

RULES AND REGULATIONS FOR EXHIBITORS

MOVE IN & MOVE OUT

- Move in begins at 8 am, Thursday, October 3, 2019 and must be completed by 1 pm the same day.
- Move out begins no earlier than 3:45 pm, Friday, October 4, 2019 and must be completed by 5:30 pm the same day.
- Non-compliant exhibitors risk being prohibited from exhibiting at future NNA events.

EXHIBIT SPECS

The exhibit hall is carpeted.

Exhibit Booths are 8' x 10' and include an 8' back wall, 3' side walls, one 6' draped table, two chairs, a wastebasket, signage, and complimentary WiFi. Additional furnishings, labor, freight handling, and other needs will be provided by Wisconsin Expo Inc., the official exhibit decorator.

Display-only tables include a 6' draped table, one chair, a wastebasket, and complimentary WiFi. Not allowed are pop-ups and other material that does not fit on the 6' table or directly behind it, backdrops, and signage larger than 2'x3'.

RESTRICTIONS

Exhibit materials and equipment must be contained within the parameters of the assigned space, unless approved in advance by the National Newspaper Association. A representative of the exhibiting company must be present in the exhibit hall at all times during the posted exhibit hours to ensure booth materials are secure.

TERMINATIONS, CANCELLATIONS, AND CHANGE OF VENUE

In the event that the premises in which the NNA Convention and Trade Show is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NNA or its agents, the Convention and/or Trade Show may be canceled, postponed, or moved to another appropriate location, at the sole discretion of NNA. NNA shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NNA. Causes for such action beyond the control of NNA shall include, but are not limited to fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by The Pfister Hotel, municipal, state or federal laws, or other acts of God. Should NNA terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising thereof. In the event of event termination or cancellation, refunds of paid deposits and booth fees shall be made to exhibitors at the sole discretion of NNA and in any case, will not exceed the amount of each exhibitor's paid fee, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NNA through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

CANCELLATION BY EXHIBITOR

In the event of cancellation by an exhibitor, NNA shall assess a fee as follows:

- Cancellations received through June 30, 2019 — \$100
- Cancellations received after July 1 — If NNA is able to resell the booth space, 50% of the cancellation fee will be refunded.
- No refunds after Sept. 1, 2019

USE OF DISPLAY SPACE

In the event the exhibitor fails to install within the time limit set for opening, NNA shall have the right to take possession of said space and will not refund any portion of the exhibit fee.

All demonstrations and material distribution must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space assigned without the consent of NNA. Advertising material or signs of firms other than registered exhibitors is prohibited.

Nothing except carpet-on-carpet shall be pasted, tacked, nailed or otherwise attached to walls, door, floor, or other parts of the facility or furniture contained in The Pfister Hotel. Carpet-on-carpet must be attached with carpet tape.

Public hallways, corridors, lobbies, etc., are not to be used when transporting freight, equipment, etc. At no time are facility main entrances to be used. At all times service and/or freight elevators are to be used. Use of passenger elevators for transporting equipment, materials, etc., is not permitted. All rules and regulations as dictated by the Fire Marshal of the City of Milwaukee and any applicable state authority, e.g. State Fire Marshal's offices are to be adhered to.

A representative of the exhibiting company must be present in the exhibit hall at all times during the posted exhibit hours.

LIABILITY

The exhibitor agrees to make no claims against NNA, its employees or The Pfister Hotel for loss, theft, damage to goods, or injury to himself, his employees, or NNA attendees while in the exhibition area, nor any consequential damage to his/her business for failure to provide space for the exhibitor or the failure to hold the NNA Annual Convention and Trade Show as scheduled.

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and save NNA and The Pfister Hotel from claims, losses and damages to persons or property, governmental charges for fines and attorney's fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither NNA, nor The Pfister Hotel, maintain insurance covering Exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor. The above-cited regulations as well as all conditions stated in the NNA Exhibitor Prospectus and Exhibit Application/Contract become a part of the contract between the exhibitor and the National Newspaper Association.



REGISTER ONLINE: tradeshow.nna.org
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