NEW HORIZONS TRADE SHOW
RULES AND REGULATIONS FOR EXHIBITORS

1. **GENERAL SHOW POLICIES:** Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within exhibitor's space. Assignment or subletting of assigned space by exhibitor is not permitted for any reason without approval of the School Nutrition Association of North Carolina (SNA-NC). Exhibitor must comply with all local laws, rules, regulations, and ordinances in force. The exhibitor may not display signs that are not professionally prepared or in the opinion of the SNA-NC detracts from the appearance of the Trade Show in any manner whatsoever. Trade Show Management shall have sole control over all admission policies at all times.
2. **CANCELLATION OR WITHDRAWAL:** Cancellation of space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If the written notice is received prior to May 1, 2026, total money less **$500** cancellation fee per booth will be refunded to Exhibitor. **NO REFUNDS WILL BE GIVEN FOR ANY CANCELLATION AFTER MAY 1, 2026.**
3. **ELIGIBLE EXHIBITS:** SNA-NC reserves the right to determine the eligibility of any Company or Product to exhibit in the New Horizons Trade Show and further reserves the right to reject any application and/or limit space assigned to any one Company. All exhibits will be under the management and control of SNA-NC. Show management also has the right to stop exhibiting companies for the showing of products or services, which would negatively impact the show's reputation.
4. **LIMITATION OF EXHIBITS:** SNA-NC reserves the right to stop or remove from the Trade Show any exhibitor, or his representative, performing any act or practice which is in the opinion of SNA-NC objectionable or detracts from the dignity of the Trade Show or is unethical to the business purpose of the Trade Show. **SNA-NC reserves the right to refuse admittance of exhibits or materials to the Trade Show until all dues and fees owing are paid in full.** No exhibitor shall hold any social event or entice SNA-NC Members off the Trade Show floor during official Trade Show hours.
6. **LIMITATION OF LIABILITY:** The exhibitor agrees to make no claim for any reason whatsoever against SNA-NC and/or New Horizons Management and/or the city of Greensboro, North Carolina, and/or Sheraton Four Seasons/Joseph S. Koury Convention Center and/or Hollins Exhibits wherein the Trade Show is held for loss, theft, damage or destruction of goods, nor for any injury to himself or employees while the Trade Show is in progress, being set up or dismantled. Exhibitor agrees to indemnify and hold harmless SNA-NC, New Horizons Management, Greensboro Sheraton Four Seasons/Joseph S. Koury Convention Center, Hollins Exhibits, and their employees, against any and all claims of any person, arising out of acts, omissions or negligence of exhibitor, its agents, or employees.
7. **EXHIBIT RESTRICTIONS: No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full.** Actual selling of products from the exhibit floor is prohibited. **NO EXHIBITOR MAY BEGIN DISMANTLING HIS EXHIBIT UNTIL AFTER THE CLOSING HOUR OF THE TRADE SHOW (2:30 p.m.).** The exhibitor shall properly staff the exhibit during the Trade Show hours. Exhibitors are liable for any damage caused to building walls, floor or columns or other exhibitors' property. Vendors for whom SNA-NC makes exhibit space available are those who have product/services that are of interest and use to the school food service industry. The acceptance of an exhibiting firm does not constitute an endorsement or approval by SNA-NC of the quality or value of claims made by the firm.
8. **ASSIGNMENT OF SPACE:** After priority is given to Sustaining Members, assignment of space is made on a "first-come, first-served" basis by date, with multiple booths taking precedence. No assignment of space will be made or held unless full payment accompanied the request for space.
9. **RELOCATION OF EXHIBITS:** SNA-NC reserves the right to alter the official floor plan and/or reassign any exhibitor's location as deemed advisable. SNA-NC further reserves the right to make such changes, amendments and additions to these rules and such further regulations as it considers necessary for the good of the Trade Show. **NOTE: ALL HIGH VOLTAGE BOOTH REQUIREMENTS (220+ volt) MUST BE LOCATED IN BOOTHS 318-331, 418-431, 518-531, 618-633 AND/OR 719-733.**
10. **TERMINATION OF THE SHOW:** If SNA-NC determines the premises where the Trade Show is to be held has become unfit for occupancy, or if the premises are materially interfered with by reason of strike, embargo, injunction, act of war, act of God, any other emergency, or any act or event not the fault of SNA-NC, this agreement may be terminated by SNA-NC. In the event of such termination, the exhibitor waives any and all damages to SNA-NC.
11. **BOOTH CONSTRUCTION AND SHOW SERVICES:** Standard Booths are limited to 8ft. background drapes and 3ft. high side drapes. Maximum height of standard exhibit is 8ft. Booth decorations, furniture, signs, and electrical connections are available to the exhibitor through independent contractors who will bill the exhibitor direct. SNA-NC is not responsible for any service provided by independent contractors.
11. **REGISTRATION:** Exhibitor badges will be allocated on the basis of the following: 4 badges for each booth purchased. Additional badges are available. Badges will be distributed during registration on show site.
12. **BOUNDARIES:** All parts of exhibits must be exhibited within exhibitors' assigned boundaries. Aisle space is under the control of SNA-NC.
13. **COOKING REGULATIONS:** Portable electrical appliances, i.e., hot plates and toaster ovens, may be used in the exhibit hall. The use of deep fryers, open flame or LP Gas tanks or canisters in the exhibit hall is strictly prohibited.
14. **INSURANCE:** It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amounts as the exhibitor shall deem adequate.
15. **DAMAGE TO PROPERTY OF OTHERS:** The exhibitor or exhibitors causing such damage must pay any damage caused by the exhibitor to the exhibit hall or the property of other exhibitors in full.
16. **SECURITY:** Security guard (s) will be furnished by SNA-NC, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.
17. **FAILURE TO OCCUPY SPACE:** Any space not occupied by 5:00 p.m. Tuesday, June 23, 2026, will be forfeited by the exhibitor. SNA-NC shall have the right to take possession of said space and release or use that space. **There will be no refund of booth rental to exhibitor.**
18. **PAYMENT:** Payment may be made by check or credit card and must be received prior to exhibitor setting up booth.