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10.3. Exhibit Management Responsibility: NFCA's contract with the facility supersedes the contract it has with Exhibitors.

11. Marketing: Posting of notices and/or distribution of other materials to attendees by Exhibitors outside of assigned booth spaces is not allowed in any part of the Convention hotels or Convention center. Marketing and promotional activity should be contained to each company's allocated space. The NFCA staff reserves the right to have any Exhibitor removed from the Convention area and to revoke current and future Exhibit Show space for any Exhibitor found violating this provision.

- No company may section off, allocate, assign or share any part of their advertisements placed through NFCA platforms and channels. All advertisements should reflect, promote and/or direct all attention, sales and messaging to the company with registered booth space only.
- Each application submitted for NFCA Exhibit Show booth space should reflect the name of only one company. Any company wishing to promote more than one company, brand, or entity in booth space, advertisements, listings or other NFCA promotions should submit a separate booth application and payment for each company they wish to represent.

11.1. Merchandise Sales: Exhibitors who sell merchandise from the exhibit floor must have the appropriate seller's permits and licenses. It is the sole responsibility of the Exhibitor, not the NFCA, to obtain the required permits and licenses and to properly collect and remit any sales taxes. Additionally, if required, the payment of any merchandising fees associated with the hotel property/Convention center or other event management is the responsibility of the Exhibitor and not the NFCA.

11.2. Photography, Video & Audio Taping: Exhibitors cannot conduct any live or taped video or audio broadcasts from their booth space or from anywhere else in the Convention center without the prior written consent of the NFCA. Requests should be submitted to the NFCA Executive Director at least one month in advance of any desired photography, video, or audio taping opportunity. Exhibitors cannot photograph or videotape any booth other than their own.

11.3. Food and Beverage: Allowable food to be distributed: small candy items, mints, gum, etc. in original and unopened packaging. Absolutely no beverages of any kind are permissible.

11.4. Noise: Booth noise must be kept to such a level so as not to disturb other Exhibitors or interfere with the flow of traffic. No microphones or other sound amplification devices are allowed inside the hall.

12. Non-Exhibit Show Registered Companies: Any company that wishes to participate, attend or interact with attendees and exhibitors at the NFCA Annual Convention or NFCA Exhibit Show must be a registered exhibiting company or a registered Convention Company attendee. If a company wants to conduct business at the Convention location, it must register for the Exhibit Show. No person attending Convention, with the intent of conducting business, networking with attendees, promoting a company, brand and/or product or seeking to directly or indirectly sell items may do so without being a registered exhibiting company. Any company that conducts business, markets a product, posts signage, or engages in any other business-related activity outside of the Exhibit Show may be removed from all areas of the NFCA National Convention and/or Exhibit Show, forfeit their credentials and may potentially be banned from future Conventions and/or NFCA events.

12.1. Convention Company Credentials: Companies that wish to forgo being an exhibitor with booth space and/or the Exhibit Show has sold out and no booth space is available, are able to purchase a Convention Company Credential to attend all areas a Convention attendee would have access (outside of division-specific meetings and caucuses). Rules and regulations regarding this credential can be found above in Section 5. Companies/Attendees with a Convention Company Credential may only network and hand out business cards as would any other Convention attendee. A violation of any NFCA Guidelines, as determined by the NFCA Executive Director, may result in removal from all areas of the NFCA National Convention, forfeiture of credentials and potential ban from future Conventions and/or NFCA events.

12.2. Special Circumstances: Should the Exhibit Show sell out and/or a company has a special circumstance in which it wishes to attend the Convention, but not purchase an exhibit booth, please email Executive Director Carol Bruggeman at [carol@nfca.org](mailto:carol@nfca.org) or by calling the NFCA office at 502-409-4600.

The NFCA logo consists of the letters "NFCA" in a bold, sans-serif font, colored in a light brown or tan shade. The letters are centered within a white rectangular box that has a thin blue border. This box is set against a larger, light yellow rectangular background.

**NFCA**