, etc. We will contact you to review availability.

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I wish to be located NEAR the following company(ies):
I wish to be located AWAY FROM the following company(ies):

### EXHIBIT SPACE SIZE AND COST

Indicate your required space size below:

\_\_\_\_\_ feet x \_\_\_\_\_ feet = \_\_\_\_\_ square feet  
x \$24.00 per square foot

Total space cost: \_\_\_\_\_

### PAYMENT

Payment must be issued using one of the following methods:

- Check payable to IAADFS – drawn only on a U.S. bank in U.S. dollars
- Wire transfer – for security reasons we are no longer publishing our bank details\*\*
- Credit card – payment accepted by VISA, MasterCard, or American Express\*\*

\*\*To obtain instructions for paying by wire or credit card, contact IAADFS at +1-202-367-1184 or e-mail info@2024summitoftheamericas.org.

### AGREEMENT (UNSIGNED APPLICATIONS WILL NOT BE ACCEPTED)

We hereby apply for the space indicated herein at the listed cost, and we understand that if the preferred space is not available, alternate space will be assigned. We further understand that space will be assigned only upon receipt of a completed application and payment of exhibit space rental fees. We acknowledge that we have received, read, and understand the conditions, rules, and regulations accompanying this application, that these conditions, rules, and regulations are a part of this application and contract, and that by signing this application, we agree to be bound by all the terms contained therein. We also agree to receive fax, e-mail, and/or telephone communications at the contact details listed under Exhibitor Contact.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

### EXHIBITOR GUIDE DESCRIPTION

Exhibitors may include a 50-word text description of their company or products with their listing in the 2024 Summit mobile app at no additional charge. Email your description text to [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org) by February 2, 2024.

### PRODUCT CATEGORIES

Indicate your product categories below so we can feature your company in the correct category for our online exhibit hall floorplan. Please check all that apply and **circle** your primary category.

- Liquor
- Tobacco
- Fragrances/Cosmetics
- Jewelry/Accessories/Luggage
- Gifts/Writing Instruments
- Confections/Gourmet Foods
- Services

If paying by credit card, email completed application to [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org). Otherwise, return form and payment to:

**IAADFS:** 2001 K Street NW, 3rd Floor North • Washington DC, 20006 USA

For Questions, Contact: **Steven Antolick** at +1-202-367-1184 or email: [info@2024summitoftheamericas.org](mailto:info@2024summitoftheamericas.org)

# 2024 Summit of the Americas

## Exhibitor Conditions, Rules and Regulations

The following conditions, rules and regulations are a part of the 2024 Summit of the Americas ("Summit") Exhibit Space Application and Contract and are binding on all exhibitors. All exhibitors should read these rules carefully before signing the application. After completing the Exhibit Space Application and Contract, please give a copy of these rules to the person(s) responsible for the set-up of your booth(s) and to all employees who will be present at the 2024 Summit of the Americas to ensure complete compliance.

### BOOTH CONSTRUCTION/DESIGN/LAYOUT REGULATIONS

- All exhibit designs must be approved by IAADFS.
- All in-line booths must have a back wall that extends the full width of the assigned booth space, as well as side walls that extend from the back wall to the front of the booth space. Side walls on open corners may be eliminated for additional visibility.
- In-line booth exhibitors may build up to 8 ft. (2.4 m.) in the back two-thirds of their exhibit space. Any displays, materials, walls, products, or other items in the front third of the booth are restricted to a maximum of 3 ft. (1 m.). For all in-line booths, no part of any display, wall, product, or other item may be higher than 8 ft. (2.4 m.).
- The back wall of in-line booths shall be placed along the center line of each double row of booths, unless the company has reserved an end-cap or peninsula booth, in which case the back wall of the end-cap or peninsula booth shall be placed centered and perpendicular to the center line of the backing booths.
- The back wall of end-cap and peninsula booths is restricted to two-thirds the width of the overall contracted space (14 ft. or 4 m.) to preserve line of sight to the backing booths. The back wall of end-cap and peninsula booths cannot exceed 8 ft. (2.4 m.). End-cap and peninsula booth exhibitors may build up to 8 ft. (2.4 m.) in the center two-thirds of their exhibit space. Displays/materials/walls/products within 3 ft. (1 m.) of the two side aisles are still restricted to a maximum of 3 ft. (1 m.) to preserve line of sight for the backing booths.
- The reverse side of all side wall panels extending from the back wall of the display must be finished to avoid a raw exposure to a neighboring booth.
- Exhibitors with island booths may build to a height of 16 feet (4.8m) anywhere in their contracted space.
- Exhibitors who are using booth designs that have not previously been used with IAADFS must submit copies of these booth designs to IAADFS for review and approval by February 16, 2024. Exhibitors whose booths do not conform to these regulations may apply to IAADFS for exceptions, and such requests must be submitted in writing by February 16, 2024.
- Exhibitors who set up in-line booths that have not been approved by IAADFS and do not conform to the above requirements will be required to purchase a standard modular display onsite from Fern Expositions for an additional fee.

### BOOTH AND DISPLAY APPEARANCE

The 2024 Summit is designed to offer exhibitors the opportunity to display their products in a high-quality environment consistent with the high standards and luxury goods nature that always have been the benchmarks of the duty free and travel retail industry. Overall booth design, appearance, and quality of presentation are critical to maintaining these high standards and ensuring the success of the Summit. Therefore, IAADFS reserves the right at its sole discretion to review booths and displays for the purpose of ensuring that the quality of all presentations are consistent with generally accepted norms for the duty free and travel retail industry, and to refuse to accommodate in the future any exhibitors not conforming to these norms. Furthermore, when assigning space for the Summit, IAADFS reserves the right to take into consideration, among other factors, the historic and/or expected nature of a company's exhibit when determining where to position that company.

### REDUCTION OF SPACE/CANCELLATIONS

Requests for the reduction or cancellation of space must be made in writing. All booth space assigned and confirmed is nontransferable. Reduction and cancellation requests received by February 23, 2024, will receive a refund minus a service charge totaling 20 percent of the cost of the reduced or cancelled space. Any cancellations received after February 23, 2024 are NONREFUNDABLE.

### EARLY ACCESS FOR EXHIBITOR PERSONNEL

Registered exhibitor personnel will be permitted to access the exhibit area starting at 8:00 am on April 15, 16, and 17 to finish any last-minute preparations before the start of the business day. Exhibitors who have a need for earlier entry for their staff or contractors to prepare the booths for opening each day must contact IAADFS staff on site to request special arrangements for earlier access.

### EXHIBITOR INSTALLATION AND DISMANTLING

Targeted move-in may be offered for exhibitors with larger booths, and full details will be provided in the exhibitor service manual that will be available prior to the 2024 Summit. Exhibitor installation times for other exhibitors are subject to expansion depending on exhibitor demand. All exhibitors should plan to have their exhibits in place by 8:00 pm on Sunday, April 14. Dismantling will begin at 1:00 pm on Wednesday, April 17. Exhibitors with private exhibit/meeting rooms may have different installation and dismantling schedules and will have that timing communicated with them separately. **NOTE:** Exhibitors may not pack up or begin dismantling their exhibits before the official close of the exhibit area. Once installed, no part of an exhibit may be removed during the Summit without special permission from IAADFS, and violation of this regulation will result in loss of priority space assignment at future exhibitions.

### ADMISSION OF INSTALLATION AND DISMANTLING CREWS

IAADFS maintains a strict policy for the admission of installation and dismantling crews for reasons of security and worker safety. During the set-up period of Saturday, April 13 and Sunday, April 14, the only personnel who will be able to access the exhibit area will be exhibitors wearing official Summit exhibitor badges, laborers hired by Fern, and exhibitor-appointed contractors that have been officially authorized by IAADFS for admission. If you plan to set up using any outside installation and dismantling company, you must notify IAADFS in advance of the Summit. That company must submit a certificate of insurance as described in the exhibitor service manual. Should your company fail to notify IAADFS that you intend to use an outside installation and dismantling company, or if that company fails to provide the required certificate of insurance, your chosen contractor will not be allowed entry into the exhibit area to set up your booth. As an exhibitor, it is your responsibility to ensure that your company staff and contractors abide by the Summit's rules and regulations as well as all union rules and regulations.

### PROHIBITION OF SALES

The sale of goods or services in the exhibit area is prohibited at all times, as this type of activity would threaten IAADFS' status as a tax-exempt organization. While order-taking in the exhibit area is permitted and encouraged, exhibitors agree not to deliver any goods and/or services while on site for the 2024 Summit of the Americas, including during the teardown period. For the purposes of this prohibition, "sale" is defined as the receipt of any legal tender (regardless of issuing country) by a Summit exhibitor in exchange for any goods or services offered by that exhibitor. In light of the importance of enforcing this prohibition, any exhibitor found to be in violation of this prohibition will forfeit their right to occupy the contracted space, and any cost for the removal of the exhibitor's display and/or products will be borne by the exhibitor. Additional penalties, such as a reduction of priority points, may be assessed by IAADFS for violation of this clause.

# 2024 Summit of the Americas

## Exhibitor Conditions, Rules and Regulations

### SUBLETTING OF SPACE PROHIBITED

Exhibitors are not permitted to assign, sublet, or otherwise transfer a booth or any part of the space allotted to them. Exhibitors will not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials that are not part of their company's regular products.

### RESTRICTIONS

- IAADFS reserves the right, at its sole and absolute subjective discretion, to exclude from display or demonstration any exhibit or part thereof which it deems to be objectionable to the exhibition as a whole or to the purpose and/or proper functioning of the Summit of the Americas.
- No signs or other articles are to be fastened to convention center walls, floors, ceilings, or electrical fixtures. The use of tacks, glue, plastic tape, nails, screws, bolts, or any tools or materials that could mar the facility is prohibited. IAADFS reserves the right to cancel, limit, or restrict any Summit operations that might be considered objectionable. IAADFS will, after due notice, shut down any exhibit in violation of these policies without refund to the exhibitor, and the exhibitor will be responsible for any costs associated with this shutdown.
- All booths and materials contained within booths must comply with U.S. Fire Department Regulations, a copy of which will be included in the exhibitor service manual for reference.
- No open flame devices, candles, or other similar materials are permitted to be used inside the convention center. A fire department permit is required to display and operate any heaters, barbecues, or other heat-producing devices, and the use of such items may be further restricted by IAADFS and the convention center.
- The following items and materials are expressly prohibited inside the exhibit area: glitter, confetti, adhesive-backed decals and stickers, and all balloons (whether helium or air-filled).

### BOOTH STAFFING

All booths are to be continually staffed during exhibit area hours. Companies that do not keep their booths staffed during published Summit hours risk losing their priority points and exhibit space for future shows.

### PRODUCT SAMPLING AND DEMONSTRATIONS

The distribution of product samples is an excellent way for exhibitors to obtain additional exposure during the Summit and to demonstrate to buyers the quality of products, so exhibitors are welcome to distribute product samples and other types of promotional products from within their contracted booth space. IAADFS also will allow product sampling in the general areas of the exhibit area as long as such activity is conducted at least 20 feet (6m) away from any other company's display or activity. Exhibitors must contact IAADFS in advance of the Summit with a description of the intended product sampling activity and must receive prior written permission from IAADFS in order to conduct such product sampling if the activity is going to be conducted outside of an exhibitor's contracted space. No demonstrations or product distribution may be conducted in the aisles of the exhibit area. These activities may not interfere with normal traffic flow, overflow into neighboring exhibits, or otherwise interfere with the activities of other exhibitors, and noise levels from demonstrations or sound systems should be kept to a minimum. IAADFS reserves the right to cease any product demonstrations or sampling activities that are disruptive, and IAADFS reserves the right to determine the point where any infractions constitute a violation of the rules. All IAADFS decisions are final.

### PRIVATE SOCIAL EVENTS AND BOOTH EVENTS

Exhibitors are encouraged to host events in their spaces during open exhibit area hours and when it is appropriate for the exhibitor's audience. These events must take place in the exhibitor's contracted space and must not interfere with the activities of surrounding exhibitors. Exhibitors wishing to hold events toward the end of the scheduled exhibit area hours must coordinate these events with IAADFS, especially if it is possible that attendees may arrive after the posted closing time of the exhibit area, since access will be restricted at that time. Exhibitors also have the option of hosting private events, such as product launches, parties, or cocktail receptions, in the ancillary rooms of the convention center. For all private events, please note the following:

- With the exception of events held in an exhibitor's booth, private parties and other functions cannot be scheduled in conflict with Summit events or during exhibit area hours.
- Whether events are to be held in the exhibitor's booth or in ancillary space, IAADFS must be informed of and approve of your intention to host the event since it will be held in conjunction with the 2024 Summit. You must submit your event information to IAADFS and have your event approved **before sending any invitations**. This process allows IAADFS to plan security schedules and avoid scheduling conflicts between exhibitor events. This is especially important if you plan to host an event in your booth that may extend past the published exhibit area closing time. If your event is scheduled to extend past the published exhibit area closing time or if we determine that it is likely to cause a security concern for surrounding exhibits, you may be required to pay for additional security.
- Any functions to be held in any of the function space at the convention center require IAADFS' assistance to reserve the space, as IAADFS has an all-space hold at the convention center throughout the dates of the 2024 Summit.

### CATERING DEPARTMENT INFORMATION

The convention center's catering department offers a diverse menu to fulfill all of your company's food and beverage needs. The exhibitor service manual will provide information on ordering all types of food and beverage items. However, you are not limited to what will be listed in the service manual. Unique menus can be created and special items can be ordered to provide the catering experience you are looking to achieve for your clients. Please note that with the exception of food and beverage items that an exhibiting company represents, all other food and beverage items must be obtained through the convention center's catering department. Additional policies regulate the distribution of food and beverage items that are part of an exhibiting company's regular product line and are being brought into the Summit. Specific details and requirements will be outlined in the service manual.

### USE OF ASSOCIATION NAMES, SHOW NAME, AND LOGO

The IAADFS name, Summit name, and logo are considered the exclusive property of IAADFS and may not be used by any exhibitor for advertising, mailing pieces, signs, e-mail or fax marketing campaigns, promotions, or for any other purpose before, during, or after the 2024 Summit of the Americas without prior written consent of IAADFS. Requests to use the IAADFS name, show name and/or logo must be submitted in writing to IAADFS and must include a draft copy of the item that is intended to include the IAADFS name, event name and/or logo for IAADFS review and approval. Violations of this policy may result in a loss of exhibitor priority points.

# 2024 Summit of the Americas

## Exhibitor Conditions, Rules and Regulations

### CUSTOMS AND SHIPPING INFORMATION

Instructions for shipping exhibit materials and products to the Summit will be furnished in the exhibitor service manual. IAADFS will designate an official international freight forwarder, though exhibitors are welcome to use their preferred customs broker for clearing freight for importation into the United States. As the official general services contractor, Fern will still be responsible for delivery of freight between the convention center's dock and the exhibit booths, and the cost of this service **is included** in the exhibit space rental fee. Exhibitors of liquor and tobacco products are reminded that the State of Florida has very specific regulations on the importation of alcoholic beverages, cigarettes, and other tobacco products into Florida, and that all importation of these products must be processed through a licensed Florida Wholesale distributor who will ensure that all excise taxes are paid, brands are registered, and reports are filed. Exhibitors who decide to import their products directly for the Summit without working through a Florida Wholesale distributor will be required to make a voluntary payment of the excise taxes. Also, please note that our official international freight forwarder is not able to accept shipments of alcohol products for importation into the United States for use at the Summit, so if you plan to import alcoholic beverages into the United States for the Summit, you will need to work with a licensed alcoholic beverage importer in Florida for the importation of this product. This does not prevent our official international freight forwarder from assisting you with the importation of your displays and equipment, only the actual alcohol products.

### SECURITY

Guard service will be provided in the exhibit area starting at 8:00 am on Saturday, April 13, and ending at 12:00 pm on Thursday, April 18. All security is subject to the following clause on Assumption of Risk.

### ASSUMPTION OF RISK

The layout of the exhibit area and the number of people present in the exhibit area make the likelihood of it being a completely secure environment unrealistic. The exhibitor assumes all risk of loss for exhibitor's merchandise, fixtures, displays, and any other property of the exhibitor located in the exhibit area, storage areas, or any other area where access has been provided to exhibitors by IAADFS. This risk extends to any loss resulting from theft, vandalism, or other damage caused by any agent or employee of IAADFS or caused by any other person either authorized or not authorized to be present at the exhibit area. Furthermore, the exhibitor acknowledges that despite the fact that IAADFS will provide security guards and storage areas at the exposition, all risk of loss, theft, or damage remains with the exhibitor. IAADFS' use of security guards is for general site security and safety and may not be adequate for the particular needs of exhibitors.

IAADFS has arranged for security guards to be on duty at all times during set-up and dismantling of the exposition. Security guards also will be on duty when the exposition is not in operation. IAADFS has made no representation regarding the adequacy of such security measures and has made no guarantees against losses of any kind. Exhibitors requiring special protection against loss should hire security as outlined in the exhibitor service manual. All exhibitors should also consult their individual insurance representatives to obtain appropriate insurance coverage. IAADFS suggests that you obtain a rider to your existing insurance policy that covers your displays and products from their point of origin to the Summit and back. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of Palm Beach County Convention Center. The exhibitor shall indemnify and hold harmless IAADFS, the Palm Beach County Convention Center, Fern Expositions, and their respective officers, directors, agents and employees from any and all losses, damages, and claims for either personal injury or property damage resulting from the actions or omissions of exhibitors, employees, and agents or resulting from a condition of exhibitors' displays, equipment, and property.

### AMERICANS WITH DISABILITIES ACT

The exhibitor is responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act. IAADFS, the Palm Beach County Convention Center, Fern Expositions, and any officer, director, employee, or agent thereof, are held harmless from any consequences of exhibiting companies that fail in this regard.

### FORCE MAJEURE

IAADFS is not liable to any exhibitor for a cancellation of the Summit, either before or during the Summit, due to causes beyond IAADFS' control, such as acts of God, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, U.S. State Department or Homeland Security Department travel advisory, a U.S. government elevation of the terrorism alert level to elevated or imminent, civil disturbance, or any other cause beyond IAADFS' control that would make it inadvisable, illegal, impossible, or impractical (either because of unreasonable increased costs or risk of injury) to hold or continue the Summit. If a cancellation occurs under the terms of this provision, then IAADFS will determine the amount, if any, of the exhibit fees to be refunded.

### POSTPONEMENT OR CANCELLATION OF SUMMIT

IAADFS reserves the right, without liability and at their sole discretion, to postpone or cancel the Summit. Should a contingency prevent the Summit from taking place, IAADFS shall retain only part of the exhibitor's rental as required for expenses incurred up to the time such contingency has occurred or deferred. The exhibitor waives all claims for damages or recovery of payments made.

### LIMITATION OF LIABILITY

IAADFS, their officers and employees are not liable for damage or loss of any exhibitor's properties through theft, fire, accident, or any other cause whether the result of negligence or otherwise. The exhibitor shall indemnify IAADFS against, and hold them harmless from, any complaints, suits, or liabilities resulting from negligence of the exhibitor in connection with exhibitor's use of display space. Exhibitors shall insure their exhibit, display materials and products. Exhibitors must carry a minimum of \$500,000 public liability insurance for bodily injury, \$1,000,000 in any one accident, and \$250,000 for property damage. Certificate of Insurance for said coverage satisfactory to IAADFS naming IAADFS as additionally insured shall be provided to IAADFS upon request. The exhibitor shall obtain a waiver of subrogation releasing the carrier's subrogation rights from any insurance carrier that carries fire, explosion, or any other risk coverage insuring their property. IAADFS assumes no liability for any injury that may occur to visitors to the exposition. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Palm Beach County Convention Center and shall indemnify and hold harmless the Palm Beach County Convention Center and its officers, directors, agents, and employees from any and all such losses, damages, and claims.

### INDEMNIFICATION

The exhibitor hereby indemnifies and holds harmless IAADFS, the Palm Beach County Convention Center, Fern Expositions, and any officer, director, employee, or agent thereof (each of the foregoing being hereinafter referred to individually as the 'indemnified party') from and against all costs (including reasonable attorney's fees), losses, expenses, or liabilities to third parties (other than liability solely the fault of the indemnified party) arising from any act or omission (negligent or otherwise) of the exhibitor or its representatives in connection with the exhibitor's participation in the Summit.

# 2024 Summit of the Americas Exhibitor Conditions, Rules and Regulations

## **LICENSES AND CONSENTS**

The exhibitor shall be responsible for securing any and all necessary licenses (including music licenses) or consents for: a) any performances, displays, or other uses of copyrighted works or patented inventions; and b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party that is used, directly or indirectly, by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold IAADFS harmless from and against any claim of liability and any incident or resulting loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

## **PROTECTION OF PROPERTY RIGHTS**

The exhibitor represents and warrants to IAADFS that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights (including, without limitation, copyrights of music and other materials used or broadcast by exhibitor), or other intellectual property rights of any third party. The exhibitor agrees to notify IAADFS immediately of any information that the exhibitor becomes aware of regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The exhibitor will indemnify, defend, and hold IAADFS, their agents, and their successors harmless from and against all losses, damages, and costs (including reasonable attorney's fees) arising out of, or related to, claims of infringement by exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, IAADFS is not liable for and expressly disclaim all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of any exhibitor.

## **AMENDMENTS AND ENFORCEMENT**

All matters and questions covered in the "Rules and Regulations" may be amended at any time by IAADFS. Such amendments or additions shall be equally binding on all parties by this original "Rules and Regulations."

## **SEVERABILITY**

If for any reason any provision of these rules shall be deemed by a court of competent jurisdiction to be legally invalid or unenforceable, the validity of the remainder of these rules is not affected. Such provision is deemed consistent with applicable law, and, in its modified form, such provision is enforceable and enforced.

## **CHOICE OF LAW**

These rules shall be governed by, and construed and enforced in accordance with, the internal laws of the State of Maryland.