2027 SOUTHERN FARM SHOW®

NC STATE FAIRGROUNDS
RALEIGH, NC
FEBRUARY 3-5, 2027

www.SouthernFarmShow.com

Exhibitor Kit

WELCOME

Thank you for planning to be part of the 2027 SOUTHERN FARM SHOW. Our mission is to make your participation as successful and easy as possible.

This exhibitor kit is a key ingredient in getting you ready for the show. We encourage you to make your plans as soon as possible. Ordering your requirements early will save money, and time at the show.

If you have any questions about the show or this kit, do not hesitate to give us a call.

We look forward to working with you on another successful SOUTHERN FARM SHOW.

David Zimmerman, Show Manager
dzimmerman@southernshows.com
704.494.7544

PO Box 36859 | Charlotte, NC 28236

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GENERAL INFORMATION

SHOW DATES
FEBRUARY 3-5, 2027
Wednesday, Thursday, Friday

SHOW LOCATION
N.C. State Fairgrounds
1025 Blue Ridge Blvd.
Raleigh NC 27607

SHOW HOURS
9:00am to 4:00pm Wednesday and Thursday
9:00am to 3:00pm Friday

SHOW ADMISSION
Admission is FREE.

SHOW OFFICE
Located in the Jim Graham Building beginning Monday, February 2 from 9:00am to 5:00pm, continuing through move-in and show days.

ONLINE EXHIBITOR PORTAL
When you received your email confirmation, it included a user name and password. Choose the 'exhibitor login' button at the top right of www.SouthernFarmShow.com, type in the information provided, and you will arrive at your personal show page. Direct link is here: LOGIN. There you will find:

· Basic details on your exhibit space, including size, cost location, and category listing.
· A link to documents you'll need for participation.
· An area to make on-line credit card payments, and print an invoice.
· An area to update contact information.
· An area to create or update your personal web page linked to your listing on the show website.
· An area to list the names you would like included on your exhibitor badges.
· An area to list the brands you will be displaying at the show

INTERNET SERVICE
Wireless internet service is provided with your exhibit space. While the wireless connection is typically good, service is not guaranteed. Hardwired connections can be ordered - check with show management.

ELECTRICAL SERVICE
Provided at no charge. Please contact show management if more than standard 110 service is required.

EXHIBITOR BADGES AND REGISTRATION
For most indoor exhibitors, your badges and show details will be in your exhibit space when you move in. Others can pick up packets in the show office in the Jim Graham Building. Unlimited badges are provided for exhibitor personnel. Individual names may be added to badges through January 21 using the Exhibitor Portal.

EXHIBITOR SERVICES
Services Provided at No Charge

- Electricity - standard 110
- One hour of forklift/freight service.
- Listing on the show website www.SouthernFarmShow.com.
- An exhibitor-created web page tied to the website listing.
- Wireless internet service during the show.
- Personalized postcards for pre-show mailings.
- Sign with company name. (Outdoor exhibitors receive two 24” x 24” all-weather company ID signs on fold-out sign holder)
- 8’ high curtain backdrop and 3’ high side rails (indoor exhibits only)
- Listing in the show program (if contracted by November 1).
- Unlimited show passes personalized with individual names if requested by Jan 23.
- On-grounds parking for vehicles and trailers.
- Thursday night exhibitor meal

Services Available at Additional Charge:

- Forklift service for loading and unloading equipment and displays. (First hour free)
- Decorator service
- Pressure washing and detailing.

INSURANCE
See page 12, item 26 for details. Certificates to be uploaded using your exhibitor portal or sent via:

- Email: dzimmerman@southernshows.com
- Mail: PO Box 36859, Charlotte NC 28236

GUARD SERVICE

Show management provides general perimeter guard service. Entrance gates to the Fairgrounds are secured each evening. Fairgrounds police patrol the grounds throughout night hours. Exhibitors requiring special guard services should contact the N.C. State Fairgrounds.

SHIPPING TO THE SHOW

All shipments, including UPS and FedEx shipments, are handled by the show, and NOT the show decorator.

Shipments must be scheduled to arrive at the N.C. State Fairgrounds on or after January 29. Shipments not transported by personal or company vehicle should be shipped prepaid to:

Your Company Name
Your exhibit space number/building
SOUTHERN FARM SHOW
N.C. State Fairgrounds
4285 Trinity Rd.
Raleigh, NC 27607

The show Forklift Service will accept shipments that arrive at the N.C. State Fairgrounds and place them in the designated exhibit space.

SHIPPING FROM THE SHOW

At show closing, the show Forklift Service will handle freight leaving the show. The exhibitor is responsible for arranging all details of post-show shipments, and for providing the show office with shipping details and a bill of lading.

EARLY DELIVERIES

Delivery of trailers and equipment which may be staged outside, and does not need forklift service, may arrive at the NC State Fairgrounds starting on Monday, January 25. This equipment should be placed in the parking area near the corner of Hillsboro St. and Youth Center Road. Here is a link to download the Staging Map.

SHOW DECORATOR

Southern Exhibition Services (SES) is the official decorator for the Southern Farm Show. The order form for decorator services, including exhibit furniture, carpet signs, and exhibit cleaning, is available under the documents section of the Exhibitor Portal. Forms and payment should be sent directly to SES. The SES service desk is located next to the show office in the Jim Graham Building.

FORKLIFT SERVICE

Forklift service is available on a 1/2 hour increment basis. Forklift service is not available the Sunday of move-out unless requested. The first one hour (or two 1/2 hours) of forklift service is provided at no charge with your exhibit space.

Only equipment and other items that can be unloaded with a forklift will be handled by the forklift service. Tractors and other drivable delivers must be offloaded by the truck driver or a company representative.

CUSTOMER MEETINGS AND PRESENTATIONS

Exhibitors wishing to conduct programs may use, at no charge, the conference area located upstairs in the Scott Building if available. Contact show management for details.

BUILDING INFORMATION

Freight Doors

- Jim Graham Building 13'6" wide x 14'high
- Scott Building 11'6" wide x 13' high
- Dorton Arena 11'4" wide x 15' high
- Exposition Center 13' wide x 16' high
- Tents 16' wide x 15' high

Ceiling Height

- Jim Graham Building 17' to 21'
- Scott Building 15'
- Dorton Arena 40'+
- Equipment and Scott Tents 10' to 18'
- Exposition Center 21'

Floor Load and Protection

Floor load in all buildings are concrete. Weight load is generally unlimited and access is by truck drive-in or use of forklift equipment. Floors must be protected from scars, paint or damage.

EXHIBIT TENT INFORMATION

The exhibit tents have the same amenities as the permanent exhibit halls, including glass doors, heat and overhead lighting. The area under the exhibits have a 1/2" high hard plastic floor. Loading access is 16' wide x 15' high.

Ceiling Height

Equipment and Scott Tents height : 10' to 18' in center.

Tents #1,#2, #3 height: 10' to 15' in center.

OUTDOOR EXHIBITS
Outside exhibit areas are located from the Scott Building, to the Jim Graham Building and the Expo Center. Most exhibit plots are on asphalt, with some on grass and gravel.

Important: **Outdoor weather conditions during the Southern Farm Show can be inclement.** Outside exhibitors are urged to stage exhibits with tents or protective structures and should be prepared with warm clothing. Show management is not responsible for weather conditions and does not provide refunds for unfavorable weather conditions.

All outside exhibit areas must be left in the same condition as before the show. Any cleanup required after exhibitor departure will be billed to the exhibitor at the rate of $50.00 per man hour plus any equipment charges.

INDIVIDUAL EXHIBITOR TENTS
Exhibitors may make their own arrangements for tents or may contact the official tent supplier, US Event Structures. An order form for their services can be found under the documents section of the Exhibitor Portal. They may also be reached at (877) 845-8855.

Tent information can be downloaded on the Exhibitor Documents site. If you are using an outside vendor, or bringing your own tent, please read the Propane Regulations.
All individual tents must be clear of the Fairgrounds on Friday.

MOVE IN SCHEDULE BY AREA
Jim Graham Building
Starting Friday, January 29

Exposition Center & Dorton Arena
Starting 1pm on Sunday, January 31 for 400+ sq ft exhibits only

All Other Exhibit Areas
Starting Monday, February 1

MOVE IN HOURS
8:00 AM TO 6:00 daily

SHOWTIME ACCESS TO EXHIBIT HALLS
Exhibit halls open for exhibitors at 8:00am and remain open, for exhibitors only, until 5:00pm on Wednesday and Thursday. Exhibitors are required to register and wear exhibitor ID badges to enter exhibit areas before or after show hours.

MOVE OUT SCHEDULE
Friday, February 5
3:00 pm to 10:00 pm
All exhibits
Exhibitors in the Kerr Scott Building, the exhibit tents, and in outdoor exhibits 8003 through 8065 must move out Friday night.

Saturday, February 6
8:00 am to 6:00 pm
Last day of move-out for the Dorton Arena and the Exposition Center. All exhibits except in Jim Graham Building must be clear by the end of the day.

Sunday, February 8
No Forklift Service Available

Monday, February 9
8:00 am to noon
Jim Graham Building only

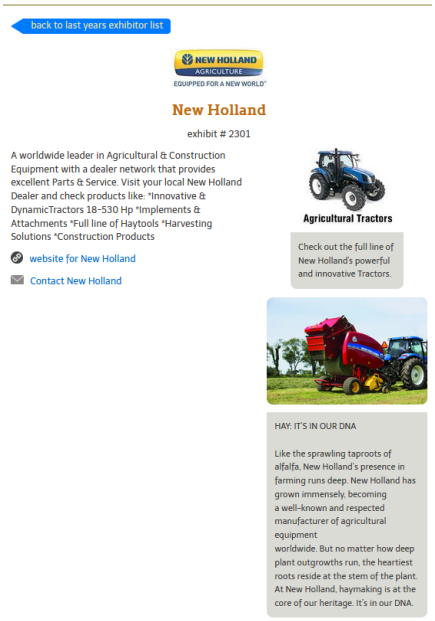
Delayed pick up:
Equipment may be staged in the parking area near the corner of Hillsboro St. and Youth Center Road for pick up on Monday. All equipment must be removed from the NC State Fairgrounds by Monday, February 8.

MOVE-OUT POLICY
It is a strict policy that no exhibits be dismantled or equipment removed from the halls or outside exhibits until the close of the show at 3:00pm on Friday. Exhibitors violating this rule may forfeit future space assignment. Management urges exhibitors to secure small items in their exhibit at the close of the show. Merchandise or equipment left at the exhibit should be locked, crated, properly marked, stored and/or secured.

Exhibitor Marketing Opportunities

The best way to ensure success at the Southern Farm Show is for potential customers to arrive at the show looking for you. Here are two ways you can make that happen.

1. SET UP YOUR FREE WEB PAGE LINKED TO YOUR COMPANY LISTING ON THE SHOW WEBSITE



This easy-to-setup page can include:

- Your company logo.
- Photos of your product.
- Details on your company, and what you'll be displaying at the show.
- A link to your company website.
- A coupon that can be printed and brought to your exhibit.

Here is how it works:

- You control everything on your page and coupon, and can update it whenever you like using the login and password provided with your confirmation.
- Your page remains active after the show is over, allowing customers to locate you post-show.
- Your page will activate each year, so there is no need to recreate it each time you exhibit.
- You can update it each year as needed.

To set up your individual page, choose the 'exhibitor login' at the top right at SouthernFarmShow.com. Type in the user name and password you received with your confirmation, then choose 'view/edit web page' on the left hand side of the screen.

2. ORDER FREE PERSONALIZED POSTCARDS TO MAILTO YOUR CUSTOMERS AND PROSPECTS

The Southern Farm Show will provide to you, at no cost, postcards promoting the show and your company.

Here is how it works:

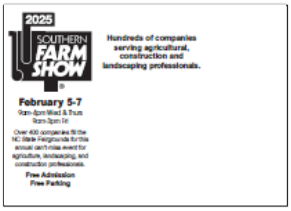
- Order 500 or more cards.
- Provide us with your message and logo for the 'address' side of the card (20 words max with logo, 30 words without logo).
- We ship the cards to you prior to the show.
- You are responsible for adding the address and postage, and for mailing.

Example

Front



Back



Complete details will be emailed to you in November.

HOTEL INFORMATION

A more complete list can be found at www.VisitRaleigh.com.
You are encouraged to make reservations early.

OFFICIAL SHOW HOTEL

HAMPTON INN & SUITES
111 Hampton Woods Lane
Raleigh, NC 27607
919-233-1798
www.carysuites.hamptoninn.com

2027 Rate: $134/night

2.5 miles from the NC State Fairgrounds
Ask for the “Southern Farm Show Rate”
Hot Breakfast Buffet
Manager’s Reception with complimentary beer, wine, and appetizers from local restaurants Mon – Thurs 5:30pm – 7:30pm
Complimentary Hi-Speed Internet
Outdoor Pool
On-Site Fitness Center
On-Site Guest Laundry Facility
On-Site Convenience Store

More information at this link: SHOW HOTEL

PLANNING FOR A SUCCESSFUL SHOW

QUALITY
The show targets and attracts farmers, farm equipment dealers, landscape and construction contractors and other professionals. To keep your audience coming back, the entire show, including each individual exhibit, must reflect a professional image.

EXHIBIT APPEARANCE
Make your exhibit inviting! Don't barricade yourself in. Project a good image:
- Carpet
- Tables that are draped to the floor
- Boxes hidden from view
- Careful placement of stock
- Creativity
- Horticulture brings dead space to life

DRAPES
Burgundy and beige in the Jim Graham Building and the Exposition Center and alternating blue and white backdrops in the Scott Building, Dorton Arena and Exhibit Tents.

EXHIBIT DEMOS
Activity attracts visitors. You're encouraged to demonstrate what you do or sell as long as is is not distracting to surrounding exhibitors.

DRAWINGS OR PRIZES
Generate new business leads. Winners of major drawings and door prizes will be announced. Lotteries are not permitted. Prizes for which visitors register at show must be given away at the show.

ADVERTISE
a) Advertise your special show prices and products in advance. And make them "show only" prices. Include the show logo in your ads
b) Send cards to your customers and prospects.

Provided free by the show

NEW PRODUCT
Introduce a new product at the show, and let us kmnow about it so we can help publicize it.

PLAN AHEAD
Measure tables, chairs, product and other fixtures. Plan on paper. No part of your exhibit should extend beyond the parameters of your space. Plans save time during move-in. Give exhibit personnel adequate instructions:
a) Directions to the show and where exhibitor entrance is located.
b) Where to park.
c) Where to pick up badge
d) Name of the building, exhibit name, number and location within the building.
e) Emergency telephone numbers and names.
f) A floor plan showing your space location.
g) If their duties include sweeping out the booth each evening; breaking down boxes and taking them to the loading dock; closing out cash register.

SAVE MONEY WITH ADVANCE ORDERS & PAYMENTS
You save money when you order utilities and booth equipment by advance deadline.

BOOTHMANSHIP
a) Do not allow anyone to be on their phone.
b) Smile!
c) Dress appropriately for your business.

GIVEAWAYS
Help people remember you. Offer samples of your products. If a show has a good attendance and an exhibitor does
not sell --the reason is usually product, price, presentation or personality.

QUESTIONS? DON'T HESITATE TO CALL

RULES & REGULATIONS

Exhibitors shall be bound by the Rules and Regulations set forth herein, and by such amendments or additional rules and regulations which may be established by Show Management. References to 'Show Management' herein shall be deemed to include the Show, Show Sponsors, Endorsers, the facility, and duly authorized representatives, agents or employees of the foregoing.

1. PHYSICAL LIMITATIONS

Standard exhibits (one or more spaces in a straight line) will be confined to a maximum 8 ft in the rear half of the space, and a maximum of 4 ft in the front half of the space. If an exhibitor has three or more exhibit spaces in a line, the center space(s) (ones not adjoining other exhibitors) may extend 8 ft high to the front of the exhibit.

Peninsula exhibits (four or more spaces back to back with aisles on three sides) may be 8 ft high only in the center 10 ft off backline. All display fixtures and product must be configured to avoid blocking the sightline to adjoining exhibits.

Island exhibits (four or more exhibit spaces with aisles on all four sides). No height restriction.

Pre-approved banners may be hung from the ceiling, over the exhibitor's space, in most buildings. Contact Show Management for size banners permitted, and cost to hang banners.

Exceptions to these rules may be granted by Show Management.

2. FLOOR COVERING

Not required.

3. DECORATIONS

Materials and decorations used in exhibits must be flame resistant. Electrical wiring and equipment must conform with National Electrical Code Safety Rules.

If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

4. UNFINISHED EXHIBITS

Displays adjoining other exhibits, or exposed to the aisles, must be finished out in a manner that is attractive when viewed by show guests and adjoining exhibitors.

5. EXHIBIT APPEARANCE

Exhibits must be kept in good order during all hours the show is open to the public. Show Management reserves the right to approve the character and content of all exhibits, as well as the right to remove product or decorations that do not meet approval.

6. BANNERS/SIGNS/WORDING OF SIGNS

All signs must be professional, of appropriate size and nature, and displayed within the limits of the leased exhibit space.The use of plastic or oilcloth banners is discouraged. Show Management reserves the right to remove any sign deemed unacceptable, and will not approve signs such as the following: Truckload Sale; Going Out of Business; Wholesale Prices. Note: *Only island exhibits may hang pre-approved overhead signs and banners.*

7. USE OF COPYRIGHTED AND TRADEMARKED MATERIAL

Exhibitors are responsible for procuring the rights to copyrighted and trademarked material used in conjunction with their participation in the show, and for any consequences, fees and fines resulting from improper use. Materials include, but are not limited to, music, photographs, video, and logos. Uses include, but are not limited to, the exhibitor's exhibit in the show, material distributed at the show, material posted to exhibitor-created pages on the show website and other on-line entities related to the show, and materials provided to Show Management for promotion of the exhibitor. The exhibitor understands that the use of copyrighted and trademarked materials without prior consent from the copyright holder is a violation of copyright laws and that the exhibitor is fully responsible for any consequences of using such materials.

Show Management does not monitor the use of exhibitors' materials, and takes no responsibility for such content.

8. STAFFING
Exhibit areas, with the exception of pre-approved static features, must be staffed throughout show hours.

9. USE OF EXHIBIT SPACE
Demonstrations, sales, solicitations, and use of circulars or promotional materials must be kept within the exhibitor's assigned space.
Exhibitors may not conduct or solicit business beyond the confines of their exhibit.
Mascots and costumed company representatives must remain within the confines of the leased exhibit space, unless 'roaming' has been approved by Show Management.
Materials promoting other events, as well as products and/or materials not related to the exhibiting company are prohibited.
Advertising, circulars, catalogues, folders, or devices shall not be distributed or placed in the aisles, registration areas, or other public show areas.
Any activity that results in obstruction of aisles, or nearby exhibitor's space will be suspended until congestion problem is solved.

10. SOLICITATION
Exhibitors are prohibited from soliciting other exhibitors, except from within their own assigned exhibit space. Non-exhibiting firms or organizations are not permitted to solicit business within the show. Contact Show Management about any infractions of this rule.

11. NOISE
Exhibits which include the operation of equipment, musical instruments, radios, A/V equipment, public address systems, or any noise-making machines must be arranged inside the space, so that resulting noise does not disturb adjacent exhibitors and their patrons. Use of microphones must be approved by Show Management.

12. FOOD
The sale, sampling or distribution of food or beverages for consumption on the premises must be approved by Show Management. Check with Show Management about specific facility and health department rules and costs in each city.

13. PRIZES, LOTTERIES AND RAFFLES
Winners of contests promoted at the show must be selected at the show, and winner's names provided to Show Management.
Any advertising or promotion which involves attracting show guests to an exhibitor's location by any inducement which might be construed as a lottery, is strictly prohibited. Drawings or contests must comply with local, state and national guidelines. Every exhibitor is charged with knowledge of national, state, and local laws governing games of chance, lotteries, raffles and the like.

14. FIRE, HEALTH REGULATIONS
Exhibitors are charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, customs, and public safety. Compliance with such laws is mandatory, and the sole responsibility of the exhibitor. If you are unsure of or unfamiliar with local laws, please request copy of same from Show Management.

15. DAMAGE TO FACILITIES
Exhibitor will be charged for any building and/or grounds damage caused by exhibitor, exhibit personnel, or subcontractors of the exhibitor. Additionally, exhibitor will be charged for removal of paint, oil, grease, adhesive tapes, floor abrasives, or for excessive debris left in the exhibitor's space.

16. MATERIAL LEFT AT SHOW
Exhibitor agrees that Show Management, without incurring any liability for damage or loss, has the right to dismantle and pack property that has not been removed prior to established move-out day and time. Such dismantling and packing will be at the sole expense of the exhibitor. Exhibitor agrees, with respect to any exhibit material or property of the exhibitor for which shipping arrangements have not been made, that Show Management shall have the right and authority to clear such property from the exhibition premises, designate carrier(s) for its return, send it to public or private storage, or otherwise dispose of it, without incurring any liability therefore. Cost of such removal, return, storage, and other disposition shall be charged to and paid by the exhibitor.

17. USE OF SHOW GUEST REGISTRATIONS
Any names or data collected by an exhibitor as the result of a drawing, contest, or any other activity conducted at the show may be used only by that exhibitor and only for purposes relating to products demonstrated, sold or promoted at the show. An exhibitor accepting space in the show specifically agrees not to sell or give away any of the names collected at the show to any other individual or organization.

18. ASSIGNMENT OF SPACE
Space assignments are made in keeping with exhibitor's request when feasible. Final determination of space assignment is made by Show Management, and assignments may be made or changed at any time when, as determined by Show Management, such change is in the best interest of the show.

19. CANCELLATION POLICY
All cancellations must be in writing. Facsimiles and emails are acceptable written forms. Cancellations received by August 1 will be refunded the full amount paid at the time of cancellation, less a $100 cancellation fee. Cancellations received between August 2 and November 1 will be refunded any sum paid over the required 50% deposit. Cancellations received after November 1 will receive no refund.
Exceptions are cancellations that occur within 48 hours of space request and confirmation. Space reserved and cancelled within a 48-hour period will receive full refund of monies received, with no cancellation fee.
Failure to setup within specified move-in times will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at Show Management's discretion.

20. TERMINATION OF SHOW OR CONTRACT
Show Management reserves the right to terminate the show if use or occupancy of the show premises is, or will be, materially interfered with by reason of fire, casualty, strike, embargo, injunction, act of war, act of God, unanticipated construction making the building unsuitable for occupancy, any other emergency, or any other act or event not the fault of Show Management during any period of time the availability of the said premises is critical to successful production of the show. It is expressly agreed that such a termination shall not constitute a breach of the contract. Should any contingency interrupt or prevent the holding of the show, Show Management will return such portion of the amount paid for space as may be determined to be equitable by Show Management after deduction of such amounts as may be necessary to cover expenses related to termination, including a reserve for claims in connection with the show. If for any reason Show Management determines the location of the show should be changed, or the dates of the show postponed, no refunds will be made, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate, and the exhibitor agrees to use such space under the same Rulesand Regulations.
The show and/or Show Management shall not be financially liable, or otherwise obligated in the event the show is cancelled, postponed, or relocated, except as provided herein. Show Management reserves the right to cancel the contract without further obligation at any time prior to Show opening by rescinding all future obligations under the contract.
Show Management may cancel the contract for cause if (a) exhibitor has failed to pay the total space rental 60 days prior to show opening; (b) exhibitor fails to perform any material term or condition of the contract; or (c) exhibitor refuses to abide by all rules and regulations established by Show Management for the show.

21. TRANSFER OR SUB-LEASING SPACE PROVIDED
Exhibitors shall neither assign nor sublet all or any part of the space rented without the permission of Show Management, and Show Management shall be under no obligation to grant such permission.

22. ILLEGAL MERCHANDISE
Merchandise or services prohibited by law are not allowed in the show. This includes, but is not restricted to, unlawful reproductions of brand name merchandise.

23. PRODUCTS AND SERVICES DISPLAYED AND SOLD MUST BE ACCORDING TO CONTRACT

Exhibitor may not exhibit or sell, in the space assigned, any goods or services other than those specified on the Exhibit Space Application (or approved in writing as an addendum to the contract by Show Management). Additionally, exhibitor may not exhibit in the space, or permit to be exhibited therein, displays or advertising materials of any sort bearing the name or form of advertising other than that of exhibiting company or approved sponsor.

24. OBJECTIONABLE MATERIAL

Merchandise and displays containing socially or otherwise objectionable graphics, symbols and/ or language are not permitted. Acceptability is determined by Show Management. We recommend that you seek pre-approval of any items that may be subject to this regulation.

25. USE OF IMAGES

Show Management reserves the right to use photographs and video taken of exhibitor, exhibit personnel, exhibitor's space or feature stage presentations. These photographs may be used only to promote the Southern Farm Show.

26. INSURANCE

Exhibitors are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibitor's assigned space. The certificate should list Southern Shows and Zimmerman Expositions LLC as additional insured. The insurance limits on the certificate should be a minimum of $1,000,000 for each occurrence and $2,000,000 in the aggregate.

27. LIABILITY

It is expressly understood and agreed by the exhibitor that he/she will make no claim of any kind against Show Management for any loss, damage, theft, or destruction of goods or exhibit; nor for any injury that may occur to himself or his employees while in the exposition facility; nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit; or for any action of Show Management in relation to the exhibit or exhibitor. The exhibitor shall be solely responsible to his own agents and employees, and to all third persons, including invitees, and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, for negligence or grievances otherwise relating thereto. Exhibitor is also held responsible
for his or her agents and employees performing on show stages. Exhibitor does hereby indemnify and hold harmless Show Management against any and all such claims as may be asserted against it.

28. DISCLAIMER OF RESPONSIBILITY

To the extent that Show Management does not have control over parking, food concessions, loading and unloading areas, or any and all other facilities and services used in, at, or in conjunction with the show, including equipment owned by the facility or show decorator, Show Management expressly disclaims responsibility for any aspect thereof. Show Management shall, to the best of its ability, serve as the liaison between the exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first notifying Show Management.

29. AGREEMENT ACCEPTANCE AND UNWRITTEN RULES

Upon acceptance of the application/Contract by Show Management, it shall be a legal binding contract, provided that each party may cancel within the conditions of the contract. Show Management reserves the right to make and publish show rules and regulations for the conduct of the exhibitor, and the show generally. Further, Show Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the show. Any matters not specifically covered herein, or in the application/agreement or show prospectus, are subject to decision by Show Management, and its decision on any matters which may arise there under shall be final.

30. ADDITIONAL RULES AND REGULATIONS

Additional rules and regulations pertaining to specific shows may be included within the exhibitor kit available to each exhibitor.

CHECKLIST

ITEM	DEADLINE
Setup webpage linked with show website	
Insurance certificate submitted	
Final 50% payment sent	November 1
New Product detail submitted	November 1
Show program advertising placed	November 7
Personalized postcards ordered	November 15
Decorating requirements sent to Southern Exhibition Services	January 14
Hotel reservations made	January 15
Individual names for badges requested through portal	January 22
Tent ordered (outside exhibitors)	January 25