



EXHIBITOR PROSPECTUS

2020 IFSA EXPO

San Diego Convention Center, San Diego, CA
Monday 19 October – Thursday 22 October, 2020

The International Flight Services Association (IFSA) cordially invites you to exhibit at its 2020 EXPO at the San Diego Convention Center. Join us for professional development and networking at THE event that offers your best and most economical opportunity to interact with the top inflight and onboard food service professionals in the industry.

Exhibitor Eligibility

Exhibit space is restricted to those companies that **maintain membership in IFSA**, and whose dues and outstanding obligations to IFSA are **current**. Any company that provides food and other products/services to the transportation industry may apply for membership and exhibit. View IFSA's web site at www.ifsaaero.com for further membership information.

Exhibit Booth Fees (USD) per 9 sq. meters*

\$2,635 each for 5+ booths
\$2,760 each for 2 booths
\$2,910 for 1 booth

*Booth prices include the cost of carpet and hard shell walls.

Exhibitor Registration Fees Required

As in years past, the Exhibit Booth Fee does **not** include registration to attend conference activities or to staff the exhibit booth.

- Each exhibiting company is **required to register at least one of its representatives at the established full conference rate** for the applicable member category. For multiple booth exhibitors, one full conference registration is required for every two booths reserved.
- Once the above requirement is met, additional "**Booth Personnel Only**" **badges** are required for others and may be purchased at a 'per day' rate of **\$355/\$405/\$430 USD per badge**. Rates vary based on time.

Exhibit Booth Layout

All booths are hard shell-scheme 3m x 3m, and include: **(3)-Three 1 meter x 8' hard wall back panels, (3)-Three 1 meter x 8' hard wall side panels, (9)-Total hard wall panels, carpet, and one 7" x 44" sign identifying only the member company contracted for the space.** Display furnishings and utilities are the responsibility of the exhibitor and may be obtained from Freeman Exhibition Services, the official show decorator and exhibition services contractor. Ordering information will be forwarded from Freeman following IFSA's receipt of the Exhibitor Contract and full payment of the booth fee.

Reserving Exhibit Space

Booth reservations will be reserved online in March 2020 for previous IFSA exhibitors and members.

After the March selection process is completed, the current floor plan, exhibitor list and available booths may be viewed at www.ifsaaero.com. Remaining booths will be available for sale to the general membership at the conclusion of this process. Booth requests will be taken in the order of receipt of completed contract with payment.

Every effort will be made to accommodate specific booth requests; however, no guarantees can be made and IFSA retains the right to make final determination of all booth assignments.

Cancellation Policy

Members that booked prior to
1 March 2020

Balances are due in full on **15 March 2020**. Cancellations received in writing prior to **15 March 2020** will be entitled to a refund equal to the total amount due minus a processing fee of **\$250 per booth**. No refunds will be provided for cancellations received after **15 March 2020**. Booth payments are not transferrable.

Members that booked after
1 March 2020

Balances are due in full on **6 April 2020**. Cancellations received in writing prior to **6 April 2020** will be entitled to a refund equal to the total amount due minus a processing fee of **\$250 per booth**. No refunds will be provided for cancellations received after **6 April 2020**. Booth payments are not transferrable.

Contact Information

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BOOTH RULES & REGULATIONS

- All demonstrations, sales activities, distribution of promotional materials, samples, souvenirs or any giveaways must be conducted within the reserved booth space and may not impede aisle traffic.
- Signs, posters and all other promotional display materials must be contained within the confines of the established booth dimensions, and cannot be affixed to any portion of the Exhibit Hall structure, including but not limited to ceilings, doors, glass, painted surfaces, outside walls of booth or columns.
- Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, no additional promotion of that article will be allowed outside of the usual trademark identification already affixed to the article.
- Exhibitors are prohibited from using amplified sound equipment of any nature without advance written permission from IFSA. Upon approval, it will be the exhibitor's responsibility to ensure the noise resulting from the demonstrations will not disturb adjacent exhibitors or other Exhibit Hall activity.
- Storage crates, boxes and other extraneous materials are not allowed in the exhibit booth during the show.
- No exhibitor shall assign, sublet or share contracted space with another company.
- Only **one** company may occupy a single exhibit booth.
- The same company must occupy its contracted booth(s) for the duration of the show.
- Teardown will not be permitted prior to the closing of the show, which concludes at 16:00 21 Wednesday October 2020.
- The entire cubic content of the space may be used with a maximum allowable height of 10' with approval obtained from IFSA. Diagrams, detailing dimension, must be sent no later than **1 July 2020**.
- IFSA will endeavor to protect the property of exhibitors during non-show hours with hired security personnel, but along with the San Diego Convention Center, assumes no responsibility for loss or damage of any kind.

COMPETING EVENTS

No published or similarly pre-scheduled entertainment, meetings or similar activities will be permitted in hotel suites, meeting rooms or other private or public facilities during hours which conflict with IFSA EXPO show times, or any other IFSA official activities (including but not limited to Networking Event, Awards, and Welcome Reception). The spirit of this policy is to not solicit groups of attendees away from the show floor for extended periods of time during show hours in fairness to all exhibitors.

Exhibit Booth Set-up

Sunday 18 October, 0900 – 1700

Monday 19 October, 0900-1700

*All exhibiting company representatives must check in with security personnel prior to beginning installation. Initial set-up activity must begin by 1000 on Monday 19 October, or the space will be forfeited to IFSA for reassignment, without refund. **Installation of exhibits must be completed by 1700 on Monday 19 October.***

Exhibit Hours

Tuesday 20 October, 1300 – 1800

Wednesday 21 October, 0900 – 1800

Thursday 22 October, 0900 - 1700

Tear Down Hours

Thursday 22 October, 1800 – 2300

Local Regulations / Fire Code

A. All materials used in the Exhibition must be of a nonflammable nature and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Fire regulations prohibit the use of crepe paper, corrugated paper or cardboard or any other highly combustible or flammable material. Please refer to the fire regulations found within the Exhibitor Service Kit for more specifics.

B. Electric signs and equipment must be wired to meet the specifications of the local fire authorities.

C. Fire extinguishers on walls or on the floor or elsewhere may not be removed or obstructed in any manner.

D. Any Exhibitor having equipment which produces heat, smoke, or open flames as an integral part of product demonstration must receive written approval of plans from the San Diego Convention Center fire authorities and from IFSA.

E. All aisles and exhibits must be kept clear at all times and fire stations and fire extinguisher equipment is not to be covered or obstructed.

F. Absolutely no storage of any kind will be permitted within the confines of the Exhibition Floor.

All displays are subject to inspection by the Fire Prevention Bureau. Any construction materials found not to be fireproof may be ordered dismantled.

Liability / Insurance

Each exhibitor agrees to be responsible for any claims arising out of their own negligence or that of their employees or agent, and for their own display equipment and property brought onto the premise. Each exhibitor shall hold harmless IFSA, the exhibit facility and all other parties for any and all claims, losses or damages and shall provide a Certificate of Liability Insurance (details to follow).

Indemnification

Exhibitor hereby indemnifies and holds harmless IFSA, the San Diego Convention Center, and the official service contractor and any member, officer, employee, representative or agent thereof (each foregoing being hereinafter referred to individually as the "Indemnified Party") from and against all costs (including reasonable attorney's fees), losses, expenses or liabilities to third parties (other than liability solely the fault of the Indemnified Party) arising from any act or omission (negligent or otherwise) of the Exhibitor or his representatives in connection with the Exhibitor's participation in the IFSA EXPO.

Force Majeure

IFSA shall not be liable to any Exhibitor for a cancellation of the Exhibition occurring either before or during the Exhibition show days due to causes beyond our control, including, without limitation, acts of God, fires, strikes, acts of war, or intervention by any governmental authority. If a cancellation occurs under the terms of this provision, then all amounts paid by Exhibitors to IFSA for the Exhibition will be returned, minus a pro rata reduction equal to the expenses incurred by IFSA, prior to, and arising from, such cancellation.

In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for IFSA to hold the show at the time and place provided in the Application and Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

General

- A company or organization that does not have contracted exhibit space will not be allowed to display products or solicit business in the San Diego Convention Center during the conference dates.
- It is the responsibility of the exhibiting company's main contact person to ensure that all booth staff are aware of and adhere to the established rules and regulations contained in this Prospectus, and to ensure that booth personnel conduct themselves in a professional manner. Any changes and notifications sent via email will be binding.
- IFSA reserves the right to restrict, prohibit or terminate exhibits that are objectionable in design or are in violation of any other rules or regulations contained in this Prospectus, without refund.
- Additionally, exhibitors deemed in violation of any of the rules or regulations shall be subject to the following sanctions:
 - 1st Violation – Loss of ½ of accrued points for following year booth selection.
 - 2nd Violation – Loss of all accrued points for following year booth selection.
 - 3rd Violation – Suspension of privilege to exhibit at following year's exhibition.
- It is understood that the provisions contained herein and those on the 2020 Exhibit Contract form the basis of the exhibiting agreement, and each exhibitor agrees to abide by all regulations as stated.