

May 18-21, 2024 | McCormick Place | Chicago, IL USA

Definitions

The term “Event” refers to the National Restaurant Association Show 2024 scheduled to be held on May 18-21, 2024, at McCormick Place, Chicago, IL, USA (the “Exhibit Facility”). The Event is owned, produced, and managed by Winsight Exhibitions, a division of Winsight, LLC. The term “WSE” refers to, collectively, Winsight LLC and each of its officers, directors, shareholders, agents, subsidiaries, affiliates, representatives, employees, and assigns, unless the context requires otherwise. The term “Exhibitor” refers to, collectively, the entity or person that executes this Contract as the “Exhibitor” and each of its officers, directors, shareholders, employees, contractors, agents, representatives, assigns and/or invitees. An Exhibitor is an entity that participates in the Event by purchasing exhibit space, sponsorships, or both. “Contract” refers to this agreement, all amendments / modifications, and other materials, documents, rules / regulations incorporated by reference.

1. Contract Acceptance

This Contract shall become binding and effective only when it is signed by Exhibitor and accepted by WSE. The final exhibit space or sponsorship specifics or location may vary from the Exhibitor’s original requests. WSE may deny participation in the Event to any person or entity. Exhibit space assignments or sponsorship offerings for the Event does not imply similar exhibit space or sponsorship offerings will be available in future events. All payments due are payable in US dollars.

2. Qualifications of Exhibitor

WSE, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. The Event is a restricted exhibition designed to provide a showcase for goods and services either specifically designed for or customarily used by the food service and lodging segments of the hospitality industry. WSE may restrict or remove any exhibit that WSE, in its sole discretion, believes is objectionable or inappropriate.

3. Assignment of Space

Initial space assignments and sponsorship offerings will be made during the Onsite Space Selection (OSSS), May 8-24, 2023. Contracts must be received by April 19, 2023, to qualify for the OSSS. Exhibitors not qualifying or participating in OSSS will be assigned space on a first-come, first-served basis.

(1) OSSS Agreements:

- If Exhibitor misses their assigned OSSS appointment time, a booth will be selected for them based on the information on their application.
- Exhibitor becomes liable for 30% of total exhibit space and sponsorship cost with signed Contract; required deposit will be invoiced with payment due by July 18, 2023.
- Exhibitor becomes liable for 100% of exhibit space and sponsorship costs if written cancellation/downsize request is not received by November 10, 2023
- All outstanding balances are due by February 1, 2024.

(2) Agreements signed after OSSS and before November 10, 2023:

- 30% nonrefundable deposit is due with signed Contract
- Exhibitor becomes liable for 100% of exhibit space and sponsorship costs if written cancellation/downsize request is not received by November 10, 2023
- All outstanding balances are due by February 1, 2024

(3) Agreements signed between November 10, 2023 and February 1, 2024:

- 30% nonrefundable deposit is due with signed Contract
- Exhibitor is liable for 100% of exhibit space and sponsorship costs
- All outstanding balances are due by February 1, 2024

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(4) Agreements signed after February 1, 2024:

- 100% of exhibit space and sponsorship costs are due with signed Contract and are nonrefundable

When Exhibitors use credit cards as payment for amounts due, Exhibitor authorizes WSE to charge the credit card under Contract terms. WSE may change the floor plan or the location of an Exhibitor's booth if WSE, in its sole discretion, determines that to do so is in the best interest of the Event. WSE will consider but not guarantee "not next to" requests and assumes no liability where these requests cannot be accommodated.

4. Payment Options

Exhibitors can submit payment via check, wire transfer or credit card; debit cards are not accepted. All credit card transactions are subject to a 3% credit card processing fee. When Exhibitors use credit cards as payment for amounts due, Exhibitor authorizes WSE to charge the credit card under Contract terms. A 3% credit card processing fee will be applied to refunds associated with credit card payments.

5. Exhibitor Payment Terms and Liability

- Exhibitor becomes liable for 30% of total exhibit space and sponsorship costs upon Contract execution.
- A 30% deposit is required at time of submission for a Contract executed before February 1, 2024.
- Exhibitor becomes liable for 100% of total exhibit space and sponsorship costs on November 10, 2023, unless a request to cancel or downsize is received in writing prior.
- Contract executed on or after February 1, 2024, requires payment of 100% of total exhibit space and sponsorship costs at time of submission.

6. Use of Space

The space contracted for is to be used solely by and for the Exhibitor whose name appears on the Contract, and Exhibitor shall not sublet nor assign any portion of same without the prior written consent of WSE. Exhibitors may not feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the Exhibitor's display; parent or subsidiary companies excepted. In the published Exhibitor list, Exhibitors are allowed one (1) Company Name per 100 square feet of assigned exhibit space. Company name is exclusionary of any brands, 'dba', or product titles. Winsight may review your listed company name and request update if we find it violates these rules. Exhibitors must show only goods manufactured or distributed by them in the regular course of business. Distribution of the goods will be from assigned exhibit space only unless prior authorization from WSE is given for distribution at other locations. No distribution is allowed in Event aisles, from another Exhibitor's booth or in public areas of the Exhibit Facility. WSE may, in its sole discretion, determine eligibility of any product or service to include in the Event. Entities not designated as Exhibitors may not solicit business at the Event.

Exhibitor Plan Review—Exhibitors utilizing a peninsula or island type exhibit or relocating to an exhibit space with a peninsula or island type exhibit or involving other unusual construction features must submit a copy of their booth construction plans and layout arrangements. These plans, including a scaled plan view and elevations, must be submitted to WSE for approval at least sixty (60) days before the opening of the Event.

Multi-Story Exhibit Regulations—All multi-story exhibits must have architectural specifications available on site for inspection by the installation and dismantling contractor and governmental authorities during the time the exhibit is being erected, exhibited, and dismantled. For specifications, requirements, and submittal of plans, please contact nraexhibitorservices@winsightmedia.com

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7. Cancellation by Exhibitor

All cancellations must be submitted in writing to WSE at: nraexhibitinfo@winsightmedia.com. Cancellations are effective when received and acknowledged by WSE. Cancellation dates and liability percentages are specified in Section 5. Exhibitor agrees that WSE will incur substantial losses that cannot be precisely determined if Exhibitor cancels its Contract. Due to the difficulty in determining such losses, Exhibitor agrees to pay the cancellation payments specified in Section 5. All payments made or due to WSE will be fully earned and nonrefundable in consideration for expenses incurred by WSE and its lost or deferred opportunity to provide exhibit space to others. All cancellation payments that may become due are acknowledged by Exhibitor as liquidated damages and are not applicable toward any future WSE sponsored shows or events. WSE will invoice Exhibitor for cancellation payments and payments are due upon invoice receipt. This balance must be paid in full before Exhibitor can exhibit in any other WSE sponsored show or event. WSE may treat Exhibitor's request to downsize booth space as cancellation of the original space and purchase of new booth space, and Exhibitor may have to move to a new location. If Exhibitor cancels this Contract, WSE may withhold delivery of its obligations under Exhibitor's other Event-related contracts, including cancelling: 1) ordered advertisements, 2) reserved hospitality space; 3) reserved hotel sleeping rooms the official Event housing block; and 4) all other sponsorship opportunity agreements entered into by Exhibitor related to the Event

8. Cancellation by WSE / Payments

If Exhibitor fails to make any payment when due or otherwise breaches its obligations under this Contract, WSE may cancel Exhibitor's participation in the Event and reassign its space to another exhibitor by written notice to Exhibitor without releasing Exhibitor from any liability under this Contract. WSE may refuse Exhibitor permission to move-in and set-up if Exhibitor fails to make any payment when due.

9. Cancellation of the Event

If WSE cancels the Event due to circumstances that make it impossible or inadvisable for WSE to hold the Event (such as acts of God, fire, flood, earthquake, explosion, war, invasion, hostilities, terrorist threats, or acts, riot, or other civil unrest, government order, law, or actions, embargoes, blockades, national or regional emergency, strikes, labor stoppages or slowdowns, telecommunications breakdowns, power outages or shortages, curtailment of transportation, or unavailability of the Exhibit Facility or necessary supporting facilities or services), WSE shall refund to Exhibitor its exhibit space rental payment paid, minus its pro rata share of costs and expenses incurred by WSE, in full satisfaction of all liabilities of WSE to Exhibitor. WSE may, in its sole discretion, cancel, re-name or re-locate the Event or change the dates on which the Event is held. If WSE changes the name of the Event, relocates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not over 60 days earlier or 60 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Exhibitor and WSE shall assign to Exhibitor, in lieu of the original space, such other space as WSE deems appropriate. Exhibitor agrees to use such other space under the terms of this Contract. If WSE elects to cancel the Event other than for a reason described in this paragraph, WSE shall refund to Exhibitor its entire exhibit space rental payment paid, in full satisfaction of all liabilities of WSE to Exhibitor. Exhibitor agrees that, except for such refunds as provided in this paragraph, it shall and hereby does waive any and all claims for damages or compensation resulting from or relating to the cancellation, renaming, relocation or rescheduling of the Event.

10. Exhibit Space Occupancy

Hours and dates for installing, occupying, and dismantling exhibits will be specified by WSE. If Exhibitor fails to install its display in its assigned space by 4:00 p.m. on May 17, 2024, or leaves its space unattended during the Exhibit hours, WSE may reassign the allocated space to another applicant or use the space as it deems appropriate, in its sole discretion, without releasing Exhibitor from any liability or obligation, and no refund will be due to Exhibitor. All exhibits must be

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open and manned for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed.

11. Listings and Promotional Materials; Recording of Event

By exhibiting at the Event, Exhibitor grants to WSE a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product names of Exhibitor in any directory (print, electronic or other media) listing the exhibiting companies at the Event and to use such names in WSE promotional materials. WSE shall not be liable for any errors in any listing or descriptions or for omitting Exhibitor from the directory or other lists or materials. WSE may also take photographs of Exhibitor's exhibit space and personnel for promotional purpose. Exhibitor warrants it owns or has right to use under a valid license, intellectual property to be used for promotion at the Event. Exhibitor acknowledges that the Event may be recorded and reproduced in any form (including digital formats) and hereby authorizes WSE and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. Exhibitor hereby releases WSE and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

12. Care of Exhibit Facility

Exhibitor shall promptly pay for any and all damages to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by Exhibitor. Exhibitors are responsible for removing displays, product, and trash. WSE will charge the Exhibitor the cost to remove any items left post show.

13. Taxes and Licenses

Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under federal, state, or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges, levies, or penalties that become due to any governmental authority in connection with its activities at the Event. Exhibitor will not permit the delivery of merchandise at the Event Facility without the express permission of WSE.

14. Copyrighted Materials

Exhibitor shall not play or permit the playing or performance of, or distribution of any copyrighted material at the Event unless it has obtained all necessary rights and paid all required royalties, fees, or other payments. Exhibitor may not reproduce the Event's or WSE's logo, name, marks, or other insignia on items, documents, or advertising materials, without WSE's prior written consent.

15. Compliance with Laws

Exhibitor shall comply with all federal, state, and local laws, codes, ordinances, rules and regulations, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall comply with all requirements of the Americans with Disabilities Act, including relating to constructing its exhibits. Exhibitor shall not discriminate against any person in connection with admission to its Exhibit, services rendered, or privileges offered, based on race, creed, ancestry, sexual orientation, disability, color, sex, marital status, age, religion, or national origin.

16. Exhibitor Updates

WSE will provide Exhibitor information and updates to the designated representative via various means including Exhibitor Service Kit, mail, email and/or SMS.

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17. Authorization to Contact

Exhibitor acknowledges that WSE shall be permitted to share Exhibitor's name and contact information with, and Exhibitor consents to being contacted directly by, vendors, sponsors and partners authorized by WSE.

18. Incorporation of Rules and Regulations

Any and all matters pertaining to the Event and not specifically covered by the terms of this Contract shall be subject to determination by WSE in its sole discretion. WSE may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Any such rules and regulations (whether or not included in an Exhibitor Service Kit or similar document) are an integral part of this Contract and are incorporated herein by reference.

Exhibitor shall observe and abide by additional regulations made by WSE when they are communicated to Exhibitor. Exhibitor shall conduct itself at all times under normal standards of decorum and good taste. WSE may take any action reasonably necessary, in the sole judgment of WSE, for the protection of the Event, the participants, including exhibitors, and/or attendees.

19. Installation and Dismantling

Exhibitors must comply with the move-in and move-out times stated in the Exhibitor Service Kit. If an

Exhibitor fails to remove an exhibit in the allowed time, WSE shall be permitted (at Exhibitor's sole expense) to remove and place same in a warehouse subject to the Exhibitor's disposition, and/or to ship to Exhibitor via common carrier with no liability to WSE. All exhibits must remain intact until the Event is officially closed.

20. Contractor Services

In the interest of providing the best qualified craftspeople in numbers sufficient to handle the services necessary for operating the Event, WSE has contracted on an exclusive basis with official contractors to provide certain services. Services companies other than the official contractors may not perform these exclusive services. Non-exclusive services may be performed by exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in Exhibitor Service Kit.

21. Exhibit Guidelines

Distribution of samples and promotional material is restricted to the exhibit booth. All exhibits shall display products or services in a tasteful manner. The aisles, passageways and overhead spaces remain strictly under control of WSE. No signs, decorations, banners, advertising material or special exhibits will be permitted in the aisles except by written permission of WSE. Uniformed attendants, models and other employees must remain within the booths occupied by their employers. All advertising distribution must be made from Exhibitor's booth space. Balloons and stickers (including handouts with gummed backing that adhere or cause adhesion) are prohibited in the exhibit area. Equipment must be arranged so Event visitors do not stand in the aisle while examining equipment or watching demonstrations. Strolling entertainment or moving advertisements outside of an Exhibitor's exhibit space is prohibited. Using Segway's or Segway-type units is prohibited on the show floor. A full list of regulations pertaining to the Exhibit Guidelines and the Operations of Displays will be listed in the Exhibitor Service Kit. Photography or videography is permitted only with prior approval of the exhibiting company. Failure to obtain prior consent may cause removal from the exhibit hall.

22. Assumption of Risks; Releases

Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Event, including all risks of theft, loss, harm, damage, or injury to the person (including death), property, business, or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. Exhibitor

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has sole responsibility for its property or any theft, damage, or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither WSE nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. While the Exhibit Facility may provide perimeter security for the Event area during the Event, it is under no obligation to do so, and any security provided by the Exhibit Facility may be discontinued. Whether or not such security is provided, Exhibitor shall be solely responsible for the protection of its property and its confidential and proprietary information, and for obtaining insurance with respect thereto. WSE shall have no obligation to provide security services and makes no representation or warranty and disclaims all liability regarding security of the Exhibit Facility or Exhibitor's goods or equipment. Neither WSE nor the Exhibit Facility shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them regarding, any and all risks, losses, damages, and liabilities described in this paragraph.

23. Indemnification

Exhibitor shall on a indemnify, defend (with legal counsel satisfactory to WSE), and hold WSE and the Exhibit Facility harmless from and against any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses arising out of, resulting from, or relating to: (a) Exhibitors' participation or presence at the Event, (b) any act, omission, negligence, fault, violation of law or ordinance, or misconduct of Exhibitor, its employees, subcontractors, invitees or agents, or any breach by Exhibitor of any agreements, covenants, promises or other obligations under this Contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this Contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) Exhibitor's construction or maintenance of an unsafe exhibit; (g) any claim brought by any of its employees, agents, contractors, or invitees in connection with Exhibitor's participation or presence at the Event or use of the Event Facilities; and (h) injury to the person, property, or business of any person in connection with Exhibitor's participation or presence at the Event.

24. Limitation of Liability

Under no circumstances shall WSE or the Exhibit Facility be liable for any lost profits or any incidental, special, indirect, punitive, or consequential damages for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. WSE's maximum liability shall not under any circumstance exceed the amount actually paid to WSE by Exhibitor for exhibit space or sponsorship under this Contract. WSE makes no representations or warranties, express or implied, regarding the number, quality, or character of persons who will attend the Event or regarding any other matters.

25. Insurance

(A) Exhibitor shall, at its own expense, secure and maintain insurance for the entire duration of the Event (move-in through move-out), the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph.

- Workers' compensation and employer's liability insurance complying with the laws of Illinois;
- Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); and
- Automobile Liability insurance (required if bringing automobiles into the show venue) with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

The Exhibitor's Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insureds (i) Winsight, LLC and each of its direct and indirect subsidiaries and other affiliates, (ii) National Restaurant Association Show, (iii)

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McCormick Place and (iv) Freeman. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies, satisfactory to WSE, shall be promptly furnished to WSE. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days' advance written notice to WSE. The Exhibitor shall obtain a waiver of subrogation from the carrier of each policy described above and the carrier of each other policy that provides fire, explosion or any other risk coverage insuring the Exhibitor's property, in each case releasing in full such carrier's subrogation rights.

26. Outside Exhibits/Hospitality Sites

Exhibitor is prohibited, without express written approval from WSE, from displaying products/services and/or other advertising material in areas outside its booth space such as parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc., and unauthorized facility tours. Exhibitor shall not operate hospitality suites or host any hospitality functions during official Event hours or when any WSE sponsored activities are being held. Hospitality functions are permitted only upon payment by the Exhibitor of all fees due. All requests for a hospitality suite or public function space must be made through WSE. If Exhibitor cancels or fails to occupy the exhibit space during official Event hours, WSE may, in its sole discretion, notify the hotel to cancel any hospitality space and/or hotel guest rooms under Exhibitor's name. Exhibitor shall remain liable for the payments made to the hotel.

27. Fire and Safety Laws

Exhibitor shall comply with all state, city and local laws and ordinances relating to fire, safety, and health. A description of these regulations will be found in the Exhibitor Service Kit.

28. Violation of Rules and Regulations

Violation of this Contract or any rules and regulations governing the Event, including those published in the Exhibitor Service Kit, may result in one or more of the following actions taken against Exhibitor: (i) the Exhibitor may be prohibited from exhibiting at the Event and will forfeit all booth payments; (ii) the Exhibitor's history for the following year's space selection may be taken away; and (iii) Exhibitor may be prohibited from exhibiting at future events. This list of actions is not exhaustive and does not limit available remedies provided in other provisions of Contract or by law or equity.

29. Lead Retrieval

Exhibitor acknowledges that the exclusive service provider for lead retrieval services will be identified in the Exhibitor Service Kit. Exhibitor may use such service provider to collect contact information from persons who visit such Exhibitor's space ("Attendee Data"). Exhibitor acknowledges that any Attendee Data so collected shall be used solely by Exhibitor for its legitimate internal business purposes. Without limiting the foregoing, Exhibitor understands and agrees that (i) it will not sell, transfer or otherwise distribute to any third party all or any part of any Attendee Data, (ii) it will not make or attempt to make any compilation of the attendees and/or other participants of the Event or any other derivative work of any Attendee Data, (iii) it will not otherwise use any Attendee Data in connection with any illegal, distasteful, immoral, dishonest or fraudulent activity and (iv) the compilation of the attendees and/or other participants of the Event is the sole property of WSE. Exhibit shall comply with all domestic and international regulations related to the storage, use and maintenance of Attendee Data, including the General Data Protection Regulation (EU) and the California Consumer Privacy Act.

30. Governing Law

This Contract is governed by the laws of the State of Delaware as applied to contracts entered into and performed within such state. Exhibitor irrevocably and unconditionally agrees that it will not commence any action, litigation, or proceeding of any kind whatsoever against the other party in any way arising from or relating to this Contract and all contemplated transactions, including contract, equity, tort, fraud, and statutory claims, in any forum other than the federal or state courts in the State of



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Delaware in Wilmington, DE. Exhibitor irrevocably and unconditionally submits to the exclusive jurisdiction of such courts and waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Wilmington, DE.

31. General Terms and Conditions

This Contract, including all addenda, constitutes the entire agreement between the parties and supersedes all prior agreements, proposals, or representations, written or oral, concerning exhibit space at the Event. This Contract may only be modified or amended in writing signed by both parties. No other terms or conditions stated in an Exhibitor purchase order or other documentation will be incorporated into or form any part of this Contract and the terms and conditions of this Contract will control. If any portion of this Contract is changed or determined to be unenforceable, all other terms remain in full force and effect. No delay by WSE in exercising any right, power or privilege shall operate as a waiver thereof, nor shall any single or partial exercise by WSE of any other right, power or privilege preclude any other or further exercise of any other right, power or privilege. This Contract (including the Exhibitor Service Kit and any additional rules or regulations adopted by WSE from time to time) states the entire agreement of the parties regarding the subject matter hereof.

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ADDITIONAL RULES & REGULATIONS

Winsight, LLC may adopt rules or regulations from time to time pertaining to the Event and not specifically covered by the terms and conditions above and may amend or revoke them at any time, upon reasonable notice to Exhibitor. Exhibitor shall observe and abide by additional regulations made by WSE as soon as they are communicated to Exhibitor. See below for the additional regulations and guidelines.

Winsight, LLC and its authorized representatives are hereinafter referred to as “Show Management”. The National Restaurant Association Restaurant, Hotel-Motel Show is hereinafter referred to as “Show”.

Operation of Displays – The Exhibitor shall assume responsibility to have an Exhibitor representative in the booth at all times during official Show hours, and said representative shall be responsible for keeping the exhibit neat, manned and operational at all times. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit that, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit that, because of noise, flashing lights, method of operation, or display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited.

All demonstrations or other promotional activities, including crowds from these activities, must be confined to the limits of the Exhibit Space and must not block the aisles. No sales activity, demonstrations, sampling, giveaways, solicitation, literature distribution, etc. will be permitted in the aisles of the Show floor or the public areas of the building. Exhibitors are not allowed to do booth drop-offs or handouts to other exhibitor booths. Promotional material can only be given out from within the Exhibitor’s own booth.

Retail sales – No direct or retail sales are permitted at any time. The exchange of payment and delivery of product to the buyer on the Show floor is strictly prohibited. Exhibitors may take orders for product, however delivery of product must take place after the conclusion of the Show.

Contests, Drawings & Lotteries – Raffles or other promotional measures requiring guests to be present at a specified location and time are prohibited. Exhibitor represents and warrants that any contests, drawings or lotteries it conducts meet the requirements of all federal, state and local laws regarding such activities. All unusual promotional activities must be approved in writing by Show Management at least 60 days prior to the opening of the Show.

Literature Distribution – Distribution of trade publications, invitations, circulars, business cards, stickers, novelties, etc., may be made only within the Exhibit Space assigned to the Exhibitor distributing such materials. Trade publishers are prohibited from soliciting advertising during the Show.

Literature Bag Distribution – Messages printed in or on a bag distributed by an Exhibitor in the National Restaurant Association Show may only contain their own company name, marks and intellectual property. Distribution of literature bags must remain within the Exhibit Space assigned to the Exhibitor distributing the bag.

Live Animals – Unless otherwise required under applicable law, live animals and insects are prohibited.

Models – Booth representatives, including models or demonstrators, must be properly and modestly clothed, in addition to having an official Show badge. Excessively revealing attire is prohibited. Models, costumed performers, etc. must stay within Exhibit Space and are not permitted to be outside of designated Exhibit Space.

Food and/or beverage samples – Exhibitors must cease the distribution of samples of any kind whenever such activity blocks the aisles or in any way inhibits nearby Exhibitors. Exhibitors who plan to serve food and/or beverages are required to submit the “Food & Beverage Sampling Form” .

Any exhibitor who wishes to sample alcoholic beverages in their booth must submit the Application for Permission to Sample Alcoholic Beverages, agree to the terms and conditions as stated on the application and be approved by WINSIGHT prior to April 7, 2023. Exhibitors whose products are alcoholic beverages may sample alcoholic beverages in their booth, provided they are in compliance with WINSIGHT, McCormick Place, state, and local laws regarding such activity. Exhibitors whose primary products are not alcoholic



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beverages must abide to the current policies of WINSIGHT, McCormick Place and SAVOR...Chicago. Exhibitors must be in compliance with WINSIGHT, McCormick Place, state, and local laws regarding such activity and must purchase all beverages through SAVOR...Chicago, the exclusive provider in McCormick Place. You cannot bring in your own alcohol.

Sound – Exhibits which include the operation of musical instruments, radios, sound and/or public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb or disrupt adjacent Exhibitors and their patrons, nor cause the aisles to become blocked. Loudspeakers must be positioned to direct sound toward the center of the exhibit booth or display area; NOT pointed toward the aisles. The 80/80 sound Rule: Any sound which consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth, is clearly identifiable more than 80 feet from that booth, or is, in the opinion of Show Management, objectionable or interfering with neighboring exhibits is considered in violation of National Restaurant Association Show Terms and Conditions.

Music Licensing – No Exhibitor may use music, whether live or recorded, in its booth without appropriate music licensing agreements for the public performance of any copyrighted music utilized by the Exhibitor.

Code of Conduct – As the largest foodservice trade show in the world, the National Restaurant Association Show is committed to conducting its events with the highest levels of professionalism and ethical conduct where attendees can exchange information, gain knowledge, and network with other industry professionals.

To facilitate this, the National Restaurant Association Show strives to provide a hospitable, safe and educational environment during all of its conferences, meetings, and events. The National Restaurant Association Show expects all of its exhibitors, sponsors, speakers, staff, and other event attendees to assist in creating a positive experience for all event participants.

This Code of Conduct outlines the National Restaurant Association Show's expectations for participant behavior, as well as the consequences for conduct considered unacceptable. By registering for the Show, you agree to comply with this Code of Conduct and comply with all state, local, and facility rules, regulations, and laws this includes but is not limited to health and safety measures that may be implemented due to the COVID-19 global pandemic.

All event participants are expected to conduct themselves in a professional manner. We request that all participants be respectful of other participants, and conduct themselves in a collaborative and polite manner.

Prohibited Behavior – Unacceptable behavior includes any rude, intimidating, abusive, discriminatory, derogatory, demeaning, or harassing conduct. Though any of such conduct may lead to disciplinary action, harassing or discriminatory behavior in particular are strictly forbidden and will not be tolerated. Harassment includes all forms of offensive or unwanted physical or verbal attention or conduct related to race, age, gender, sexual orientation, disability, ethnicity, religion, national origin, or any other protected characteristic. Examples of harassment include, but are not limited to: derogatory jokes, slurs, insults or name-calling; the use of sexual images in public spaces; deliberate intimidation, stalking, or following; harassing photography or recordings; sustained disruption of talks or other events; inappropriate physical contact; unwelcome sexual attention, touching, flirtation, or other threatening conduct. Discriminatory conduct includes treating an individual differently because of race, age, gender, sexual orientation, disability, ethnicity, religion, national origin, or any other protected characteristic.

Reporting and Enforcement of Unacceptable – Unacceptable behavior or conduct violating this Code should be promptly brought to the attention of event staff or security at (312) 853-2525. Violations of law should immediately be reported to McCormick Place security at (312) 791-6060.

If a participant engages in harassing or discriminatory behavior, the National Restaurant Association Show may take appropriate steps to remedy the situation, including, but not limited to, removing the individual from the Show or event, or any future event, with no refund. The National Restaurant Association Show requires anyone asked to stop unacceptable conduct to comply with the request immediately.

The National Restaurant Association Show takes its Code of Conduct seriously and expects all event attendees to respect one another at all times. If you experience or witness any unacceptable behavior at an event, please immediately bring it to the attention of event security or a National Restaurant Association Show staff member at (312) 853-2525.

The National Restaurant Association Show reserves the right to interpret the foregoing Code of Conduct and to amend or modify it as it deems necessary.