

EXHIBITOR PROSPECTUS

2021 IFSA EXPO

Long Beach Convention Center, Long Beach, CA USA
Tuesday 19 October – Thursday 21 October 2021

The International Flight Services Association (IFSA) cordially invites you to exhibit at its 2021 EXPO at the Long Beach 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 other invoices IFSA are **paid in full**. 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.ifsa.aero for further membership information.

Exhibit Booth Fees (USD) per 9 square meters (sqm)*

\$2,900 each for 5+ booths
\$3,200 each for 1-4 booths

*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 EXPO activities or to staff the exhibit booth.

- Each exhibiting company is **required to register at least one of its representatives at the established full EXPO rate** for the applicable member category. For multiple booth exhibitors, one full EXPO registration is required for every two booths reserved.
- Once the above requirement is met, additional **"EXPO Only" badges** are required for others and may be purchased.

Exhibit Booth Layout

All booths are hard shell-scheme 9 square meters (sqm) or 3 meters (m) x 3m, and include:

(3) Three 1m (3.2ft) x 2.4m (8ft) hard wall back panels, (2) Two 2m (77in wide x 3ft high) hard wall side panels, carpet, and one 3m fascia header 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 June 2021 for previous IFSA exhibitors and members.

After the June selection process is completed, the current floor plan, exhibitor list, and available booths may be viewed at www.ifsa.aero. 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.

Important Dates & Details

Booth payments are not transferrable.

Cancellation Policy

All outstanding balances are due in full by **31 July 2021**.

Cancellations received in writing prior to **2 August 2021** 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 **2 August 2021**. Exceptions may be granted for those who are unable to attend given country mandated travel bans or restrictions. Should exhibitors wish to cancel their booth prior to the event, proof of mandated country travel policies must be provided. If cancelling prior to the event due to mandated country travel policies 100% of the funds can be held with IFSA as a credit to be used in 2022 OR funds can be refunded in line with cancellation policy prior to 2 August (a cancellation fee of \$250 per booth will apply).

Contact Information

IFSA Headquarters
3200 Windy Hill Road SE, Suite 600W
Atlanta, Georgia 30339 USA
+1 678-298-1187
www.ifsa.aero

Please contact Kristi Johnson at kjohnson@ifsa.aero with exhibit questions.

Please contact Hannah Perkins at hperkins@ifsa.aero with invoicing

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. All EXPO participants must be IFSA members. This includes all suppliers that have staff present at the EXPO as part of broker booths. This does not apply to suppliers whose products are showcased by brokers but do not have personnel in attendance.
- 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 17:00 21 Thursday October 2021.
- All displays are subject to inspection by the Fire Prevention Bureau. Any construction materials found not to be fireproof may be ordered dismantled.
- The entire cubic content of the space may be used with a maximum allowable height of 3 meters with approval obtained from IFSA. Diagrams, detailing dimension, must be sent no later than **1 September 2021** to kjohnson@ifsa.aero.
- IFSA will endeavor to protect the property of exhibitors during non-show hours with hired security personnel. However, IFSA and the Long Beach Convention Center assume 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 events and the Awards Ceremony. 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

Monday 18 October, 9:00 - 17:00

Tuesday 19 October, 9:00 - 17:00

*All exhibiting company representatives must check in with security personnel prior to beginning installation. Initial set-up activity must begin by 10:00 on Tuesday 19 October, or the space will be forfeited to IFSA for reassignment, without refund. **Installation of exhibits must be completed by 17:00 on Tuesday 19 October.***

Exhibit Hours

Wednesday 20 October, 9:00 - 17:00

Thursday 21 October, 9:00 - 17:00

Tear Down Hours

Thursday 21 October, 17:00 - 23:00

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 Long Beach 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 to the Long Beach Convention Center (details to be included in service kit).

Indemnification

Exhibitor hereby indemnifies and holds harmless IFSA, the Long Beach 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, war, government regulation, terrorism, natural disaster, fire, earthquake, shortages or disruptions of the electrical power supply causing blackout or reduced utilities in a city where Convention Center is located, nuclear hazard, strikes, labor disputes, civil disorder, curtailment of transportation facilities, public health warnings made by the World Health Organization, Centers for Disease Control and Prevention or National Institutes of Health, or any other emergency of a comparable nature beyond the parties' control, making it impossible, illegal or commercially impracticable for IFSA to perform its obligations under this Agreement. 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 Long Beach Convention Center during the EXPO 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: