

# Official 2012 Exhibitor Rules & Regulations

## A

### Admission to Exhibits

RAA shall have sole control over all admission policies at all times. All persons visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge or RAA-issued identification while in attendance. Exhibitors or their representatives, who, in the association's opinion, conduct themselves unethically, may be dismissed from the exhibit hall without refund or appeal for redress.

For security purposes, the exhibit hall will not be open except during published hours. Exhibit personnel may enter the hall one hour prior to exhibits opening. The hall will be cleared of all exhibitors and guests 30 minutes after closing. Requests for access to the exhibit hall while closed will be considered on a case-by-case basis by request to the Exhibit Manager.

### Amendments/Enforcement

RAA Show Management reserves the right to interpret, amend and enforce these rules and regulations. Written notice of any amendments or interpretations shall be given to exhibitors. Each exhibitor, for him/herself, the company's agents and employees, agrees to abide by the contract conditions, rules and regulations set forth herein, or by any subsequent amendments or interpretations. Show Management reserves the right to enforce compliance with these rules and regulations. If an exhibitor is in violation, Show Management may refuse to allow the exhibitor to set up and/or to continue to exhibit and may refuse to permit that exhibitor to show in future years and/or reduce exhibitor's priority points.

### Americans with Disabilities Act

Exhibiting companies are responsible for making booths accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold RAA harmless from any consequences of exhibiting company's failure in this regard.

## B

### Booth Assignment

For all contracts and payments received during the pre-sales period on site at the 2011 convention, space will be assigned based on each company's priority number and with due consideration to each exhibitor's utility requirements, proximity of competitive displays and all other matters relating to the successful conduct of the trade show. Contracts and payments received after the 2011 Annual convention will be assigned remaining space on a first-come first-served basis, regardless of priority points. RAA reserves the right to make such changes to the floor plan of booths as may be deemed necessary and to revise the floor plan from time to time to accommodate those changes. No reservations for booth space will be accepted by phone. RAA reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

### Booth Construction

#### Booth Installation

The installation of exhibits will begin on Monday, May 21, 2012 between 8:00 am – 5:00 pm. Installation will continue on Tuesday, May 22, 2012 between 8:00 am and 12:00 pm. All booths must be show ready at 12:00 pm on Tuesday, May 21, 2012. If any exhibitor has **not** begun set-up by 8:00 am on Tuesday, May 21st, 2012, RAA reserves the right to reassign the space to another exhibitor or to make use of the space as deemed necessary or appropriate with no refund being made to the original contracting exhibitor. Any charges incurred for necessary changes to the unoccupied exhibit booth after 12:00 pm on Tuesday, May 21st, 2012 shall be borne by the original contracting exhibitor. Please note **all exhibit fees must be paid in full prior to installation**. If an exhibiting company needs additional or early set-up time, please contact Freeman to make arrangements. Request for early installation will be made on a case by case basis based on the approval of Freeman.

#### Booth Dismantling

Exhibit Dismantling will take place on Thursday, May 24, 2012 between the hours of 11:00 am – 8:00 pm. No part of an exhibit shall be removed prior to 11:00 am without special permission from RAA Show Management. If an exhibitor is in violation, Show Management may refuse to permit that exhibitor to show in future years and/or reduce exhibitor's priority points. All exhibits must be fully removed by 8:00pm on Thursday, May 24<sup>th</sup>, 2012. If exhibits are not removed by this time, RAA reserves the right to remove the exhibit at the exhibitor's expense.

### Booth Dimensions

#### Standard Booths:

Booth size is a standard 10'x 10' (10 feet wide by 10 feet deep). No side rails or counters may exceed 36 inches in height within the front 5 feet of the booth space. Backgrounds may be no taller than 8 feet and may not protrude from the back wall by more than 5 feet. The reverse side of any wing panel extending from the back wall of the display must be draped to avoid raw exposure to a neighboring booth. If the exhibitor fails to drape exposed areas, RAA will instruct Freeman to drape the area and any costs incurred will be borne by the exhibitor. RAA will supply (at no charge to the exhibitor) a 7"x44"

identification sign indicating the exhibiting company name, city, state and booth number. Please note: all companies must carpet their own booth. If a booth is set up without carpet, RAA will instruct Freeman to install carpet at the exhibitor's expense.

#### **Island Displays:**

Island displays provide additional square footage of sales area and exposure. The exhibit hall ceiling height is 20 feet. Islands must have a minimum of 40% visibility on all sides of the booth space. Please note: all companies must carpet their own booth. If a booth is set up without carpet, RAA will instruct Freeman to install carpet at the exhibitor's expense.

A drawing or picture of all island displays must be submitted to RAAmeeting@raa.org by Friday, March 23, 2012.

#### **Booth Prices**

Standard In-Line 10'x10' Booth: \$17.00 per square foot

Standard Corner 10'x10' Booth: \$19.00 per square foot

Island Booth: \$18.50 per square foot

## **C**

#### **Cancellation of Booth Space**

Cancellation of booth space must be directed in writing to: RAA Exhibits, 2025 M Street, NW, Suite 800, Washington, DC 20036. Refunds are subject to a \$200 cancellation fee per booth. No refunds will be given for cancellations after Thursday, December 1, 2011.

#### **Character of Exhibits**

RAA reserves the right to disallow an exhibitor to maintain an exhibit if, in the judgment of RAA Exhibit Management, the exhibitor or exhibit is, in any respect, deemed unsuitable. This relates to a person's conduct, merchandise, printed matter, souvenirs, promotional items and/or activities, catalogs and any other items, without limitation, that affects the character of the exhibit. The use of loudspeakers, recording equipment, television sets and radios, or the use of operating machinery or activities within the booth that are of sufficient volume to annoy or disturb neighboring exhibitors will not be permitted.

## **E**

#### **Eligibility to Exhibit**

All exhibiting companies must be Associate Members in good standing of Regional Airline Association. In order to sponsor any RAA Annual Convention events, your company must exhibit at that show.

#### **First Time Exhibitors:**

If you are a first time exhibitor that has not exhibited at the RAA Convention and tradeshow in over 4 years you may be eligible for a one time promotional non-member trial, allowing you to exhibit at the RAA Annual Convention. This is a limited time offer and no additional member benefits will apply. **All exhibitors taking part in this one time promotion will not be allowed to participate in the Purchasing Forum.** Please talk to our Sales department to discuss this exciting opportunity.

#### **Exhibit Personnel**

All personnel participating in the RAA show in any capacity must be registered. Each exhibition booth will receive a predetermined amount of complimentary exhibit hall booth personnel registrations. The number of complimentary registrations per booth is dependant on booth size and is indicated below:

#### **Booth Size Complimentary Registrations**

100+ square feet: 3 complimentary booth personnel registrations + 1 evening event ticket

400+ square feet: 4 complimentary booth personnel registrations + 1 evening event ticket

600+ square feet: 5 complimentary booth personnel registrations + 1 evening event ticket

1000+ square feet: 6 complimentary booth personnel registrations + 1 evening event ticket

#### **Additional Exhibitors:**

Exhibitor Registration: \$250.00 thru April 20, 2012

Exhibitor Registration: \$300.00 after April 20, 2012

Additional Evening Event Tickets: \$125.00

Booth personnel badge entitles person to attend all public events during the annual conference (i.e. – Tuesday Opening Reception, Wednesday Happy Hour, and Thursday breakfast). This badge does not include access to the evening event. The exhibitor contact must specify which registrant receives the complimentary Wednesday Evening Event ticket. Additional Wednesday Evening tickets may be purchased in registration for \$125.

**FREE PREVIEW THURSDAY!** On Thursday morning during Exhibit Hall Hours (9-11:00am), the show will be open, free of charge, to the general public. We encourage you to invite local business associates to walk the hall on Thursday morning. Registration for the Thursday Preview will be on-site at the Registration desk.

**RAA does not offer complimentary guest passes.** Companies that invite clients to visit them during the show need to register those individuals. Booth personnel badge entitles person to attend all public events during the annual conference (i.e. – Tuesday Opening Reception, Wednesday Luncheon, and Thursday Break). This badge does not include access to the evening event. In order to attend the evening event, booth personnel must either fully register for the show or purchase a separate evening event ticket. RAA does offer a 1 day non-exhibitor/non-member pass for \$450.00.

### **Exhibitor Representative**

Each company must identify one individual as the duly authorized representative in charge of the exhibit. This person will receive all official correspondence from RAA referring to the exhibit and will be responsible for communicating all rules, regulations and additional information to all participating personnel from the exhibiting company. The Exhibitor Representative is also the main contact for registration and will be notified and receive a password when registration is open. Additionally, this person should be the main contact person Freeman, the official general services contractor. Should your company contact change, please send an e-mail with the updated information to [raameetings@raa.org](mailto:raameetings@raa.org).

### **F**

#### **Food and Beverage**

Any food and beverage functions occurring in the booth space must be approved by RAA and ordered through the Minneapolis Convention Center.

### **G**

#### **General Service Contractor**

The Regional Airline Association has selected Freeman as the official convention service contractor to provide all services you require: carpet, furnishings, accessories, tables, draperies, spotlights, labor to erect and dismantle your exhibit, signs, models, flowers, etc. The Minneapolis Convention Center will provide services such as electrical, plumbing, telecommunications, and internet services.

All exhibiting companies that have paid for their booths in full will receive an Exhibitor Service Kit 60 days in advance with order forms, rates and instructions on the services provided. Please notify Freeman in writing of any special requirements/considerations your company may need and every effort will be made to fulfill your needs. An Exhibitor Service Desk will be available at all times during set-up, show hours and dismantling for any onsite requirements.

#### **Giveaways, Raffles, & Lotteries**

All giveaway, raffle or lottery items intended to be awarded at your booth must be approved by RAA Exhibit Management and submitted in writing 30 days prior to the meeting. RAA will offer an announcement of all booth raffle winners on Wednesday, May 18th during the announcements of the daily RAA passport to prizes winners. Please advise RAA's Exhibit Team if you wish to have your winner(s) announced. Note that RAA will only announce the winner of your raffle it is the exhibiting company's responsibility to draw their own winners and arrange pick-up/delivery of the prize won.

### **H**

#### **Hospitality Suites & Function Rooms**

All exhibiting companies wishing to obtain a hospitality suite, function room, or host an ancillary event will need to submit their request in writing to [raameetings@raa.org](mailto:raameetings@raa.org). Only requests submitted over the official convention dates (May 21-24, 2012), that do not conflict with official RAA meetings or functions will be considered. Requests will be reviewed on a case by case basis and approved only if the RAA has space or can acquire space to accommodate these requests. Please note that there may be additional expenses associated with these requests that are solely the responsibility of the exhibiting company making the requests.

#### **Hotel Information**

The Hilton Minneapolis Hotel is the official RAA hotel. The deadline to book your room to receive the RAA room rate is April 27<sup>th</sup>, 2012. **Please note: it is a violation of RAA policy to obtain a room outside of the RAA room block. Priority points will be affected if exhibiting companies do not utilize official RAA hotel(s).**

### **L**

#### **Labor**

**Freeman shall be the sole authority on all matters in the dock area. This shall include but not be confined to items such as assignment of dock space and loading or unloading of all materials and equipment in order to ensure a smooth and efficient move-in and move-out of the convention. If your freight arrives at the loading area it WILL/MUST be handled by Freeman labor personnel.**

### **Booth Cleaning & Porter Service**

Freeman has been selected by Show Management to serve as your official contractor for this show. In that respect, Freeman has jurisdiction over all booth cleaning and porter service. Exhibitors and/or Exhibitor Appointed Contractors (EACs) are **NOT PERMITTED** to have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Freeman and is operated by a Freeman appointed person or employee. For your convenience, a Booth Cleaning & Porter Service order form has been included in the exhibitor service manual.

### **Material Handling Services**

Full-time employees of an exhibiting company may hand carry their own materials into the Minneapolis Convention Center. The use of rental dollies, flat trucks, and other mechanical equipment, however, is not permitted. Freeman will maintain control and access to the loading docks to ensure a safe and orderly move-in/move-out. Trucks or other vehicles utilizing the loading docks will be unloaded by local union personnel. All material handling equipment will be operated exclusively by local union personnel.

### **Limitations and Liability**

Exhibitors or their agents may not allow any articles to be brought into the exhibition or any act done on the premises which will invalidate the insurance or increase the premium on the policies held by the management of the Midwest Airlines Convention Center, or permit anything to be done by their employees through which act the premises, property or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to deface or destroy them. Likewise, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor's contract, and he or she will be held liable for any damage resulting from such violations.

The exhibitor shall be responsible for securing any and all necessary licenses or consents for a) any performances, displays, or other uses of copyrighted works or patented invention, and b) any use of any name, likeness, signature, voice or other impression and other intellectual property owned by any third party which is used, directly or indirectly by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold RAA 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.

Exhibitor agrees to protect, save, and keep RAA, the occupied hotels, and the official general services contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his/her employees or agents as well as to strictly comply with the applicable terms and conditions contained in the agreement between RAA, the occupied hotels, and the official general services contractor regarding the exhibition premises; and further, exhibitor shall at all times protect, indemnify, save and keep harmless RAA, the occupied hotels, and the official general services contractor against and from any and all loss, cost, damage, liability, or expense which arises out of, from or by reason of any act or omission of exhibitor, his/her employees or agents.

### **Literature Distribution**

All literature must be distributed within the booth space assigned. No materials may be placed on tables or chairs, attached to exhibit hall walls or ceilings, or left in public places or distributed in the aisles, lounge areas or other exhibitor's booths within the exhibit hall. No soliciting of registrants will be permitted in the aisles or in other exhibitor's booths. Items found in areas other than the exhibit booths will be removed and discarded. Anyone found to be distributing unauthorized materials will be escorted out of the exhibit hall.

RAA does not allow the literature of any exhibitor or supporter to be distributed at any RAA official hotel. This restriction applies to handing out literature or to dropping literature at individual guest rooms or in any public or private area of the hotels. This restriction also applies to any approved hospitality suites or function room events that may be taking place at any RAA official hotel or other public or private venue.

## **M**

### **Membership Requirement**

Please be sure that you have paid your 2012 Associate Member Dues. You must be an RAA Associate Member in good standing to exhibit or sponsor events during the RAA Convention.

**Note:** If you are a first time exhibitor your company may be eligible for a one time promotional non-member trial exhibit allowing you to exhibit at the RAA show without paying dues, please refer to the "Eligibility to Exhibit" Section for additional information pertaining to this one time promotion. Current RAA Members will be invoiced for Membership Dues in January of 2012. Company representatives of billing can log into the RAA Website and print off an invoice and pay by check or credit card. Check your company's membership status or for more information, please contact Staci Morgan at 202-367-2323 or [morgan@raa.org](mailto:morgan@raa.org).

### **Media/Public Relations Events**

If you are planning a media or public relations event in conjunction with the RAA Annual Convention, you are required to notify Press Room Manager Ron Sherman, [sherman938@aol.com](mailto:sherman938@aol.com). He will contact you to discuss PR event schedules.

## P

### Photography

RAA requests that no photography – professional, amateur or otherwise – be done in the Exhibit Hall, unless it is done by the official RAA photographer.

### Priority Points

Booth assignments are made based on a priority point system and if contracted during the pre-sale time period. This period expires at the conclusion of the previous year's event. Each company will receive notification of its priority number and a complete list of all priority numbers prior to the opening of pre-sales. Companies that have accrued the same number of priority points will be assigned based on the date or time the contract was received. Priority points are totaled based on participation with RAA for the past three years. Points are awarded as follows:

- 1 point for each year company has exhibited for the past 3 years
- 1 point for each year in which the company purchased 400 square feet or more of exhibit space
- 1 point for advertising in the RAA Annual Report and/or Regional Horizons
- 1 point for each event sponsorship at RAA meetings
- additional points for total major events sponsorship based on the following scale:

\$500 - \$2,500: 1 point

\$2,501 - \$4,999: 2 points

\$5,000 - \$9,999: 3 points

\$10,000 - \$14,999: 4 points

\$15,000 - \$19,999: 5 points

\$20,000 - \$29,999: 6 points

\$30,000 and up: 7 points

To take advantage of the priority point system, the application and contract for exhibit space must be returned to RAA Headquarters accompanied by 50% payment no later than the close of the 2012 Annual meeting and convention in Minneapolis, MN. **Please note, contracts that are received without payment will not be included in the priority point system and will not be assigned until payment is received.** Any contracts and payments received after the close of the 2012 meeting will be assigned remaining booth space on a first-come, first-served basis, regardless of priority points.

Show management reserves the right to deduct priority points at any time from any exhibitor who violates any rules or regulations established by RAA.

### Purchasing Forum

The RAA Associate Member Council again offers this exclusive forum for convention exhibitors with RAA associate membership, to promote their products and services in a *personalized format* to airline purchasing representatives. On Thursday, May 24, between 9:00 am and 1:00 pm, exhibitors can request up to three, 10-minute meetings in the Exhibit Hall. Don't miss out on this opportunity to sit down and connect with decision makers from top regional airlines: American Eagle, Skywest, Republic, Air Wisconsin and **NEW THIS YEAR** select manufacturers will also be available for you to request an appointment with. Purchasing Forum forms will be emailed to all exhibitors by February 21st.

**First time exhibitors participating in the one time promotional non member trial exhibit will not be allowed to participate in the Purchasing Forum.**

## R

### Recording in Exhibit Hall

Exhibit booths may not be photographed or video recorded without prior consent of the RAA.

## S

### Sale of Goods in Exhibit Booths

RAA's 2012 Annual Convention is a trade show designed to provide a showcase for products and services either specifically designed for, or customarily used, in the airline industry. Neither the exhibitor nor his/her agents, employees, contractors or anyone connected with or authorized by the exhibitor shall conduct or permit any sale of goods or services of any kind in the exhibit area or in any other facilities provided or controlled by the RAA Show Management. However, order taking is permitted. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods and/or services

### Security

RAA Exhibit Management will provide security guard service from 8:00 am, Sunday, May 20<sup>th</sup>, 2012 through noon, Friday, May 25<sup>th</sup>, 2012 on a 24-hour basis and will exercise reasonable care for the protection of exhibitor's materials and displays. The furnishing of

such a service is in no way to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind. RAA or any officer, their agents, staff members, the Minneapolis Convention Center or Freeman will not be liable for the safety of the exhibitor's person (including agents, employees or other persons) or property from theft, damage by fire, accident or any other causes. Small or easily portable articles of value should be properly secured and removed after the closing hours of the exhibit hall and placed in safekeeping. All claims for such loss, damage or injury is hereby expressly waived by the exhibitor.

### **Shipping**

**DO NOT SHIP DIRECTLY TO THE MINNEAPOLIS CONVENTION CENTER.** To ensure proper handling and receiving, shipments should not be addressed to the Convention Center. The Convention Center has no provision to accept shipments at any time. All shipments must be received and processed by Freeman. All costs involved in transferring the exhibit materials from the Convention Center to Freeman will be the responsibility of the exhibiting company. Information on shipping methods and rates will be included in your Exhibitor Service Kit. Shipments are to be prepaid and consigned to the address that will be provided in your Exhibitor Service Kit.

### **Show Hours**

At this time, show hours are scheduled to be:

Tuesday, May 22, 2012 4:00 pm – 7:00 pm (Opening Reception)

Wednesday, May 23, 2012 10:00 am – 6:00 pm (There will be a lunch and happy hour in the exhibit hall.)

Thursday, May 24, 2012 9:00 am – 11:00 am

Note: Exhibit hall times are subject to change. A notice will be sent to all exhibitors if the times of the exhibit hall are adjusted. The dates of the exhibit hall will remain the same.

### **Subletting of Exhibit Space**

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them, and shall not exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not part of their own regular product line.

Terms and Conditions are subject to change without notice.