



National Showcase Guidelines

The guidelines governing this Showcase, under the auspices of NACUFS, are part of each exhibitor's Exhibit Space Application & Contract. Please read them carefully. All exhibitor personnel and contractors are responsible to know and to comply with these guidelines.

Permissible Products

The NACUFS Showcase is for firms offering products, equipment, and services which are related to the foodservice industry. NACUFS reserves the right to decline any application and to refuse to install or cause to be removed or altered any products or services that are unrelated to NACUFS purposes.

Installation and Dismantling

Exhibits must be installed during the times specified by NACUFS and Fern on the show information page of the exhibit services kit. Any exhibits not completed in time for the official opening of Showcase on Thursday, July 8, 2027 must be completed after the closing of Showcase that evening. Fern will coordinate installations by prior arrangements with that company.

No exhibit may be dismantled prior to the official closing of Showcase on Friday, July 9, 2027. Exhibits must be dismantled during the times specified by NACUFS and Fern. Empty product containers are returned first upon show closing before display crates and other empties. Exhibitors who dismantle or remove their products early may lose the priority points earned by their participation, resulting in being assigned last at future NACUFS shows.

In order to expedite removal of materials from show site as required by NACUFS and the Convention Center, Fern will have the authority to change exhibitor's designated carrier if that carrier does not pick up the shipment by the appropriate time. Where no disposition is made by exhibitor, the materials may be taken to a remote location to await shipping instructions, and/or consigned to a designated carrier of Fern's choice. Exhibitor agrees to be responsible for charges relating to such rerouting and handling.

Responsibilities for Loss/Insurance

NACUFS will not be responsible for losses due to theft nor held responsible for causes or conditions beyond its control, such as war, panic, mobilization, strikes, fire, flood, earthquake, disease, weather, or other similar conditions that might prevent the Showcase from opening on time, continuing through its scheduled dates, or opening at all.

NACUFS carries public liability insurance for liabilities potentially arising from common areas of the exhibition area including entrance, aisles, and washrooms used in conjunction with the installation, dismantling, and operation of the Showcase.

Each exhibitor shall provide certification of own liability insurance regarding the individual exhibit area. Certification shall indicate "Comprehensive General Liability". Such insurance should name NACUFS as an additional insured and should be set at a minimum of one million dollars (\$1,000,000); this should be evidenced on the insurance certification. Each exhibitor must also provide itself with workers' compensation insurance acceptable to the State of Ohio.

Exhibitors shall carry their own fire, pilferage, vandalism, or other insurance coverage, if such coverage is desired. The Association management will take all reasonable precautions to deter losses and protect the interests of exhibitors, but under no circumstance will NACUFS be liable for losses, except under its public liability insurance provisions. Exhibitor has agreed to protect, save, and keep NACUFS and its agents and employees forever harmless from any damages, losses, or expenses of any nature caused by or arising out of any accident or other occurrence to any person or property, including the person and property of the exhibitor, its agents, employees and invitees, in connection with the exhibitor's occupancy or use of any part of the exhibition premises, whether or not any such damage, loss, or expense is the result of the negligence or other fault of the Association. Exhibitor has also agreed that it and those holding under the exhibitor shall strictly comply with the applicable terms and conditions of the agreement between the Association and the Convention Center Authority regarding use of the exhibition facilities.

Exhibitor has further agreed that it has waived, on behalf of itself and its insurance carriers, all rights of subrogation against the Association for any and all damages, losses, or expenses to any person or property. In the event the exhibitor's policies of insurance do not authorize the exhibitor to unilaterally waive these rights of subrogation, exhibitor has covenanted and agreed that prior to delivery of its exhibits, it shall obtain the written consent of its insurance company to such a waiver of subrogation, or it shall name NACUFS as an additional insured under such policies. Exhibitor agrees that in the event exhibitor fails to obtain such a waiver of subrogation or to add the Association as an additional insured, it is contractually liable to the Association for all damages, losses, and expenses, including reasonable actual attorney's fees incurred in enforcing this contract, defending any subrogation suit, and in payment of any judgement or reasonable settlement to the insurance carrier.

Demonstrations and Use of Models

All demonstrations or the use of living models or mascots connected with your participation must be conducted within the area of the exhibitor's own space. Exhibitors will not be permitted to use strolling entertainment nor to distribute samples or souvenirs except from within their spaces. Exhibitors who use costumed models should be certain that their manner of appearance and dress are such as not to offend even the most critical. Any question of propriety should be

cleared with NACUFS prior to the national conference. NACUFS reserves the right to request modification of any questionable exhibit.

Sound-making/Audiovisual Equipment

Use of sound-making and amplification devices is a privilege that can be withdrawn by NACUFS Show Management if presentation noise levels or content become objectionable. Speakers must be placed in such a way that sound is not directed into the aisles or at other exhibits. NACUFS reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

If your firm is contemplating use of live musicians in your exhibit, you must obtain written permission from NACUFS well in advance of show move-in. Extraordinary licensing costs from ASCAP and/or BMI may be apportioned among exhibitors whose presentations include live music.

Food and Beverage Sampling

Food and beverage sampling in conjunction with specified food distribution exhibits will be permitted by Levy Restaurants at the Huntington Convention Center of Cleveland. All sample sizes for non-alcoholic beverage and food either pre-packaged or single consumption items have been waived due to the nature of the NACUFS event. All samples are limited to products manufactured, processed, or distributed by the exhibiting firm and must be directly related to the purpose of the show.

Cooking in the Huntington Convention Center of Cleveland (HCCC)

Cooking in the HCCC is permitted on a limited basis. The Cleveland Fire Department may require a test of all cooking equipment prior to the opening event. Additional requirements include:

- Food producing grease-laden vapor is prohibited.
- Cooking and heating devices shall be placed on non-combustible surface and separated two feet from any combustible item and separated from the public by four feet.
- Each exhibitor must provide a 20-pound BC fire extinguisher, or an approved automatic extinguishing system located in their booth.

Small electric cook-tops and ovens will be allowed for warming. Small 2½-gallon electric deep-fat fryers and small grills of not more than 200 square inches will be allowed. All frying equipment must be equipped with a grease shield. Any deep frying will require a Type K Fire Extinguisher within the booth. Please contact the Event Manager for additional information. No propane tanks are allowed to be used within the HCCC.

COOKING SAFETY RULES Exhibitors demonstrating or using cooking appliances must have at least two 3-A: 40-B: C extinguishers in the booth at all times. Cooking appliances must be isolated from spectators by at least four feet or by a barrier between the appliances and the spectators. No overnight cooking is allowed. Grease may be disposed of **ONLY** in Event Organizer

or general contractor provided grease containers. HCCC restrooms may not be used for cleaning of cooking utensils or equipment. Please use the clean-up area designed by show management.

The use of open-flame devices is not permitted within the facility. Portable cooking equipment not fuel connected is permitted if equipment is fueled by small heat sources that can be readily extinguished by water, such as alcohol or solid alcohol gel. Proper precautions must be made to prevent ignition of combustible materials.

The use of compressed gas is permitted within the Center with prior approval by the Fire Department under the below conditions:

- Cylinders are limited to one-pound capacity and a booth may only contain one cylinder at any one time. Reserve cylinders shall be limited to 20 and must be secured in a safe area not accessible to the public.
- Propane tanks larger than one pound must be stored outside of the facility in the designated area located outside of the loading dock.
- Fork lifts are permitted to use propane tanks within the Center during load in and out days as long as they are properly secured and have been properly inspected prior to and after use each day.
- Propane tanks on forklifts must be removed from the Center during all show open hours and stored outside within the approved propane storage locations. A maximum of one propane tank may be left on one forklift in case needed during show hours for any reason.

Space Use Guidelines

All demonstrations and exhibits must be confined to the exhibit space assigned. Promotional efforts are not allowed to take place in the Showcase aisles, lounges, or other public spaces.

No selling of products or services is permitted at Showcase.

No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted without the written approval of NACUFS. Sharing of a single space is allowable only when there is a direct ownership relationship between the companies (i.e., parent and subsidiary, sister companies, etc.). There is one listing on the exhibitor list and within the show program per exhibit space as indicated on the Exhibit Space Application & Contract. Distributing companies may exhibit any of the brands that they represent within their contracted space, but they may not offer sublet opportunities to other companies. Only the contracted firm will be listed on all applicable lists and exhibitor personnel badges will note the exhibiting firm of record.

Display Guidelines

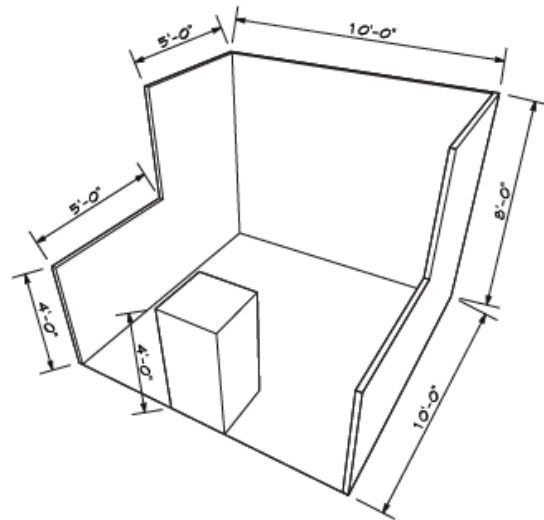
Display Guidelines have been requested by exhibitors to promote fair competition and mutual courtesy among all Showcase participants. The Guidelines are a part of each exhibitor's Exhibit Space Application & Contract. Exhibitors are responsible to ensure that all of their staff, designers, and contractors read and comply with all restrictions. In fairness to all, Guidelines will be enforced.

Standard Booths

Standard Booths, shown at right, have only one side exposed to an aisle and are general arranged in a series along a straight line. They are also called "in-line" booths.

Standard Booths are 10' wide by 10' deep. A maximum backwall height limitation of 8' is specified.

Regardless of the number of Standard Booths utilized (e.g. 10'x20', 10'x30', 10'x40', etc.), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Standard Booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.)



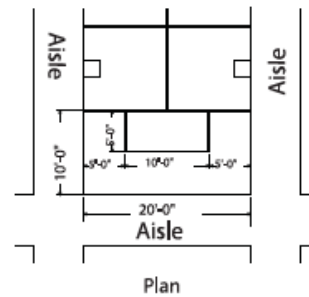
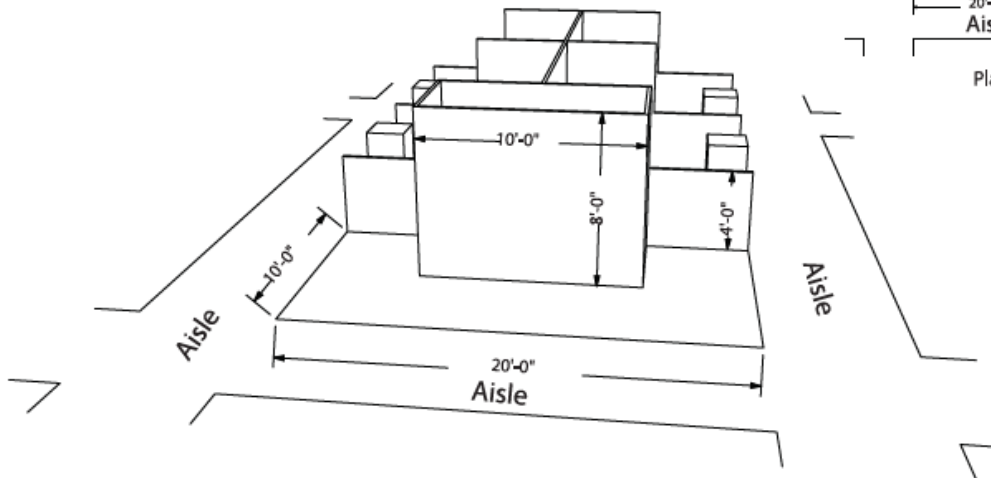
Standard 10' x 10' Booth

Corner Booths

A Corner Booth is a Standard Booth exposed to aisles on two sides. All other guidelines for Standard Booths apply.

End-cap Booths

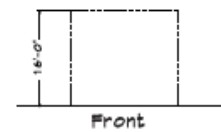
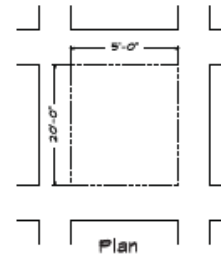
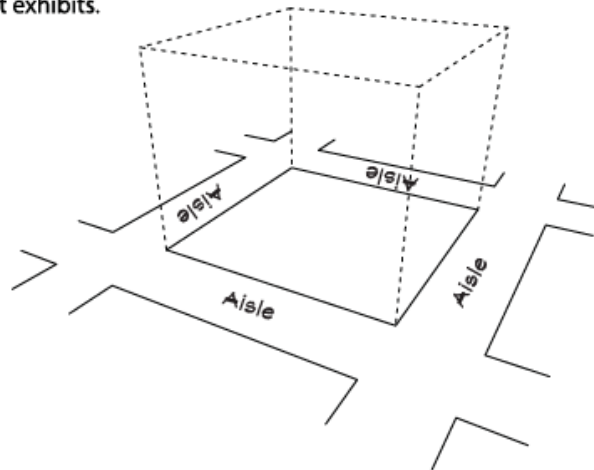
An End-cap Booth is exposed to aisles on three sides and composed of two booths. End-cap Booths are generally 20' wide by 10' deep. The maximum backwall height limitation of 8' is allowed only in the rear half of the booth space and within 5' of the two aisles with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.



Island Booths

An Island Booth is four or more Standard Booths exposed to aisles on all four sides. It may or may not have a second story.

An Island Booth is typically 20' x 20' or larger, although it may be configured differently. A maximum height of 16'; including signage, will be permitted. Sufficient see-through areas must be provided to prevent blocking views of adjacent exhibits.

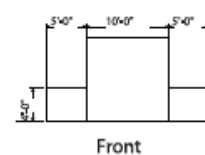
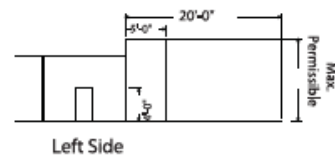
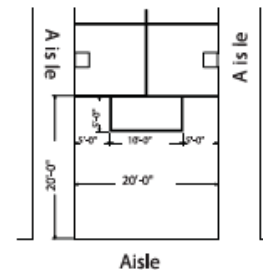
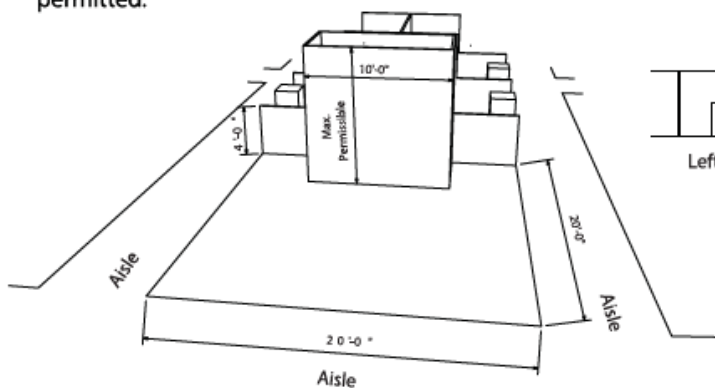


Island Booth
EXAMPLE

Peninsula Booths

A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. It may or may not have a second story as depicted here.

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Standard Booths, the backwall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining Standard Booths. A maximum height of 16'; including signage, for center portion of the backwall will be permitted.



Peninsula Booth
EXAMPLE