

Virtual 2021 Southeast Regional Fruit and Vegetable Trade Show

Sponsored by Georgia Fruit & Vegetable Growers Association and South Carolina Peach Council

Exhibit General Terms and Conditions

1. LOCATION

The Trade Show will be held virtually via virtual conference platform. **Deadline for receipt of contract and payment is December 5, 2020.**

2. PRIORITY POINTS

The Southeast Regional Conference works on a priority points system. Companies that exhibit will earn 1 priority point and companies that sponsor will earn .5 point. Priority points add up over time and allow companies to select booth space (based on availability) when meeting in person or relocating to a different booth on the trade show floor.

While we do not know what the future holds for 2022, our hope and anticipation is to return to Savannah in 2022 and meet in person. An exhibiting company that cannot participate in the 2021 virtual conference will not be penalized when planning for the 2022 conference. The Southeast Regional Trade Show team will honor booth spaces that were occupied at the 2020 conference when planning for 2022.

Having a virtual conference will allow the Southeast Regional Trade Show team to accommodate companies on the waiting list. While we may not be able to accommodate wait list companies in person at the 2022 Southeast Regional Conference, your exhibiting company will keep any points earned from virtual participation for future use.

3. BOOTH TYPE & PRICES

\$975 Premium Booth:

- Four (4) click action screens – i.e. play video, hyperlink webpage, link to the booth's content library that can contain an unlimited number of videos, pdf documents, or website hyperlinks. See example of the content library below.
- Booth personnel contact information available to attendees
- Attendee contact metrics (virtual business card)
- Chat feature – chat one on one with attendees as they enter the booth
- When attendees enter your booth they'll have the ability to chat one on one or email you. You will receive a notification letting you know someone is showing interest.
- Logo recognition
- Welcome to our booth pop-up message video upon attendee entering booth
- Additional branding opportunities - PSD files provided for exhibitor to further edit and customize
- Optimal booth structure/appearance
- Rotating banners within booth
- Zoom capabilities (meeting link to be provided by exhibiting company)
- Two complimentary all access Education Session registrations
- If exhibiting company is also sponsoring, sponsor recognition will be included in booth.
- Opportunity to interact with attendees through April 30, 2021, up to four months after the conference ends.

\$750 Standard Booth:

- One (1) click action screen (company can choose only one of the following: a video, pdf document, or website hyperlink)
- Booth personnel contact information available to attendees
- Attendee contact metrics (virtual business card)
- Chat feature – chat one on one with attendees as they enter the booth
- When attendees enter your booth they'll have the ability to chat one on one or email you. You will receive a notification letting you know someone is showing interest.
- Logo recognition
- Zoom capabilities (meeting link to be provided by exhibiting company)
- Two complimentary all access Education Session registrations
- If exhibiting company is also sponsoring, sponsor recognition will be included in booth.
- Opportunity to interact with attendees through April 30, 2021, up to four month after the conference ends.

4. ADDITIONAL MARKETING OPPORTUNITIES

\$500 Featured Product Pavilion (\$500/product):

- Must exhibit with Standard or Premium Booth to participate in Featured Product Pavilion
- One product per featured display
- Showcase new or featured product(s)
- 1 video content screen
- Inclusion of product pdf document
- Booth personnel contact information available to attendees
- Attendee contact metrics (virtual business card)
- Chat feature – chat one on one with attendees as they enter the featured product display
- Logo recognition
- Hyperlink to company website
- Participating products will be included in special marketing e-blast for the virtual conference in an effort to provide additional exposure.
- Inclusion of featured product on the SE Regional Conference website

\$100 Power Hours Highlights (\$100/highlight):

- Must exhibit with Standard or Premium Booth to participate in Power Hours Highlight demo(s)
- Limit one demo highlight per day
- Power Hours will take place from 11:30am – 2:30pm EST each day of the conference
- Highlight a product or service demo in the official conference schedule
- Highlight recognition will be given on the official Southeast Regional Schedule, located on the conference website and within the virtual platform
- Power Hour Highlights will cost \$100
- Power Hour Highlights will be recognized on the schedule in 30 minute increments beginning at 11:30am EST and the last highlight will begin at 2:00pm in order to end by 2:30pm EST

5. PAYMENTS

Full payment of booth fees must be submitted with the contract. No applications will be processed without proper payment. Payments drawn off non-U.S. Banks under \$750, must be paid by credit card.

6. CANCELLATION

Exhibitors are eligible to receive a full refund (minus a \$200 processing fee per booth) for booth cancellation prior to December 5, 2020. There will be no refund of booth fees after December 5, 2020. Request for refund **must** be made in writing.

7. EXHIBITOR PERSONNEL

Each virtual booth, no matter the type, will receive two (2) complimentary All Access registrations to include admission to all Education Sessions. If additional registrations are required, they can be purchased through the conference website, www.seregionalconference.org.

Registration forms will be provided to register Booth Personnel. **All booth personnel must register in order to participate.** Your booth contract **does not** automatically register you for the conference.

8. SET UP

Training within the virtual platform will be provided by the platform IT design team. Training dates and times will be announced soon – check your email for additional information.

December 5, 2020 is the deadline for virtual booth commitment for exhibitors. There will be a \$200 fee for any company that registers after the deadline of December 5th due to support needed for buildout/rush delivery (availability may vary).

9. SOLICITATION

Solicitation by non-exhibitors is strictly prohibited. Any person, representing a non-exhibitor, identified soliciting within another company's virtual booth, within public spaces throughout the virtual platform, including but not limited to chat features, will be asked to vacate the virtual platform.

10. EXHIBIT RESTRICTIONS

GFVGA reserves the right to accept or reject any exhibit space application. The exhibition is a closed trade show designed to provide a showcase for equipment, goods and services used or sold by the southeastern fruit and vegetable industry. GFVGA will refund the deposit of any prospective exhibitor whose Exhibitor Application is not accepted by GFVGA.

GFVGA reserves the right to refuse participation to any company whose display of goods or services is not likely to be, in the opinion of GFVGA, compatible with the general character and objectives of the exposition.

The GFVGA reserves the right to restrict exhibits which, in the opinion of the Executive Committee of GFVGA, may detract from the general character of the show. In the event of such restrictions or eviction, the GFVGA is not liable for any refunds or other exhibit expenses.

11. USE OF VIRTUAL SPACE

No exhibitor may assign, sublet, or apportion the whole or any part thereof, of their virtual space allotted nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his/her business, nor permit any representative of any other firm to solicit business, take orders, or sublet in his/her space.

Due to the 2021 conference taking place virtually, we encourage exhibitors to click around and look at the trade show as a whole, attend education sessions, and socialize in networking opportunities.

The Trade Show team does encourage active participation in your booth from 11:30am – 2:30pm EST each day of the conference. Education Sessions will not be taking place during this time frame. Therefore, this time of **power hours** will be a great opportunity for exhibitors to offer demos, host special speakers or offerings, and have face to face Zoom meetings with interested buyers (however, Zoom meetings can be scheduled with attendees at any time, 24/7). The *power hours* is a great opportunity for your organization to be creative and draw attendees to visit your booth.

12. MUSIC AND LICENSING

Due to ASCAP and BMI licensing requirements and U.S. copyright laws, no copyrighted music, live or recorded, will be permitted in the virtual exhibit hall unless the exhibitor using the material has purchased the appropriate license. Exhibitor agrees to indemnify, defend, and hold harmless GFVGA from any liability arising due to use of copyrighted music by Exhibitor.

This rule includes background music and audiovisual presentations. The use of recordings, videos, slides, or other audiovisual devices is permissible.

13. SELL OUT/WAITING LIST

December 5, 2020 is the deadline for virtual booth commitment for exhibitors. There will be a \$200 fee for any company that registers after the deadline of December 5th due to needed support for buildout/rush delivery (availability may vary).

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14. SHOW CANCELLATION, POSTPONEMENT, OR SIGNIFICANT DISRUPTION

In the event that the Trade Show is postponed or significantly disrupted in whole or in part due to any occurrence not occasioned by the conduct of GFVGA or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, riot, civil commotion, disease, power or electronic failure, Internet disruption, sovereign conduct, terrorism, or the act or conduct of any third party, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement or significant disruption.

In the event that such occurrence results in cancellation of the Trade Show, the obligations of the parties under this Agreement shall be automatically terminated and all payments made under this contract shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by GFVGA in connection with the Trade Show. No monies will be returned should the dates or location of the show be changed by GFVGA, but exhibitor will be assigned space that the exhibitor agrees to use under these same Terms and Conditions. GFVGA shall not be financially liable in the event the show is interrupted, cancelled, moved, or dates changed except as provided herein.

15. LIABILITY

It is expressly understood and agreed between exhibitors and the Georgia Fruit and Vegetable Growers Association that the GFVGA shall be under no liability for loss of, or damage to goods or property of exhibitors, or personal injury to the exhibitor or exhibitor's employees. Exhibitor hereby agrees to protect,

defend, indemnify, and save GFVGA, its officers, directors, employees, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of GFVGA and its employees and agents.

16. INSURANCE

Exhibitor acknowledges that it is the sole responsibility of the Exhibitor to obtain business interruption, cyber or other insurance to insure any losses that may be experience by the Exhibitor.

THESE REGULATIONS are incorporated by reference to the Exhibitor Contract. All points not covered are subject to the decision of the Executive Committee of the GFVGA and the Southeast Regional Trade Show Committee, in its sole discretion, which reserves the right to amend these regulations, as necessary.

For the 2021 Southeast Regional Conference, all exhibiting companies will be required to acknowledge and accept the Exhibitor Guidelines by check mark on the official Virtual Exhibitor Booth Registration Form in acknowledgement of GFVGA's terms and conditions for participating in the show. Exhibiting companies will not be given access to virtual booth space until completion of the updated registration form is received acknowledging terms and conditions. If you have any questions please contact Kelley Atkinson, Trade Show Manager at 706.845.8200 or katkinson@asginfo.net.