THE RULES & REGULATIONS

NOTE: It is your responsibility to understand and abide by these rules.

Our insurance carrier and facilities instructed us to strictly enforce the show rules and regulations as indicated on your show contract. This will ensure a safe and enjoyable trade show experience not only for participating businesses but, more importantly, our valued attendees. Please read and adjust your presentation and set-up display if necessary.

Review and share these guidelines with your staff scheduled to work your booth prior to the event.

1) Booth staff and all display materials **must stay within their contracted booth space** and not infringe upon the aisle walkways or other booth spaces. All aisles must remain clear of obstruction. Maximum backdrop height is 8' tall. The front 5' of your booth may not exceed 4' in height unless the structure is see-through. Backdrops taller must get approval from Today's Bride. Some booth locations are restricted.

2) Maximum of four staff members are permitted to exhibit in a single booth space at one time. **Maximum of two staff members** permitted at one time in a Table Top Space.

3) NO distribution of any marketing materials is permitted in the event facility, outside of contracted booth space. This includes, but is not limited to: exhibit hall aisles, registration areas, seating areas, rest rooms, parking lot/garage or other event facility grounds.

4) No helium balloons are allowed in the facilities.

5) Candles, votives or any item creating an open flame are not permitted inside the I-X Center unless as an approved activity or exhibit. All activities and/or exhibits with open flames require a minimum of seventy-two (72) hour advance notice, prior to the first Event date, for review and written approval from the Event Manager and Cleveland Fire Marshal (if applicable).

6) Distribution of any non-participating, non-contracted business literature (business cards, brochures, signage, etc.) is strictly prohibited. This includes, but is not limited to, photographs or displays with "courtesy of" acknowledgment of said businesses. The only exception is if the mentioned business is also an exhibitor at the current show.

7) Distributing literature or displaying signage regarding a **competing Bridal Show or Event** (whether at your facility or not) **is strictly prohibited** unless Today's Bride is a sponsor of the event.

8) Exhibitors MAY NOT begin to take down their booth display prior to show close. The take down, removal, or repackaging of booth materials and/or displays during posted bridal show hours is strictly prohibited. Any set-up and disassembly must take place prior to guests' arrival and after their exit. You will be held accountable for any injury that may occur as a result of your negligence, forfeit the show's lead list, risk approval to exhibit at future Today's Bride Shows, and be fined $100. Additionally, guests pay admission for a show advertised with set hours of availability, and we must honor these hours.

9) All food and liquids to be served as samples must be approved by both the facility and Jadlyn Inc./Today's Bride at least two weeks before the show. Distribution of samples without prior approval is not permitted and may result in dismissal of exhibit space at the show. Sample sizes are restricted to 2oz or less for food, 3oz or less for liquids. Alcohol is strictly prohibited. Open flame warmers or cooking equipment is not permitted (including Sternos). Submit the following Food Sample Authorization Form at least 10 days before the show to request approval: **https://todaysbride.com/pros/IX-sample-form**

10) Any outside food or drink for staff consumption is not permitted to be brought into the event facility. Concession areas are available to purchase snacks and food during meal times.

11) Distribution of alcoholic beverages, in any form, to attendees is strictly prohibited.

12) All audio, video and/or gaming productions must be maintained at appropriate noise levels so not to infringe on the peace and harmony of neighboring booths. Jadlyn Inc./Today's Bride reserves the right to determine and set the acceptable sound level. Exhibitor is responsible for compliance of all music licensing.

13) Your company/businesses **must provide its own surge-suppressant power strip and extension cord(s)** to use for your trade booth's electrical needs.

14) The leads generated from this show are for the exclusive use of the exhibitors who made the investment to participate. The lead lists are seeded. Today's Bride monitors what you are sending. It is a violation of your exhibitor agreement to sell, lend, reproduce, exchange, copy or share the lead list to any non-exhibiting business or non-sponsored show or event that isn't authorized for this list. If this information is used or threatened to be used in an unauthorized manner, Today's Bride shall be entitled to seek relief in any court of competent jurisdiction, including but not limited to injunctive relief, actual and punitive damages, reasonable attorney's fees, costs and any and all other expenses. It is also a violation to use the list or permit the list to be used to promote any other multi-business bridal- or wedding-related show or event, including Client's own participation within such an event, and that damages to Today's Bride for each such use shall be no less than $3,000.00. (A "use" shall mean each letter, mailing or e-mail sent to an attendee on the lead list). Upon breach of this Contract for any reason, exhibitor's license to use such Lead List shall cease immediately.

15) Exhibitor shall make good any damage to the building or fixtures caused by exhibitor or any of exhibitors' agents or employees. Exhibitors are responsible for any loss of their equipment and/or display material, or personal belongings, resulting from accidental breakage, misplacement, theft, fire or natural disaster, including, but not limited to, damage occurring while Management staff is assisting an exhibitor. If exhibitor uses the services of Management staff, then exhibitor agrees that the staff member is a volunteer for the exhibitor for worker's compensation purposes.

16) **The Exhibitor is responsible for insuring its exhibit, personnel, display, automobiles, trailers, and materials against any damage or loss resulting from theft, fire, accidents, or any other cause.** The Exhibitor acknowledges and assumes all risks associated with the use of the exhibit space and its surroundings. The Exhibitor agrees not to make any claims, demands, or legal actions against Today's Bride/Jadlyn, Inc, the Show sponsors, or the facility hosting the Show for any loss, damage, or injury incurred by the Exhibitor, its officers, directors, agents, representatives, employees, or their respective property. Neither Today's Bride/Jadlyn, Inc. nor the facility will be liable for the loss or damage of equipment, products, goods, exhibits, or other materials owned, rented, or leased by the Exhibitor, regardless of the cause.

These and all existing regulations will be strictly enforced. Violation to regulations may result in the exclusion from future trade shows and/or forfeiture of trade show lead list.