



PEAK

POWERED BY



APRIL 17-19

2024

RULES & REGULATIONS

MINNEAPOLIS CONVENTION CENTER
MINNEAPOLIS, MN

1. GENERAL RULES

MPF reserves the right to decline an Exhibitor's offer to enter into a contract for PEAK 2024 and MPF will not be liable for any expenses incurred by any party in anticipation of entering into a contract that is not executed per the terms indicated.

Payment of 50% of booth space is due upon receipt of booth space order. The remaining 50% is due by December 15, 2023.

Exhibitor/booth personnel agree to abide by all terms, regulations and policies governing PEAK 2024 as printed in the Exhibitor Prospectus, the 2024 Exhibitor Info Kit, and in the 2024 online application through "EventsAir".

Noncompliance may result in sanctions, including but not limited to expulsion, loss of booth space and loss of priority placement for future booth assignments. In the event that Exhibitor fails to comply, it is agreed that no refund will be made by MPF and no demand for redress will be made by the Exhibitor.

Booths must be set up by 8:00 a.m. on Thursday, April 18, 2024. Failure to do so may result in loss of your booth space/space may be reassigned. Booths must be staffed during published trade show hours. Failure to do so may result in loss of priority placement for future conventions.

An Exhibitor may not enter another exhibiting company's booth at any time without the specific permission from an authorized person from that company. As a courtesy to attendees and other Exhibitors, please confine activities to your own booth space and limit conversational volume. Photo, video and/or audio recording of exhibit booths, products, equipment, demonstrations, education sessions or other activities at the Minneapolis Convention Center are prohibited without advanced approval of Midwest Poultry Federation and appropriate Exhibitor personnel and/or PEAK speakers/chairpersons. *(See also #14 for further details.)*

Products displayed in the Exhibit Halls must be approved for sale in the U.S. and Canada. Any off-label application/intended use must be clearly indicated. (Cash and carry sales are prohibited). While onsite please report any infractions, damages, and/or claims to the PEAK Event Management Team before leaving the Minneapolis Convention Center.

2. INDEMNIFICATION

Exhibitor indemnifies and agrees to hold harmless the Minneapolis Convention Center, and the legal entities which own, lease and/or operate the Minneapolis Convention Center, and the Midwest Poultry Federation, their members, officers, directors, and staff, against any and all liability whatsoever arising from any or all damage to property rot personal injury caused by Exhibitors or its agents, representatives and employees, except for such claims which are solely attributable to the willful misconduct of any of the foregoing.

Exhibitor agrees that Management shall not be responsible or liable in any way in the event of any errors or omissions in the listings of promotions via social media, PEAK 2024 Convention Guide or other promotional materials.

3. EXHIBITOR CANCELLATION/REFUND POLICY

Exhibitors needing to cancel or reduce booth space must contact the PEAK 2024 Event Management in writing. Once Exhibitor cancels booth space, Exhibitor forfeits all rights to the space.

For cancellations, the following rules apply:

- Cancellation must be received by PEAK 2024 Event Management in writing.
- Prior to December 31, 2023, 50% refund of monies paid, less a \$100 administrative fee.
- After December 31, 2023, no refund will be given.

For space reductions, the following rules apply:

- Request for space reduction must be received by PEAK 2024 Event Management in writing.
- October 1 through December 31, 2023, refund of monies paid for relinquished contracted space given.
- After December 31, 2023, no refund will be given.

4. EVENT CANCELLATION POLICY

If unanticipated events beyond the reasonable control of the parties, including, but not limited to: fire, strikes, riot, civil commotion, acts of God, war, terrorism, pandemic, government regulation, including but not limited to, government regulations prohibiting travel to the city and/or state over the Event dates and/or the issuance of a "Level 3 Travel Warning" by the Centers for Disease Control (CDC) and/or the U.S. Department of State that specifically advises travelers to avoid all non-essential travel to the city and/or state in which the Event is located or terrorist attacks, or other unavoidable circumstances rendering it impossible or impractical for any reason for Midwest Poultry Federation (MPF) to perform the contract, MPF's performance under the contract shall be excused and no refunds will be given. Should an event occur, all deposits and all payments made by the Exhibitor for exhibit space and sponsorships shall be applied toward payment and reimbursement of costs and expense incurred or paid by MPF in connection with the preparation for, or presentation of PEAK 2024. Any excess of said deposits and payments over said costs and expenses shall be returned to the Exhibitor on such basis as MPF shall deem reasonable.

5. BOOTH SPACE

Contract is for booth space only and includes the following:

- One standard booth sign, which includes exhibiting company name and booth number(s) on one line.
- 3' high side drape
- 8' high back drape

Booth space does not include:

- carpet/flooring
- electricity
- booth furnishings

All booths must be fully carpeted or furnished with an acceptable floor covering as approved by Management. The carpet/floor covering may be furnished by the Exhibitor or rented through the official service contractor, Paramount Convention Services. All utilities, including electrical, compressed gas, and air will be ordered directly through the Minneapolis Convention Center.

PEAK 2024 has show floor display rules and regulations, which you must adhere to for your booth type. PEAK 2024 reserves the right to request adjustments to an Exhibitor's booth and any expense incurred will be the offending Exhibitor's responsibility. If you have any questions about the guidelines, please contact PEAK 2024 Event Management.

Exhibitor has the option of supplying their own furniture needs or through the official service contractor, Paramount.

The contract agreement is between MPF and the exhibitor, no third party agreements.**6. BOOTH SHARING**

Exhibitor shall not share its space, or any part thereof, with any other person, entity or organization. The Exhibitor shall not accept payment from any third party in exchange for allowing such third party's products to be displayed in Exhibitor's booth space. **The booth shall contain and advertise only products or services manufactured, sold or distributed by the contracted Exhibitor.**

7. EXHIBITOR RELOCATION BY MANAGEMENT

Show management reserves the right to relocate Exhibitor in booths other than those specified if in the best interests of PEAK 2024; however, no change of location shall be made without full discussion with Exhibitor.

8. EXHIBITOR CONDUCT

The distribution of samples, souvenirs, publications, etc., or other sales materials or sales promotion activities must be conducted by Exhibitor only from within their booth unless otherwise authorized in writing by Management. Exhibitor shall not use roving exhibit or personnel. The distribution of any articles that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. Exhibitor presentations/demonstrations are to be conducted within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each Exhibitor to arrange display, product presentation and demonstration areas to ensure compliance. No article containing any product other than the product or material made or processed or used by the Exhibitor in their product or service may be distributed except by written permission of Management. Infraction of this rule will result in the closure of their Exhibit.

The Exhibitor shall conduct and operate their exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors and visitors. Any practice resulting in complaints from any other Exhibitor or visitor which, in the opinion of Management, interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by Management.

9. TIPS/GRATUITIES

Exhibitors are not to give tips or gratuities to any employees of the sponsor, facility or service contractors. Any solicitation, perceived or otherwise, of tips or gratuities from a contracted vendor or representative of the vendor should be immediately reported to Show Management.

10. ALCOHOLIC BEVERAGES

Alcoholic beverages may be dispensed from exhibitor booths during the two hours preceding show close on both days of the Expo. All alcoholic beverages at the Minneapolis Convention Center (MCC) must be purchased through MCC's approved vendor, Kelber Catering. It is the responsibility of the Exhibitor to ensure that all laws concerning the dispensing of alcoholic beverages are obeyed. MPF does not accept responsibility for any actions undertaken by Exhibitors with regard to the dispensing of beverages containing alcohol. Anyone displaying a YOUTH or STUDENT badge will NOT be served alcoholic beverages of any kind, regardless of legal drinking age.

11. HANGING SIGNS

Hanging signs/graphics permitted where possible, provided booth space is minimum 20' linear or 20' square.

Hanging signs should be positioned 10' from adjacent booths and confined to the space directly over Exhibitor's booth(s). **This service must be ordered through Paramount Convention Services.**

12. EXHIBITOR INSURANCE

Exhibitors are required to carry liability insurance to protect against damages to other persons or property. Such liability insurance should have coverage of no less than \$1,000,000 combined single limit for bodily injury and property damage. The foregoing insurance is a minimum requirement and shall in no way limit the liability of Exhibitor. Exhibitor shall furnish evidence (certificate of insurance - COI) satisfactory to Management that Exhibitor has secured and is maintaining the foregoing insurance policy. Insurance must show coverage through show move-in dates, show dates, and move-out dates. Exhibitors utilizing an Exhibitor Appointed Contractor (EAC) for setup/dismantle of booth space must have the EAC provide evidence of insurance (certificate of insurance - COI) in the amount of no less than \$2,000,000 in general liability coverage.

13. FAILURE OF EXHIBITOR TO OCCUPY SUBLICENSED SPACE

Failure of Exhibitor to occupy sublicensed space, Management shall have the right, if it so elects, and without notice, to occupy, or cause to be occupied, said space in such manner as Management shall deem best for PEAK 2024. Exhibitor, however, remains liable for any loss suffered by such failure to occupy space.

14. PHOTOGRAPHY

The taking of photographs is strictly prohibited except for booth photography contracted through the Official Show Photographer, PEAK management team, and accredited members of the press. An Exhibitor or Attendee may not photograph or video tape the exhibits or products of other Exhibitors without their written permission. Photographs, images, and photographic devices will be confiscated and those individuals in violation of this rule may be escorted from the Expo and their Expo credentials revoked. Exhibitors trying to make their own arrangements for the photographing of their exhibit must notify Show Management in advance of the show and whose permission shall not be unreasonably withheld.

15. RESOLUTION OF DISPUTES

In the event of a dispute or disagreement between: Exhibitor and an Official Contractor; or between Exhibitor and a Labor Union or Labor Union Representative; or between two or more Exhibitors; all interpretations of the rules governing the Expo, actions, or decisions concerning this dispute or disagreement by Management intended to resolve the dispute or disagreement shall be binding on the Exhibitor.

16. BOOTH ASSIGNMENT

A priority points system is used to assist in selecting your booth location. Priority points are accumulated in three (3) ways:

- * Number of consecutive years exhibiting
- * Exhibit booth size
- * Sponsorship
- * Premium booth selection

Qualifying exhibitors select their booth spaces within their assigned Priority Group based on priority points accumulated. Point totals and Priority Groups will be communicated to the designated tradeshow and key contacts via e-mail. **No exhibitor shall assign, sublet or share booth space.**

17. BOOTH PERSONNEL REGISTRATION

A badge is required to gain access into the tradeshow. Pre-registration for all company personnel will be available within your exhibitor portal (**through eventPower**) after your booth selection has been approved.

Your company is allowed a maximum amount of complimentary badges based on your booth size.

- 10' x 10' – 3 badges
- 10' x 20' – 6 badges
- 10' x 30' – 9 badges
- 10' x 40' or 20' x 20' – 12 badges
- 20' x 30' – 15 badges
- 20' x 40' or greater – 18 badges

Complimentary pre-registration is available for your company paid personnel only. Any manufacturers, distributors, contractors, consultants, etc. working in your booth will be required to pay the appropriate non-exhibiting attendee registration fee (NO EXCEPTIONS).

18. AGREEMENT TO RULES

Exhibitor, and their Employees, and Representatives, agree to abide by all Rules and Regulations, including building rules and regulations, as well as display rules and regulations, as outlined in the Exhibitor Manual. If Exhibitor breaches any of its obligations or covenants under the Contract, including without limitation any Exhibition Rules or Regulations, Management may, without notice, (i) terminate this agreement and retain all monies received on account as liquidated damages; and (ii) direct Exhibitor to remove its employees, agents or servants and all of its articles of merchandise and other personal property from the Exhibition Hall; and (iii) prohibit Exhibitor from any future PEAK conventions, and (iv) deny Exhibitor seniority points for that year's participation in the Expo; and (v) any other remedy available in law or equity.

19. VIRTUAL

If the MPF Board of Directors makes the decision to cancel the in-person event, PEAK 2024 will transition to 100% virtual. All booth fees and sponsorships paid will be applied to the virtual event and no refunds will be issued.



PEAK



APRIL 17-19

2024

DISPLAY RULES & REGULATIONS

MINNEAPOLIS CONVENTION CENTER
MINNEAPOLIS, MN



STANDARD LINEAR (IN-LINE) BOOTH:

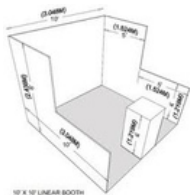
Standard Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only the front of booth exposed to the aisle. The Standard Linear Booth has a depth of **10ft** (3.05M).

A Corner Booth is a Standard Linear Booth at the end of a series of in-line booths with exposure to intersecting aisle on two sides. All other guidelines for Standard Linear Booths apply.

▶ DEPTH/HEIGHT

All display fixtures over **4ft** (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is **5ft** (1.52m) from the aisle.

All booths will be confined to a maximum height of **8ft** (2.44m). The maximum height of **8ft** (2.44m) is allowed only in the rear half of the booth space, with a **4ft** (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. **NOTE:** When three or more linear booths are used in combination as a single exhibit space, e.g. **10ft x 30ft** or greater, the **4ft** height limitation is applied only to the portion of the exhibit space which is within **10ft** (3.05m) of an adjoining booth. Equipment which exceeds the 8ft height limit is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs may be added to the top of such equipment. Absolutely NO ceiling suspended signage allowed. Maximum back wall height limitation of **8ft** (2.44). Free standing signs will NOT exceed **8ft** in height from floor to top of sign/sign support. Two-story booths are NOT allowed for linear booths.

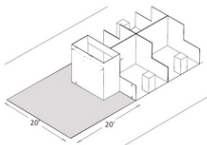


END CAP BOOTH:

An End-Cap Booth is exposed to aisles on three sides and comprised of four booths.

▶ DEPTH/HEIGHT

End-Cap Booths are 20ft (6.10m) x 20ft (6.10m). The maximum back wall height of 16ft (4.88m) is allowed only in the rear half of the booth space and within 5ft (1.52m) of the two side aisles, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle.





PENINSULA BOOTH:

A Peninsula Booth is exposed to aisles on three (3) sides and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth."

DEPTH/HEIGHT

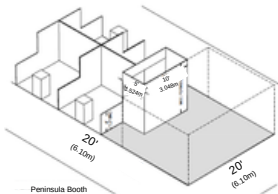
A Peninsula Booth is usually 20ft x 20ft (6.10m x 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to **4ft** (1.22m) high within **5ft** (1.52m) of each aisle, permitting adequate line of sight for the adjoining linear booths.

Exceptions exist for a Split Island Peninsula Booth. Please refer to rules regarding Split Island Peninsula Booth for specifics about that booth type.

Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **5ft** (1.52m) from adjacent booths. Ceiling-suspended signage is permitted to a maximum height of **24ft** (7.32m), should be set back **5ft** (1.52m) from adjacent booths, and be directly over contracted space only. Sign height is limited to **5ft** from top of sign to bottom of sign.

Equipment which exceeds the **16ft** limit is allowed if it is in its natural state and is in compliance with the line of sight regulations. No signs are permitted to the top of such equipment.

Two-story booths are NOT allowed for peninsula booths.



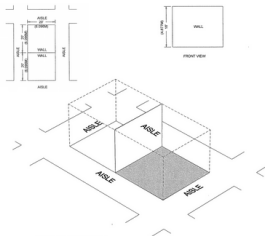
Peninsula Booth

SPLIT ISLAND PENINSULA BOOTH:

A Split Island Peninsula Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height without any back wall Line of Sight restrictions. A typical maximum height range allowance is **16ft** to **20ft** (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back **10ft** (3.05m) from adjacent booths.

DEPTH/HEIGHT

For booth depth greater than **10ft**, the entire cubic content of the space may be used up to the maximum height of **16ft** (4.88m), and without any back wall/curtain line-of-sight restrictions. Back wall/display may extend aisle-to-aisle. Signage rules are the same as for Peninsula Booths. Identification signs are permitted to a maximum height of **16ft** (4.88m) if supported from floor structure and must be **5ft** (1.52m) from adjacent booths.



SPLIT ISLAND BOOTH



ISLAND BOOTH:

An Island Booth is any size booth exposed to aisles on all four sides

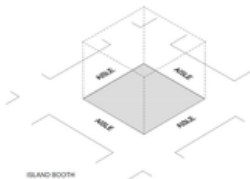
DEPTH/HEIGHT

An Island Booth is typically **20ft x 20ft** (6.10m x 6.10m) or larger, although it may be configured differently.

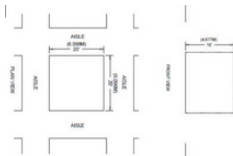
Display materials up to a maximum of **16ft** (4.88m) are permitted. The entire cubic content of the space may be used up to the maximum height of **16ft** (4.88m).

Identification signs are permitted to maximum height of **16ft** (4.88m) if supported from floor structure and be contained within the contracted booth space

Equipment which exceeds the maximum limit **16ft** (4.88m) is allowed if it is in its usual orientation or "natural state" and is in compliance with the line of sight regulations. No signs ay be added to the top of such equipment.



ISLAND BOOTH



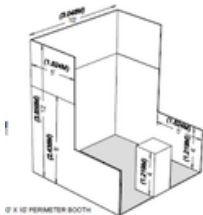
PERIMETER BOOTH:

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

DEPTH/HEIGHT

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m). Signage is allowed up to **12ft** (3.66m) supported from floor structure.

NO ceiling-suspended signs/graphics allowed.



12 X 12 PERIMETER BOOTH



▶ MOVE-IN DATES

Tuesday, April 16, 2024: 12:00 pm - 6:00 pm

**Only booths 400 sq. ft. or larger

Wednesday, April 17, 2024: 8:00 am - 6:00 pm

**All booths 300 sq. ft. or smaller; Booths 400 sq. ft. or larger can finish set-up

Thursday, April 18, 2024: 6:00 am - 8:00 am

▶ MOVE-OUT DATES

Friday, April 19, 2024: 1:00 pm - 10:00 pm

*Removal of aisle carpet will begin promptly at show closing. Paramount Convention Services will begin returning empty containers as soon as the aisle carpet is removed from the exhibit floor. **Do not place anything in the aisle until the carpet is removed.**

**All booths SMALLER than 399 sq. ft. should dismantle/move-out on Friday, April 19. After show closing, exhibitors may remove hand-carried items, but only those things you can carry.

***All booths LARGER than 400 sq. ft. should only schedule freight pick-up on Saturday, April 20.

Saturday, April 20, 2024: 7:00 am - 12:00 pm

*All freight carriers must check in with Paramount Convention Services by 12:00 pm on Saturday, April 20, 2024 or your freight will be re-consigned onto the show carrier.

GENERAL INFORMATION

▶ UTILITIES

All utilities (electricity, compressed air, water & drainage service) are ordered directly through the Minneapolis Convention Center (MCC) Exhibitor Services.

Please call the Exhibitor Services department at (612) 335-6550 Monday - Friday, 8:00 am - 4:30 pm CST or email: mccehibitorservices@minneapolismn.gov. Online ordering will be available two months prior to the show.

▶ INTERNET & WI-FI

Smart City is the exclusive Internet provider. To order, please contact them directly at 612-335-6165 or email: csr@smartcity.com. Free Wi-Fi is only available to guests on the ground level throughout the lobby area.

▶ BUSINESS CENTER

The UPS Store is the exclusive, on-site provider of copying for all business center needs. They are located on the ground floor of the MCC outside of Auditorium Room 1.

▶ FOOD & BEVERAGE

Kelber Catering is the exclusive catering company for the Minneapolis Convention Center (MCC). All requests for food and beverage service in the exhibit halls must go directly through Kelber Catering. **No free samples of food, beverage, or any product may be given away or otherwise distributed by any exhibitor without prior approval. Please contact Nick Gundlach at nickg@kelber.com or 612-335-6250.**

▶ PARKING

Exhibitor parking in the marshaling yard is available for sale. These spaces are available through the Minneapolis Convention Center (MCC) Exhibitor Services offices on a first-come, first-served basis. There is no reserved parking; please see the Exhibitor Services office early upon your arrival at the MCC since space is limited.

Convention Center Ramp (PAID) - Third Avenue

This ramp is controlled by the MCC with public parking available 24 hours a day, seven days a week. Payment for parking can be made with cash or credit cards and is due upon exiting the ramp. Parking ramp attendant hours vary based on event activity.

▶ BALLOONS

Prior authorization through the PEAK Event Management is required for the use of helium balloons. A deposit may be required prior to installation. If helium balloons are released for any reason within the facility, any MCC labor and/or lift equipment costs to remove balloons from ceilings and/or domes will be charge at the prevailing rates and conditions.