



## Exhibitor Regulations

The following regulations have been developed to ensure that the trade show is conducted safely and responsibly.

- 1.) **Registration** – ESAAL staff always has sole control over admission policies. All persons visiting the conference and exposition, as well as exposition personnel, shall be required to register and wear an appropriate badge while in attendance. Exhibitors may supply giveaways and take orders for goods and services only in their designated exhibit spaces. Canvassing or distribution of advertising matter (including logo giveaway items such as bags, lip balm, etc.) outside the exhibitor's own space will not be permitted. Non-exhibiting suppliers are not permitted into the trade show. Non-exhibiting suppliers may register for and attend the general sessions of the conference but may not solicit.
- 2.) **Exhibitor Cancellation** – Cancellations received in writing [via email](#) by ESAAL prior to thirty (30) days (Saturday, March 29, 2025) before the trade show will receive a full refund minus a \$150 administrative fee. There will be no refunds for cancellations made less than thirty (30) days before the trade show.
- 3.) **No-shows** – Any exhibitor failing to occupy space contracted for is still required to pay the full rental amount, and ESAAL has the right to use any space that is unoccupied by 6:30pm on Tuesday, April 29, 2025.
- 4.) **Food/Beverage** – No food/beverage may be served by an exhibitor unless written permission has been obtained by ESAAL in conjunction with Turning Stone Resort prior to the event.
- 5.) **Fire, Safety, Health** – Exhibitors must assume full responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety, and health.
  - a. Table coverings and other exhibit items must be non-flammable material. All decorative materials must be fire-resistant and in accordance with the standards established by the National Board of Fire Underwriters. Certificates attesting that all materials referred to have been flame-proofed must be notarized and submitted upon request. Flame-proofing not in accordance with the applicable codes is a violation and is unacceptable.
  - b. All exhibit equipment and materials must be contained within the booth and protected with adequate safeguards to pose no danger to other exhibitors, conference attendees, show visitors or others.
  - c. Exhibits that produce high noise levels or produce offensive odors will not be permitted.
  - d. Turning Stone strictly prohibits the use of
    - open flame (including candles)
    - compressed gas

- glitter & confetti
- helium balloons

6.) **Housekeeping** – Each exhibitor is responsible for the cleanliness of his/her exhibit and shall properly dispose of any garbage or waste resulting from the exhibit.

7.) **Set Up and Breakdown**

- Shipment of Materials** – You are not allowed to ship directly to Turning Stone. All third-party material handling must be managed by [Total Events](#).
- Booth set up** – Exhibitors may begin setting up booths no earlier than 1:00pm, Tuesday, April 29, 2025, and must be finished by 5:30pm.
- Booth breakdown** – Exhibition breakdown will begin on Wednesday, April 30, 2025, at 1:30pm. All exhibits must be packed at the close of the show and removed from the exhibit hall no later than 5:00pm on Wednesday, April 30, 2025. Items not removed by 5:00pm on this date will be transferred out of the space at the exhibitor's expense.
- Prior to the Trade Show, exhibitors must make arrangements with Total Events for the items that are not covered in the booth cost **including electrical requirements** and **shipment of materials**. [Click HERE to download the form.](#)

8.) **Damage Control**

- Protection of Building** – Nothing should be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors are liable for any damage they cause.
- Obstructions** – In no instance may any decoration or fixture interfere with walkways, exits, or other exhibits.

9.) **Consent to Use of Photographic Images:** Registration and attendance at, or participation in, ESAAL meetings and other activities constitutes an agreement by the registrant to ESAAL's use and distribution (now and in the future) of the registrant or attendee's images or voice in photographs, social media, videotapes, electronic reproductions, and audio tapes of such events activities. Unless you inform ESAAL that you object, permission is assumed.

**Liability**

The **Exhibitor** assumes the entire responsibility and liability for losses, damages and claims arising out of injury to any person or property or damage to exhibitor's tables, displays, equipment and other property brought upon the premises of the Saratoga City Center and shall indemnify and hold harmless ESAAL, its agents, employees, officers, directors, and members from any and all such losses, damages and claims.

**ESAAL** will make every effort to protect the Exhibit Hall during non-exhibit hours; however, the exhibitor has the responsibility to protect its property and to obtain insurance to cover the value of its property. ESAAL cannot guarantee to protect the exhibitors against loss or damage of any kind.