



2024 EXHIBIT BOOTH RULES & REGULATIONS

2024 RETA National Conference & Exhibition
October 22-24, 2024
Gaylord Texan Resort - Grapevine, Texas

RETA HQ

1725 Ferry Street SW
Albany, Oregon 97322

www.reta.com

Tel: 1-541-497-2955

Fax: 1-541-497-2966

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Document may be subject to change

- Who may exhibit** – Firms whose businesses provide products or services suitable for use in the Industrial Refrigeration Industry are invited to participate. Each exhibitor must be a member of RETA in good standing or must pay the non-member rate. RETA reserves the right to refuse exhibition space to any applicant.
- Space Assignment** – Exhibit space will be assigned on a first-reserved; first-served basis and will make its best effort to conform as nearly possible in size and location to prior years.
- Relocation of Booth Space** – Should it become necessary, RETA reserves the right to relocate an exhibitor for the good of the show.
- Sharing of Booths** – Sharing of Exhibit space is not recommended but is at the discretion of the Conference Manager. Each exhibiting company must contract and pay for its own exhibit space.
- BOOTH RATES:** Single Booth (10'x10') / Island (20'x20')
MEMBER RATES:
 - \$2425.00 (10'x10') w/ one (1) full registration
 - \$9415.00 (20'x20') w/ four (4) full registrations**NON-MEMBER RATES:**
 - \$3333.00 (10'x10') w/ one (1) full registration
 - \$12,990.00 (20'x20') w/ four (4) full registrations

RETA requires a deposit equal to 50% (percent) of total fee for reserved booth space to be paid upon receipt of invoice with balance of fee to be paid in full by June 1, 2024. Failure to pay fee may result in exhibit space cancellation at the discretion of RETA management.
- Cancellation of Exhibit Space and Refund Policy** – All cancellations must be made in writing and submitted before May 1, 2024. Cancellations received between May 1, 2024, and June 1, 2024, will result in a cancellation fee equal to 50% (percent) per 10'x10' booth space. No refunds will be issued after June 1, 2024, regardless of reassignment or resale of vacated booth space. Any unpaid fees for booth space reserved will be due and payable immediately. Should the exhibiting company cancel its reserved space after the cancellation date, RETA reserves the right to lease the reserved space to another exhibitor and to retain as liquidated damages all amounts paid to RETA. Both the exhibitor and RETA specifically recognize and acknowledge that RETA will sustain certain losses if the exhibiting company cancels its exhibit space after the space cancellation date. Because it would be difficult, if not impossible, to quantify these damages, the parties agree that this provision for liquidated damages is necessary and appropriate. In the event that the exhibitor fails to pay the full amount by the date specified in the body of the contract, RETA reserves the right to consider, as its option, said failure to be a cancellation of the exhibitor space, to lease said space to another exhibitor and to invoke the liquidated damage clause set forth above.
- Soliciting** – Soliciting or canvassing of any kind or distribution of literature in the exhibit areas, registration areas or meeting rooms by non-exhibiting firms is strictly forbidden. Any person doing so will be asked to leave. Exhibiting firms may only solicit, canvas, or distribute materials in their exhibit space unless expressly authorized by the terms of sponsorship as outlined by the RETA staff. No exhibits or displays are allowed in guest rooms, meeting rooms or hotel corridors during the RETA Conference unless approved by RETA management. Affixing advertising material to walls, pillars, etc. is not allowed unless approved by RETA management. Distribution for non-RETA events, such as mini shows, is not allowed.
- Booth Configuration** – All booths are as shown on the floor plan and the dimensions indicated are believed to be accurate but are only warranted to be approximate. All booths are 10' wide x 10' deep. The back drapes of booths are 8', 3" high and dividers are 3' high. To maintain uniformity and to prevent the obstruction of view of adjoining booths, displays may not be higher than 8', 3" in the back of the booth and 4' along dividers and aisles. Displays may not extend farther than 5' from the back wall. No wall, partitions, decoration, or other obstructions may be erected which in any way interferes with the view of any other exhibitor. Should show management deem it necessary, the exhibit booth staff may be required to reconfigure booth set-up to conform to the standards set forth herein. RETA standards are set in line with those of the International Association of Exposition Managers. This is a carpeted floor; alternative booth carpeting is optional and at the exhibitor's expense.

The 2024 RETA National Conference is listed as a Heavy Equipment show. In case of large equipment, specs are required to be submitted including length, width, height, total weight, and the footprint (i.e. how many places does it rest on the floor). The Director of Engineering will need to approval the pieces of equipment going into the Hall to avoid any potential issues.
- Union Requirement** (where applicable) – The handling, placing, or setting out of merchandise to be displayed does not require union labor and may be done by the exhibitor. Displays must be erected, assembled, dismantled, packed, and unpacked by union labor **only when applicable**.
- Drayage & Freight Handling** – The contracted drayage firm for the 2024 Show, Arata Expositions, Inc., will be responsible for the loading and unloading of all trucks, trailers, common and contract carriers, as well as the handling of empty crates and the operation of handling equipment. Exhibitors may hand carry their own material from POV's (privately owned vehicles). They are not permitted to use any material handling equipment. This includes dollies, carts, or other mechanical equipment. Only full-time employees of the exhibiting company will be allowed to hand carry items.

11. **Storage** — Exhibitors' crates and boxes will be stored by the service contractor and returned after the Show closes. Exhibitors should mark each piece with their company name and booth number. No crates or boxes will be returned before the close of the Show.
12. **Premises** — The premises are licensed on an as basis and RETA will not be liable for pre-existing condition of the premises or conditions arising during the period of the license. The exhibitors shall return the premises in the same condition as they were received. Exhibitors are responsible for compliance with operational policies as set forth by the Gaylord Texan Resort & Convention Center.
13. **Liability and Insurance** — Neither RETA, any of its officers, staff members or tradeshow committees, not the owners, employees or representatives of the Gaylord Texan Resort & Convention Center will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property prior, during or subsequent to the period covered by the exhibit contract. The exhibitor expressly releases RETA individuals, committees, and firm from and agrees to indemnify same against any and all claims for such loss, damage or injury. While RETA has designated certain official contractors to perform certain services in connection with the Show, RETA assumes no responsibility or liability for any of the services performed or materials provided by such contractors. RETA shall not be liable for failure to perform its obligations under this contract due to strikes, riots, acts of God or any other causes beyond its control. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor rather than the invitee or license of RETA. RETA shall not be liable for the injury of any type from any cause to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. The exhibiting company assumes full responsibility and liability for the actions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority and agrees to save harmless RETA and the exhibit hall from responsibility or liability resulting directly or indirectly there from.
14. **Music Licensing** — Exhibitors represent and warrant that they shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitors further represent and warrant that they shall obtain any additional licenses or grants of authority required of exhibitors under the copyright laws and present the Association with a copy of such licenses or grants no less than 30 days prior to start of the Show.
15. **Governing Codes** — Exhibitors shall comply with local fire code laws and all other rules, regulations, codes, or statutes with respect to the installation, conduct and disassembly of their exhibits. Exhibitors shall also comply with all reasonable requests of RETA officials with respect to the installation, construction, and disassembly of their displays.
16. **Booth Setup** — Exhibitors who are not set up by the show opening or exhibitors who begin breaking down their booths prior to the published closing time of the show will be fined \$500 and may lose their rights to participate in future RETA Shows.
17. **Retail Sale** — Retail sale of any product is not permitted during show hours unless authorized in writing by RETA. Seller(s) must comply with the rules and regulations of the Gaylord Texan Resort & Convention Center granted by RETA.
18. **Security** — **The show hall is closed during non-show hours.** Exhibitors must vacate the show hall during non-show hours and may return to their booths no earlier than 30 minutes prior to opening hours. RETA provides a guard service for overnight security. RETA shall not be liable for damage or loss to any exhibitor's property through theft, fire, accident, or any other destructive cause whether the result of negligence or otherwise. Exhibitors must insure their own exhibit and display material. RETA assumes no liability for any injury that may occur to visitors to the exhibit floor, exhibitors or their agents and employees or others. Exhibitors agree not to make claims against RETA, its employees, or agents, except for claims based upon an alleged breach of contract by RETA.
19. **Admission to the Show** — Except as noted, the RETA Conference is not open to the public. Complimentary registration for exhibit booths is explained in item #5 — Booth Fees. Registration fees for exhibit personnel over and above those covered by the complimentary registrations are at the RETA member rate regardless of membership status. All attendees must have a valid 2024 Conference badge to enter RETA events including but not limited to exhibit hall, RETA After Hours, meals and educational sessions; badges may be obtained at the onsite RETA Registration Desk. See published schedule for location and registration operation hours.
20. **Guests** — **There is NO Guest of Exhibitor category.** All booth personnel must register for the Conference to attend any events, including access to the exhibit hall. See #19 above.
21. **Identification Sign** — One (1) basic identification sign is included with your exhibit space.
22. **Signs** — All signs must be within the booth area and may not be posted on columns or pillars nor placed in the aisles. In addition, all signs must conform to other height limitations.
23. **Noises** — Unusual or distracting noises, smells and activities should be kept to a minimum.
24. **Alcoholic Beverages** — Exhibitors may not serve nor dispense alcoholic beverages in their booth(s) or the exhibit hall without the consent and permission of RETA Management. RETA reserves the right to review the serving and dispense of alcoholic beverages on the show floor, and if deemed in conflict, prohibit further distribution. All alcoholic services must comply with state service laws and venue guidelines.
25. **Conveyances** — Only wheeled conveyances needed for disability reasons are allowed on the Show floor (other than during the designated hours for Show set-up and tear-down) unless otherwise approved by RETA.
26. **Pets** — No pets except designated service animals are allowed on the Show floor.

27. **Violation of Rules** — Any individual company that violates any of the RETA Show rules and regulations is subject to forfeiture of space without refund and may result in the loss of the rights to exhibit or attend future RETA Shows.
28. **Opportunity Drawing** — An exhibitor who wishes to host an opportunity drawing must receive written permission from RETA. The value of the prize may not exceed \$250. The drawing may not take place in conflict with any scheduled Conference or Exhibition event or sponsored activity. RETA retains the right to establish the parameters for any on-site drawings.
29. **Exhibitor Giveaways** — An exhibitor who wishes to give away item(s) from booth(s) may do so as long as item(s) do not conflict with those sponsored items given to attendees by show management. RETA retains the right to establish the parameters for any on-site giveaways. **Giveaways allowed on the RETA show floor may not conflict with sponsored items.** RETA reserves the right to review giveaways on the show floor, and if deemed in conflict, prohibit further distribution. If in doubt, contact RETA's Conference Manager, Stephanie Date at 541-497-2955 or stephanie@reta.com.
- Booth giveaway items not allowed include, but are not limited to, backpacks, badge holders and hats. If these are found in your booth, you will be asked to remove them. If not removed, you may lose your right to participate in future RETA shows.
30. **Amendments** — RETA, through its representatives, shall have full power in the interpretation and enforcement of all rules contained herein and the power to make such amendments thereto and such rules and regulations as they shall consider necessary for the proper conduct of the exhibit. There is no agreement or warranty between the exhibitor and RETA except as set forth in this document. The rights of RETA under this contract shall not be deemed waived except as specifically stated in writing signed by an authorized representative of RETA.
31. **Sublet of Space** — Exhibitors are not allowed to assign, sublet, or apportion the whole or any parts of space allotted to them or exhibit therein any goods other than those manufactured and sold in the regular course of their business unless written permission is granted by RETA.
32. **Conference 'Briefcasing'** — Exhibitors at the 2024 RETA National Conference have invested and committed their support to this industry. They have planned for several months or more to bring the attendees the experience they seek and deserve. Briefcasing refers to those companies or individuals who attend the Conference and/or Exhibition with the purpose of "working the show" or "working the aisles" from their briefcase or show bag and/or solicit business in the aisles, conference areas or hotel.
- Only contracted exhibitors are permitted to promote their products, services, or company in the exhibit hall. Non-exhibiting sponsors must limit their promotion to that provided within the boundaries of the sponsorship benefits as outlined in the 2024 RETA Sponsorship Opportunities Brochure (posted on the RETA website). All company promotion and product sampling must occur within the contracted booth space.
- This includes, but is not limited to handing out flyers, approaching exhibitor booths to sell products/services, and leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be sent back to their booth space and materials left will be confiscated and disposed of properly. Attendees will be asked to leave the show and forfeit their badge and will not receive a refund. Additional penalties may apply. Any briefcasers observed by either attendees and/or exhibitors should be reported to the show management (RETA staff) immediately.