YOUR RESOURCE FOR GREAT OUTDOOR BRANDS

360 Adventure Collective (360 AC)
Trade Show Rules

3/1/23

1) Definitions
   a) A 360 AC event is any planned interaction between members of the 360 AC organization and any member of any retail establishment or the general public.
   b) Primary Booth Space is that area made up of individual unit spaces assigned to a 360 AC member/exhibitor within the main exhibit area.
   c) Auxiliary Booth Space is that area made up of individual unit spaces assigned to a 360 AC member/exhibitor within the entire area but separate from Primary Booth Space and designated for use as a display space for larger samples as determined by show management.
   d) Event Period is that time frame and/or hours as published or indicated to participants that such participants may engage in business activities under the sanction of 360 AC.
   e) The only exception will be an occasion where a 360 AC member is attending another sanctioned event/show of another organization of which they are a current member.
2) Trade Show Participation – Booth space must be staffed by a 360 AC member.
3) Member Event Space Assignment –
   a) Event unit space selection will be determined by member seniority number on an individual basis.
   b) The maximum amount of Primary and Auxiliary event unit spaces available per member and the use thereof, will be determined by the Executive Director and Regional Director and may be limited based on facility size.
4) Event Guidelines –
   a) Show Rules and Regulations apply to all 360 AC-sanctioned events. Every individual participating in such a sanctioned event will abide by those rules and any regulations indicated or posted by facility associated with such events.
   b) Trade show presence
   c) All Exhibit and/or Primary Booth Space will be open during published or indicated event period only, unless prior arrangements are made with the 360 AC event management.
   d) Assistant & Principals must be registered with 360 AC and have paid the applicable registration fee – see section 4.6
   e) Refunds: Event Fees are not refundable unless notification is made in writing 45 days prior to the commencement of the event.
   f) 360 AC members are responsible for all hotel charges, drayage fees, shipping expenses, etc. All charges shall be paid upon checkout and/or time of departure from the event facility.
5) Booth Space –
   a) NO MEMBER MAY SUBLET A PORTION OF HIS/HER SPACE but may share space with another member provided products are shared with the member who contracted the space.
   b) Exhibitors must confine their activities to their own exhibit space during show hours.
   c) There will be no solicitation or congregating or any other selling activities conducted by 360 AC member outside of the members assigned Primary or Auxiliary Booth Space during event hours.
   d) All promotional giveaways shall be restricted to the confines of the 360 AC member's/exhibitor's Primary Booth space.
6) Show Breakdown and Closure –
   a) **EARLY BREAKDOWNS and EARLY CLOSURES** are prohibited.
   b) All exhibit space will open promptly for scheduled daily show opening and remain open during all show hours.
   c) Members breaking down or dismantling show space (inclusive of second lines or extra samples) prior to the official show closing will be subject to fine.
   d) Breaking down/dismantling is defined as: packing exhibits and/or parts of displays prior to official break-down
7) Sample Removal – **SAMPLE REMOVAL** at any time during the show must be authorized in advance by Show Management.
8) Assistant & Principal Fees –
   a) Assistant/Principal fees are $150.00 per show. Effective March 1, 2023.
   b) Assistant/Principal is defined as: Model, Secretary, Team Rider, Tech Rep, Clerk, Temporary show assistance, Non-rep Spouse, Company/Manufacturer/Vendor personnel, including Managers, Owners, and/or Executive's, Customer Service personnel, Credit Manager.
   c) The fee will be charged regardless of the purpose or duration of time Assistant/Principal is present during show.
   d) The member rep is responsible for assistants and principals following Show Rules/Policies.
9) **360 AC On-Snow Demos – refer to the On-Snow Demo Show Rules & Policies.**
10) Guest – Non-participating personnel will be permitted into the show on the last day only, unless approved otherwise by show management.
11) Non-Member (Intro Rep, Vendor and 501(c) 3 Not for Profit) Event Space Assignment and Fees:
   a) All unit spaces will be assigned after 360 AC members have been assigned their spaces.
   b) Vendors wishing to participate in a 360 AC sanctioned event may do so at a cost of $400-unit space or double the 360 AC member booth cost whichever is greater and a per event fee that is double the cost of one-unit fee.
   c) Vendors exhibiting at 360 AC trade shows are limited to doing so for one calendar year, so as to encourage the vendor to seek representation by a 360 AC member for subsequent years, unless approved by show management.

d) Each Vendor unit space includes one (1) personnel attending. Each additional person will be charged a fee equal to 360 AC active dues.
e) 501 (c) 3 Not for Profit organizations wishing to participate in a 360 AC-sanctioned event may do so at a per Unit Space cost of half the member rate for the selected event, with the approval of the Executive Director.
Maximum of two (2) individuals from the Not for Profit organizations will be entitled to attend.
f) Introductory Rep Offer exhibitors wishing to participate in a 360 AC-sanctioned event may do so at the same cost of a 360 AC member booth fee.
g) Introductory Rep Offer exhibitor's unit fee includes one (1) personnel attending. Each additional person will be charged the assistant fee as stated in Section 6.1.

12) **Unauthorized Show Entrance and/or Registration** –
a) Any Member, tech rep, assistant, company personnel, principal, or guest who attempts to register and/or provide entrance for any individual into any 360 AC sponsored show/event by any means other than what show rules/policy state, will be fined.
b) Obtaining unauthorized entrance and/or registration includes, but not limited to:
1) Holding and/or "transferring" badges to or for attendees,
2) Allowing any individual access into one's booth/show space without appropriate show name badge ID.
c) The fine and violation will automatically be charged to the applicable Member Rep(s).

13) **Unauthorized Activities** –
a) Any Member showing his/her lines and/or making his/her services available either alone or in concert with others in an unauthorized location(s) on or near show premises at the same time as an 360 AC sponsored trade show and/or event is being held responsible. Refer to section 5.

14) **Show Decorum/Etiquette** –
a) Show Management, the Board of Directors, and/or the Membership Committee reserves the right to reject any and all applications, and to prohibit, close, correct, remove or eliminate any exhibit, part of an exhibit, sign, card, printed matter, souvenir, catalog or other material, or any circumstance, conduct or action, or cause thereof, which in its discretion is not suitable to or in keeping with the character of group.
b) Tobacco products are not to be used within the exhibit area.
c) Alcoholic beverages are not to be consumed during show hours
d) All sound equipment will be kept to a minimal noise level, acceptable to neighboring exhibitors.
e) Foot Traffic only will be permitted on the show floor, meeting rooms or any 360 AC contracted space.
f) No pets are allowed on show floor and or in meeting rooms or any 360 AC contracted space.
g) For children under the age of 16 must seek approval from show management.

15) **Outside Events During Show Hours** –
a) No member or group of members or their associates, assistants, company personnel, or principals may sponsor any event that conflicts with 360 AC Show sponsored events during show hours.
b) No 360 AC member or group of members or their associates, assistants, company personnel, or principals shall be allowed to display or review any product or information outside of a 360 AC sanctioned event during that event period that could cause disruption at a 360 AC event.

16) **Damage/Loss Responsibility** –
a) Any and all loss of equipment and/or damage to rooms, show facility property, or furnishings will be charged directly to the member with whom occurrence space is registered.
b) It is understood that neither 360 AC or any of the 360 AC show/event locations will be responsible for exhibitor's demonstration equipment, sample lines, personal property or displays.
c) Local fire regulations must be adhered to during all 360 AC sponsored shows/events.

17) **Violators of By-Laws, Show Rules/Policies are subject to the following and will be strictly enforced:**
a) First Offense Subject to loss of seniority and $1,000.00 penalty for each infraction.
b) Violators are entitled to a hearing, which must be requested in writing and received in the 360 AC office according to terms outlined in 360 AC Show rules.
c) The Regional Directors will have "final say" in any discrepancies or interpretations of the 360 AC Event Rules & Regulations.
d) Any complaints of infraction or non-compliance to 360 AC Event Rules & Regulations must be directed to the Board of Directors or event management in writing, within 24 hours.
e) The fee for all returned checks will be $50.00
f) Applications for Primary Booth selection will not be processed until all outstanding fees and/or fines are paid.