

2025 APPLICATION/AGREEMENT FOR EXHIBIT SPACE

Unified Wine & Grape Symposium
January 28-30, 2025 (Exhibits: January 29 & 30)
SAFE Credit Union Convention Center, Sacramento, California, USA



TERMS & CONDITIONS

By signing the 2025 Application/Agreement for Exhibit Space, Exhibitor agrees to upon acceptance by Unified Wine & Grape Symposium (UW&GS) and is bound by these Terms & Conditions set forth in this 2025 document. **These are the Terms & Conditions for your Agreement with UW&GS** to purchase booth space. The UW&GS reserves the right to modify these Terms & Conditions (except for pricing) and will notify you by email of any modifications. If you do not accept these Terms & Conditions, including any modifications, the deadline to cancel this Agreement without incurring a cancellation fee is August 31, 2024. All cancellations must be made in writing and received by UW&GS on or before any cancellation deadline.

This is not an application for UW&GS Sponsorship & Advertising Opportunities. If you or your company are interested in Sponsorship & Advertising opportunities, please contact UW&GS.

Exhibitor's Breach of Terms & Conditions

Exhibitor shall be responsible for the adherence to these Terms & Conditions by all of its officers, directors, employees, members, partners, its parent and/or subsidiary, successors, assigns agents, affiliates, sub-contractors, guests, or invitees. Exhibitor's breach of these Terms & Conditions may affect Exhibitor's rights to participate in the current UW&GS trade show and Exhibitor's eligibility for booth selection priority at future UW&GS trade shows. UW&GS reserves the right to restrict and/or dismiss without refund at any time any Exhibitor in violation of Restricted and/or Prohibited Booth Activities provisions set forth below.

Booth Types

Standard: All booths are 10 feet deep by 10 feet wide with the exception of island booths, large machinery booths and as indicated on the floor plan (Exhibit A). All aisles will be carpeted in the Level 1 exhibit area (Exhibit Halls A-D). The Level 2 exhibitor areas (Ballroom A and Ballroom B) are completely carpeted. Carpet for booths may be rented from Freeman for all locations. Standard booths may not exceed the back wall height of 8 feet, including signs or special lighting.

All standard booths and peninsulas must maintain the open sight lines as outlined in the Booth Construction Requirements. Failure to maintain sight lines and/or any violation of the Booth Construction Requirements may result in the dismantling of the booth and/or loss of priority points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Requirements.

Island: Renting island booths requires purchasing an additional two (2) booths to allow for 360 degree traffic access. For example, if a four (4) booth island is selected, Exhibitor will pay for six (6) booths. This requirement can be waived if the UW&GS does not have to remove booths to create the island. For example, if an island is created from a group of 10 ft. x 10 ft. booths with existing rows approved by the Fire Marshal, the UW&GS would not have to remove additional booths to make the island. Some islands are pre-drawn for aesthetic reasons with booths removed and renting two (2) additional booths would be required. If two (2) neighboring island booths exist, the two (2) Exhibitors will share the cost of the two (2) booths that would be removed.

Peninsula (Endcap): Peninsula booths, (two or more standard booths side by side at the end of an aisle, see Booth Construction Requirements) may not exceed the back wall height of eight (8) feet in the center ten (10) feet. Booths may also not exceed the back wall height of four (4) feet in the outer five (5) feet. Your booth neighbor also needs the same visual exposure from the aisles. (See Booth Construction Requirements.) Hanging signs are permitted only for peninsula booths consisting of four (4) or more standard booths. Hanging signs must be finished on all sides.

Large Machinery Booth: Designated booth areas are available for rental by suppliers that exhibit large machinery. Any equipment that has wheels must have rubber tires or a similar covering and all engines must have a drip pan underneath or Exhibitor will incur an additional expense for installation, removal and/or cleanup. This protection is required by the SAFE Credit Union Convention Center. Union labor spotting fees will apply for large machinery that can be driven directly into and out of the exhibit areas. This expense will be billed by Freeman. Refer to the Freeman Exhibitor Services Manual for more details and fees or contact Freeman for an estimate of fees.

Exhibitors who wish to exhibit in a Large Machinery Booth must meet our minimum equipment requirements. Large Machinery Booths are designed for the use of exhibitors who represent a piece of machinery that would be unable to fit into a standard booth space without violating the Booth Construction Requirements. Any exhibitor contracted at a discounted rate who does not meet the minimum machinery size at any time or does not exhibit the equipment listed during Pre-sales will be invoiced at the standard booth rate of \$25.00 per square foot. If you have any questions about the minimum size requirements, please contact UW&GS.

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Floor Space

Island Booths & Large Machinery Booths: These areas are not restricted by the eight (8) foot height limitation for equipment. Full use of the floor space is permitted, however, any back walls or drapes set along the outer booth perimeter along an aisle shared with standard booths may not be higher than four (4) feet. Demonstration areas may not be set on the aisle line of the booths; space must be left within the exhibit area for attendees. Fire code stipulates that attendees or Exhibitor cannot interfere with the normal traffic flow in the aisles. If an unusual design is contemplated or if you are not certain if your booth meets show requirements, approval should be obtained from the UW&GS before proceeding with design and construction.

Large Machinery Booths (i.e.: Area E on the Booth Construction Requirements): For Double/Quad Large Machinery Booths, eight (8) foot high back wall drape will be placed on the inner common walls. Refer to the diagram in the Booth Construction Requirements for drape placement. Failure to follow the perimeter guidelines may result in the dismantling of the booth or loss of accrued booth assignment points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of a booth construction requirement.

All Booths: No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Refer to the Pre-Show Inspection section for more details.

Exhibit Areas Access for Booth Setup & Breakdown

In the interest of safety, only those individuals directly responsible for the setup and breakdown of the booth will be permitted in the exhibit area during setup and breakdown times. Work passes will be issued by the security guard at the exhibit entrances for each qualified individual upon entrance for setup. Please be prepared to provide identification and/or a business card. These passes will be good only during setup times (refer to Installation section). Please refer to Minors, Safety & Alcohol section for more details.

Admission to Exhibit Areas Early on Show Days

Exhibitor with badge will be permitted to enter the exhibit areas one and a half hours prior to the opening of exhibits each show day.

Installation

Large Machinery Booths: Exclusive setup for large machinery exhibitors will be on Sunday, January 26, from 10:00 am to 5:00 pm and Monday, January 27, from 8:00 am to 3:00 pm. Freeman will contact each large machinery Exhibitor to schedule an appointment.

All Other Booths: Exhibitor set up will be Monday, January 27, from 3:00 pm to 8:00 pm and Tuesday, January 28 from 8:00 am to 5:00 pm. Exhibitor may continue to work in their booth until 8:00 pm on Tuesday, January 28. Booths must be completely ready for the show by 8:00 am on Wednesday, January 29. Installation must be carried out during the times listed above. All crates must be available for removal no later than 4:00 pm on Tuesday, January 28. Authorized personnel may work in the booth until 8:00 pm on Tuesday, January 28. All empty crates must be removed from the aisles prior to 4:00 pm on Tuesday, January 28; "empty" stickers/labels are available at the Freeman Services Center. Contact UW&GS if you need to set up your display at a later time on this day. Any Exhibitor placing empty crates or cartons in the aisles after the aisles have been cleaned will be charged for removal and re-cleaning. Crates and their contents, if any, may be stored outside and exposed to weather conditions.

UW&GS assumes no liability for loss or damage to stored crates or their contents. Any exhibit not in the process of being installed by 4:00 pm on Tuesday, January 28, will be assembled by Freeman at Exhibitor's expense. No exhibit may be set up after the exposition opens.

There will be three (3) options for exhibitors to move-in/out their booth material and equipment into the convention center as designated on the floor plan diagram provided prior to move-in. Each of the options is based on specific terms and conditions as described in the Freeman Exhibitor Services Manual.

1. Hand carried items by Exhibitor – Items that can be loaded in, in one (1) trip by one (1) person without a handcart or dolly
2. Privately Owned Vehicle (POV) Cart Service - Material Handling provided by Union Labor
3. Loading Docks – Material Handling provided by Union Labor

Hand carried items may only be brought into the designated entries of the convention center and until 5:00 pm on Tuesday, January 28. After this time you will be required to bring your hand carried items in by 7:30 am (PST) on Wednesday, January 29.

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Pre-Show Inspection

A walkthrough by show management will begin by 5:00 pm on Tuesday, January 28, 2025. A Notice stipulating any required action will be posted at applicable booths.

Examples of notices issued are:

- Not setting up and occupying the booth assigned to your company as contracted
- Exceeding booth height and width restrictions as specified in the Booth Construction Requirements. (Note: Failure to follow or correct to meet the Booth Construction Requirements will result in the dismantling of the booth and/or loss of accrued booth assignment points for future booth sales. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Requirements)
- Any popup, pre-fabricated or other custom designed booth that appears unfinished from side(s) or back (unfinished ends or backs will be draped by Freeman and billed to the primary contracted Exhibitor)
- Modifications or changes requested/required by facility officials, including but not limited to requests by the Fire Marshal

Any booths not meeting any of the Terms & Conditions by 7:30 am on Wednesday, January 29, 2025 will be in breach of this Agreement and in violation of show standards.

Dismantling of Exhibits

Schedule

The official closing time of the exposition is TBD on, Thursday, January 30, 2025. Exhibitors will be notified of the exact close of show time at a later date. The exhibit areas must be clear of all attendees before breakdown can begin. The return of empty crates/boxes will begin after all attendees have left the exhibit areas and aisle carpeting has been removed, approximately one (1) to two (2) hours after the close of the show.

Level 1: Halls A–D: Exhibitors in this area will have Thursday, January 30 from close of show–10:00 pm and Friday, January 31 from 8:00 am–2:00 pm to remove their exhibit materials from the SAFE Credit Union Convention Center.

Level 2: Ballroom A and Ballroom B: All exhibit materials must be packed and ready for removal no later than 10:00 pm, Thursday, January 30.

Please refer to the Installation section for detailed information on the three (3) move-in/out options to use during the dismantling of exhibits.

Early Breakdown

Breaking down early compromises the safety of everyone present in the trade show, negatively impacts the presentation of neighboring booths and risks poor representation of your company if a conference attendee visits your booth late in the day.

If **any** of the following occurs prior to close of show on Thursday, January 30, 2025 and regardless of the reason, the applicable UW&GS early breakdown violation will apply resulting in a deduction or forfeiture of accrued booth points determined at the sole discretion of the UW&GS. Early dismantling prior to close of show is a breach of this Agreement and includes: packing boxes, removing material and/or equipment, resulting in a partially empty or fully vacated booth and/or with no booth representatives present.

1. First time violation – a reduction of a fixed number of accrued booth points for the next year you contract UW&GS booth space as determined by UW&GS.
2. Second time violation – forfeiture of all points accrued at of the end of the 2025 trade show. This will result in your company not being included in booth Pre-sales for the upcoming year trade show. If this occurs, your company can opt to be added to the future year wait list.

The Early Breakdown violations apply whether early breakdown occurs in consecutive years or not.

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Sharing Exhibit Space

Although sharing your booth space may be allowed, Exhibitor shall not sell or sublease their booth space.

Only two (2) companies maximum may share booth space with a primary contracted exhibitor.

If a booth or booths are to be shared by companies whose products you do not legally represent and sell, the primary contracted Exhibitor (a contracted Exhibitor with accrued points that is eligible for a booth assignment is the primary contracted Exhibitor) must submit a letter of intent to share space that lists each company (two maximum) and complete contact information and product(s) or service(s) that will share the booth space. Additionally, a completed and signed booth sharing application with a non-refundable processing fee (see fees below) must be submitted by each company sharing booth space as well as a certificate of liability insurance and additional insured endorsement (form CG 2026). **A company may only share booth space with one (1) primary contracted Exhibitor. The primary contracted Exhibitor must be present at the show to be eligible for the next year's presales opportunity. Present is defined as: signage and products in the booth will be, at minimum, 50% for the Primary Contracted Exhibitor and the Primary Contracted Exhibitor will have, at a minimum, one (1) representative registered and present in the booth during trade show hours.** Pursuant to the indemnity clause on page 12, primary contracted Exhibitor agrees to indemnify for the acts and omissions of any and all persons and/or entities sharing booth space with the primary contracted Exhibitor.

Once all required booth sharing documents have been received and processed, the sharing company will receive their own registration login via email.

Booth sharing applications received prior to 5:00 pm (PST) on December 6, 2024 will be charged the early-bird rate of \$100. Applications received after 5:00 pm (PST) on December 6, 2024 will be charged the standard rate of \$200. Booth sharing applications received after 5:00 pm (PST) on January 10, 2025 will not be accepted.

Exhibitors that submit booth sharing applications that are accepted by UW&GS after December 6, 2024, may not be included in the printed Program & Exhibit Directory that is given on-site to attendees. They also may not be posted online based on the time line.

Primary contracted Exhibitor may not also share a booth with other primary contracted companies.

Booth Points & Waiting List

Only the primary contracted Exhibitor will be issued priority points and be eligible for booth sales in the next year. Exhibitor sharing space who is not the primary contracted Exhibitor can acquire booth space for future shows by joining the waiting list for booth assignment. Completing a waiting list application is future security for your company. If your business relationship with the primary contracted Exhibitor changes, any points you have accrued as a booth sharing Exhibitor will be applied if and when you contract for booth space as a primary contracted Exhibitor. However, you must be on the waiting list to be offered booth space. If you are not on the waiting list, you will not be considered for booth space. The waiting list assignments are made based on availability after the completion of booth presales for renewing Exhibitors.

One Exhibitor purchasing another Exhibitor's product line, purchasing an existing DBA or registering a new DBA or purchasing a company that solely exists for its product line (e.g. purchasing software to add to a software product portfolio for vineyard or winery services) does not substantiate application to be waitlisted for an additional booth.

Listing of Manufacturer's Representatives/Distributors Required

If primary contracted Exhibitor is legally representing more than one (1) company, such as in the case of a manufacturer's representative or a distributor, a fully completed list of **each** company whose products you will be representing in your booth must be submitted along with your completed application. If you did not completely fill in this information during the online Pre-sales process, please contact jen@asev.org. An example is representation of multiple products of multiple companies as identified on the primary company's website or other commercial material. This requirement is necessary to proceed with booth assignment and for registering your booth representatives with various company names. Pursuant to the indemnity clause on page 12, primary contracted Exhibitor agrees to indemnify for the acts and omissions of any and all companies represented by the primary contracted Exhibitor.

Manufacturers and specific products are not listed in the program or on website unless they are the primary contracted Exhibitor.

All manufacturer representatives/distributors applications are reviewed and acceptance of these applications is at the sole discretion of the UW&GS.

Fire Regulations

Permits may be required for any heat-producing device, hazardous electrical device or for the use or storage of compressed gases or combustion engines. The use of propane is restricted to forklifts only. When not in use, propane tanks are to be removed from the

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interior of the facility. Helium is not allowed. Certificates of flame-proofing are required. Decorative materials must be flame-proofed before being taken into the exhibit areas and must comply with fire regulations. Aisles and exits as designated on the approved plan shall be kept clean, clear and free of obstructions at all times during official show hours. Questions regarding the above should be directed to Freeman. Please refer to the Freeman Exhibitor Services Manual for complete fire regulations.

Compressed air cylinders, including LPG, are prohibited unless approved by the fire prevention office. Flammable gases, i.e. butane, propane, natural gas, et al; are subject to prior approval. Nonflammable compressed gas cylinders must be secured in an upright position with gauges and regulator protected against physical damage.

Any violations identified by the Fire Marshal must be corrected immediately. Failure to do so is a breach of this Agreement and will result in immediate dismantling of the booth and loss of priority points for future booth sales.

Vehicles & Motorized Equipment

Vehicles on display must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes. Fuel in the fuel tank shall not exceed one quarter (1/4) of the tank capacity or five (5) gallons, whichever is less.

Booth Assignment & Floor Plan Changes

Exhibitor agrees that UW&GS shall have the right, at its sole discretion, to make changes in these booth assignments or the trade show floor plan arrangement of booths. Exhibitor agrees that UW&GS is authorized to make any such changes throughout the UW&GS trade show.

Minors, Safety & Alcohol

Because of the presence of heavy equipment and other dangers, absolutely no children under the age of 18 are allowed in the exhibit areas during setup and breakdown times. Additionally, no one under 21 years of age will be permitted in the exhibit areas during trade show hours unless accompanied by a parent or guardian due to the service of alcoholic beverages, insurance and legal compliance.

Alcoholic Beverages & Food Service

The License Agreement with the City of Sacramento and the SAFE Credit Union Convention Center contracted caterer (Sodexo) combined with necessary compliance with the Department of California Alcoholic Beverage Control (ABC) statutes prohibit any food or beverage from outside sources being brought into the convention center except for specific ABC-sanctioned events such as the Regional Wine Tasting.

UW&GS cannot authorize or permit the distribution of alcoholic beverages in any form including samples in order to adhere to liquor license and other legal parameters. Bringing alcoholic beverages onto the grounds of the SAFE Credit Union Convention Center is a violation of legal statutes unless the appropriate license is issued in advance by the California Department of Alcoholic Beverage Control (ABC). However, the following will be permitted: 1.) bottles of wine for booth display purposes only that was commercially produced and purchased (with applicable taxes paid) (examples: bottle, label and/or closures display); 2.) small samples of wine that were commercially produced and purchased (with applicable taxes paid) to be used only to demonstrate analytical equipment (example: laboratory equipment).

The SAFE Credit Union Convention Center catering contractor (Sodexo) will not be able to rent glasses to any exhibitor. The serving of wine or other alcoholic beverages is prohibited by law other than by Sodexo based on the caterer's liquor license or other preauthorized liquor licenses issued by the California Department of Alcoholic Beverages Control (ABC). Any Exhibitor that brings any alcoholic beverage and/or food on to the premises of the SAFE Credit Union Convention Center will in breach of this Agreement and required to cease serving such beverages or food. UW&GS reserves the right to confiscate any alcoholic beverage or food that UW&GS identifies as a potential violation of applicable laws or a potential exposure to civil or criminal liability. Additionally, such violation is a breach of this Agreement and will result in action by the UW&GS, the City of Sacramento and/or the ABC to remove the entire display and exit booth representatives from the trade show altogether and at the violating Exhibitor's expense including but not limited to Exhibitor's indemnification of UW&GS for all liabilities, damages, actions, costs, losses, claims, expenses, penalties and fines resulting from any violation(s). Exhibitor understands and accepts these terms. No refunds will be issued for booths, displays or booth representatives removed from the trade show for a violation of this policy for alcoholic beverages.

It is mandatory for the UW&GS to adhere to these obligations to assure complete legal compliance and maintain necessary insurance policy coverage for the continuance of the UW&GS.

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Events, Activities & Hospitality Suites

All requests for any Exhibitor events, activities and hospitality suites must first be approved by the UW&GS. Events may include: client/customer meetings, seminars, sessions, tastings, or receptions conducted at one of the UW&GS's contracted properties or off-property during the UW&GS dates. Exhibitor requesting a suite should notify the hotel if it will be used for hospitality. Industry-related events, entertainment and hospitality activities may not overlap with the UW&GS's scheduled program events. Such hospitality activities may only take place during the following times:

Tuesday, January 23	Before 8:30 am or 6:00 pm – on
Wednesday, January 24	Before 8:30 am or 5:15 pm – on
Thursday, January 25	Before 8:00 am or 2:45 pm – on

All other times are reserved for the UW&GS program. Exhibitor agrees to observe the above policy as a condition of exhibiting. Any event or other form of planned presentation that is scheduled other than during these approved hours will be regarded as a breach of this Agreement, which may result in Exhibitor losing some or all of its accrued booth assignment points.

Non-exhibiting suppliers will not be permitted to host events or hospitality functions at any UW&GS headquarter hotels, contracted hotel, or at any other facility or location. If a non-exhibiting supplier violates this policy, UW&GS reserves the right to exclude the company from this event in the future.

Change in Management or Ownership & Trade Show Rights

The UW&GS cannot become involved in the intricacies of determining the status and organizational aspects of purchasing or selling companies and/or associated products. The following allowances and parameters have been developed for consideration of more common business transaction scenarios.

The UW&GS shall not assume any responsibility or liability for an Exhibitor's changes that potentially impact the Exhibitor's organizational structure. Such changes may include lawsuits or similar legal activity between companies or legal changes such as mergers, acquisitions, bankruptcy and/or liquidation including auctions. It is the responsibility of all primary contracted exhibitors involved in a company purchase (merger, acquisition, etc.) to formally advise the UW&GS of such change inclusive of required documentation verifying such legal restructuring (e.g. public registrations, statement of information, organizational documents, press releases, news articles, website links). The UW&GS also shall not assume any responsibility for change such as when an individual marketing representative changes employment and/or is party to organizing a new or different company. **It is the Exhibitor's responsibility to update the UW&GS of any changes to any applicable personnel, contacts, contact email addresses, physical addresses or phone numbers.**

There are no trade show rights, such as accrued booth assignment points or booths that can be sold or transferred. Exhibitor understands and accepts that accrued points and associated booths are not owned or transferable by the Exhibitor. Exhibitor agrees that the use, allocation and assignment of accrued booth assignment points shall be at the sole discretion of UW&GS.

The UW&GS may consider variance in this policy in regard to accrued points (but not booths) IF it deems that the following is fully applicable and all specified documentation of such a change is provided as referenced above and in a timely manner by Exhibitor that is purchasing another company as follows: one Exhibitor is purchased by another Exhibitor as a whole and a similar product category continues to be offered with both companies having exhibited in the most recent show, (note: If one Exhibitor purchases another Exhibitor where both exhibitors are already contracted and paid per contract terms for the upcoming show with assigned booths then both assigned booths can be occupied for the upcoming show. However, the booth of the Exhibitor sold will not be included in pre-sales allowance for the purchasing Exhibitor in future years). If both the purchasing company and company being purchased already have booth assignment points, the company with the highest number of accrued points and booths will be retained for future booth assignments.

Exhibit booth space can be offered to separate legal entities (with separate Tax IDs) that may be owned by the same corporation. However, due to our commitment to provide booths to as many wine and grape industry suppliers as possible, we do not provide additional booths for an Exhibitor that is expanding its service or product scope or to expand its product portfolio such as an existing software company purchasing multiple software companies. Additional and/or separate booth space cannot be offered for an Exhibitor's fictitious business name (DBA). Booth space cannot be offered to new legal entities which have a parent company or organization which is already an Exhibitor with an identical or similar product or service in the Unified Wine & Grape Symposium. Evaluations of what will be considered a wholly "new" service or product as opposed to a rebranding or relabeling of an existing product or service will be done by UW&GS on a case by case basis.

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Indemnity

Exhibitor agrees to indemnify, hold harmless and defend Unified Wine & Grape Symposium, LLC, its members the American Society for Enology and Viticulture and the California Association of Winegrape Growers, the City of Sacramento, Visit Sacramento, Freeman, Convention Management Resources and their respective directors, officers, members, agents, employees, volunteers, successors and assigns (collectively “Indemnitee”), from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including all attorneys’ fees, court cost and litigation expenses), on account of injury, death, loss or damage to persons, property or profits arising out of or resulting in whole or in part from any act, omission, negligence, fault or violation of law or ordinance by Exhibitor or its officers, directors, employees, members, partners, its parent and/or subsidiary, successors, assigns, agents, affiliates, sub-contractors, guests, or invitees. Where booth sharing occurs, the primary contracted Exhibitor agrees to indemnify Indemnitee for all acts and omissions of by any persons or entities sharing booth space. Such indemnification by primary contracted Exhibitor extends to the acts and omissions of any officers, directors, employees, members, partners, its parent and/or subsidiary, successors, assigns, agents, affiliates, sub-contractors, guests, or invitees of the entities or persons sharing booth space. For manufacturer’s representatives or distributors, the primary contracted Exhibitor agrees to indemnify Indemnitee for all acts and omissions of by any persons or entities it represents. Such indemnification by primary contracted Exhibitor extends to the acts and omissions of any officers, directors, employees, members, partners, its parent and/or subsidiary, successors, assigns, agents, affiliates, sub-contractors, guests or invitees of any persons or entities it represents.

This indemnification shall include but not be limited to all liabilities, damages, actions, costs, losses, claims and expenses (including all attorneys’ fees, court cost and litigation expenses) arising from the following:

Any injury, death, loss or damage to persons, property or profits arising from use of the SAFE Credit Union Convention Center, the UW&GS trade show or any UW&GS seminars, events or activities including but not limited to any of the following:

1. Any condition of the premises, any building or any improvement at the SAFE Credit Union Convention Center, the UW&GS trade show, the headquarter hotels, contracted hotel properties and/or any UW&GS seminars, events or activities;
2. Any matter connected with Exhibitor’s participation in or use of the UW&GS services or facilities;
3. Any matter connected with Exhibitor’s business, occupation, product or services;
4. Exhibitor’s use of or publication of any information in any UW&GS publications and written materials;
5. Exhibitor’s use, posting or publication of any information on any internet website owned, maintained, sponsored or hosted by the Unified Wine & Grape Symposium, LLC;
6. Exhibitor’s actual or alleged slander or liable of a person or entity that disparages the person, entity or their goods, products or services; or
7. Exhibitor’s violation or alleged violation of any anti-trust, copyright, trade secret, unfair business practices, unfair competition, consumer protection, privacy or false advertising laws.

Such indemnification by Exhibitor shall apply to all claims against Exhibitor and/or Indemnitee for any and all acts or omissions of Exhibitor and/or Indemnitee including negligence in any form, whether active or passive, except for the gross negligence or willful misconduct of Indemnitee. Such indemnification shall include but not be limited to all attorneys’ fees and cost of any kind including but not limited to attorneys’ fees and costs incurred to defend Exhibitor and Indemnitee as well as any attorneys’ fees and costs incurred by Indemnitee to enforce this indemnity provision and in any appeal concerning such enforcement. Such indemnification shall survive the termination of this Agreement for all liabilities, damages, actions, costs, losses, claims and expenses (including all attorneys’ fees, court cost and litigation expenses) arising from acts or omissions prior to such termination. Such indemnification shall survive the conclusion of the 2025 trade show for all liabilities damages, actions, costs, losses, claims and expenses (including all attorneys’ fees, court cost and litigation expenses) arising from or in any way related to this Agreement and/or the 2025 trade show.

Exhibitor has accepted this indemnification as part of its bargain with UW&GS. Exhibitor understands and acknowledges that the price for booth space would be higher without Exhibitor’s agreement to indemnify.

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Insurance

A certificate of liability insurance for no less than \$1,000,000 U.S. per occurrence and an additional insured endorsement must be provided to the UW&GS, LLC by September 1, 2024 (download a sample from www.unifiedsymposium.org or refer to Exhibit C). The certificate of liability insurance and additional insured endorsement must indicate coverage of at least \$1,000,000 U.S. per occurrence, \$2,000,000 U.S. aggregate, and name the Unified Wine & Grape Symposium, LLC; The City of Sacramento, Visit Sacramento and their officials, employees and volunteers, Freeman, and Convention Management Resources as additional insured. Exhibitor's insurance company must be located and licensed to do business in the United States. Please refer to page 23 if assistance is needed locating an insurance company who can provide you with the required coverage. If an Exhibitor's proposed application is accepted by UW&GS after September 1, 2024, then the insurance certificate and additional insured endorsement must be provided with the application and full payment of booth fees. Additionally, a completed and signed application must be submitted by each person or entity sharing booth space as well as a certificate of liability insurance and additional insured endorsement. **Exhibitor's insurance shall be primary and non-contributory to any insurance held by UW&GS.** Insurance held by UW&GS shall be excess over Exhibitor's Insurance. Exhibitor's certificate of insurance and additional insured endorsement (CG 2026) must comply with these requirements and must conform to requirements shown in Exhibit C. Failure to meet these insurance requirements is a material breach of this Agreement. Any acceptance of certificates of insurance and additional insured endorsements from Exhibitor by UW&GS is not intended to and shall not waive or in any other manner limit, modify or qualify the Terms and Conditions of the Agreement, including, but not limited to the provisions concerning indemnification and insurance.

Limitation of Remedies

UNDER NO CIRCUMSTANCES WILL UW&GS, ITS DIRECTORS, OFFICERS, MEMBERS, AGENTS OR EMPLOYEES BE LIABLE TO ANY EXHIBITOR FOR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS, LOSS OF INCOME, AND LOSS OF BUSINESS GOODWILL. THIS LIMITATION OF REMEDIES SHALL SURVIVE TERMINATION OF THIS AGREEMENT FOR ACTS AND OMISSIONS OCCURRING PRIOR TO TERMINATION. THIS LIMITATION OF REMEDIES SHALL SURVIVE THE CONCLUSION OF THE 2025 TRADE SHOW FOR ANY CONSEQUENTIAL DAMAGES ARISING FROM OR IN ANY WAY RELATED TO THIS AGREEMENT AND/OR THE 2025 TRADE SHOW.

EXHIBITOR HAS ACCEPTED THIS LIMITATION OF REMEDIES AS PART OF ITS BARGAIN WITH UW&GS. EXHIBITOR UNDERSTANDS AND ACKNOWLEDGES THAT THE PRICE FOR BOOTH SPACE WOULD BE HIGHER IF UW&GS WERE REQUIRED TO BE RESPONSIBLE FOR EXHIBITOR'S CONSEQUENTIAL DAMAGES.

Limitation of Damages

EXHIBITOR AGREES TO LIMIT THE LIABILITY OF UW&GS INCLUDING ANY NEGLIGENCE ON THE PART OF UW&GS, TO A REFUND OF BOOTH FEES PAID BY THE EXHIBITOR FOR THE 2025 TRADE SHOW. THIS LIMITATION OF DAMAGES SHALL SURVIVE TERMINATION OF THIS AGREEMENT FOR ACTS AND OMISSIONS OCCURRING PRIOR TO TERMINATION. THIS LIMITATION OF DAMAGES SHALL SURVIVE THE CONCLUSION OF THE 2025 TRADE SHOW FOR ANY ACTS OR OMISSIONS ARISING FROM OR IN ANY WAY RELATED TO THIS AGREEMENT AND/OR THE 2025 TRADE SHOW.

EXHIBITOR HAS ACCEPTED THIS LIMITATION OF DAMAGES AS PART OF ITS BARGAIN WITH UW&GS. EXHIBITOR UNDERSTANDS AND ACKNOWLEDGES THAT THE PRICE FOR BOOTH SPACE WOULD BE HIGHER IF UW&GS WERE REQUIRED TO BE RESPONSIBLE FOR EXHIBITOR'S CONSEQUENTIAL DAMAGES.

Disclaimer of Warranties

THE BOOTH SPACE IS BEING SOLD TO EXHIBITOR ON AN "AS IS" AND "WHERE IS" BASIS. EXCEPT AS SPECIFICALLY SET FORTH IN THIS AGREEMENT, UW&GS MAKES NO OTHER REPRESENTATIONS OR WARRANTIES.

Official Services Contractor – Freeman

A link to the Freeman Exhibitor Services Manual will be sent from Freeman to each contracted Exhibitor in November. A link to this manual will also be available at unifiedsymposium.org in the Exhibitor Resources section. This will include information about the marshalling yard, carpeting, furniture, labor, cleaning, drayage (shipping), electrical utility services, union jurisdictions and other services. A customer service phone number will be provided in the Freeman Exhibitor Services Manual provided by Freeman. It is

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expressly understood that Freeman is an independent contractor, is not the agent or the employee of the UW&GS, and that the UW&GS shall have no liability to the Exhibitor or any other person or entity for the acts or omissions of Freeman including but not limited to all liabilities, damages, actions, costs, losses, claims and expenses arising from products and/or services provided by Freeman.

Contracted Registration Company - CMR

The contracted registration company, Convention Management Resources (CMR), provides registration services. It is expressly understood that CMR is an independent contractor, is not the agent or the employee of the UW&GS, and that the UW&GS shall have no liability to the Exhibitor or any other person or entity for the acts or omissions of CMR including but not limited to all liabilities, damages, actions, costs, losses, claims and expenses arising from products and/or services provided by the contracted event management company.

Virtual Trade Show Provider – MapYourShow

MapYourShow provides an online interactive floor plan and exhibit product listings. It is expressly understood that MapYourShow is an independent contractor, is not the agent or the employee of the UW&GS, and that the UW&GS shall have no liability to the Exhibitor or any other person or entity for the acts or omissions of MapYourShow including but not limited to all liabilities, damages, actions, costs, losses, claims and expenses arising from products and/or services provided by MapYourShow.

Use of Exhibitor Appointed Contractor (EAC)

Exhibitor who plans to appoint its own contractor (an EAC) is responsible for its EAC and that the EAC adheres to all EAC requirements described in Exhibit D. UW&GS strongly recommends Exhibitor does not commit to an EAC until: (1) UW&GS is advised of EAC being considered; and (2) Exhibitor provides EAC with Exhibit D from UW&GS 2025 Application/Agreement for Exhibit Space with assurance from EAC that it can meet all requirements. EAC will not be admitted to the UW&GS Trade Show Floor if EAC has not returned to UW&GS: (1) a completed Acceptance and Credit Card Authorization Form; and (2) insurance documents that have been determined by UW&GS to have met the requirements.

Union Jurisdictions

Union labor is required per collective bargaining contracts for the City of Sacramento. This applies to most of your exhibit material handling such as freight/drayage, electrical, plumbing and large equipment spotting. Information on labor and union jurisdictions will be included in the Freeman Exhibitor Services Manual.

Printed Material Distribution

Distribution of printed marketing material and/or publication by Exhibitor or by his or her agents is limited to the booth area rented in the exhibit areas, or in an approved hospitality suite. Such restriction also applies to distribution in the remainder of the SAFE Credit Union Convention Center, headquarter hotels, and contracted hotel properties for the 2025 UW&GS.

Restricted & Prohibited Booth Activities

EXHIBITOR GRANTS UW&GS THE SOLE DISCRETION TO IDENTIFY AND ENFORCE RESTRICTED AND PROHIBITED BOOTH ACTIVITIES BY ANY OF THE FOLLOWING: RESTRICTION OF EXHIBITOR'S USE OF BOOTH, DISMANTLING OF PART OR ALL OF EXHIBITOR'S BOOTH, REMOVAL OF BOOTH REPRESENTATIVES FROM THE TRADE SHOW AND/OR REDUCTION OR FORFEITURE OF ACCRUED BOOTH POINTS. EXHIBITOR UNDERSTANDS AND ACKNOWLEDGES THAT THE PRICE FOR BOOTH SPACE WOULD BE HIGHER IF UW&GS DID NOT HAVE THE SOLE DISCRETION TO IDENTIFY AND ENFORCE RESTRICTED AND PROHIBITED BOOTH ACTIVITIES DESCRIBED BELOW.

Any objections or complaints regarding violations by other exhibitors and/or official exhibitor appointed contractors (EAC) should be reported immediately to show management at show site.

If you do not understand or have questions about the Restricted and Prohibited Booth Activities described below, please contact UW&GS. If an unusual design is contemplated or if you are not certain if your booth meets show requirements, approval should be obtained from the UW&GS before proceeding with design and construction.

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Restricted Booth Activities

Demonstrations: Exhibitor is permitted to demonstrate the Exhibitor's equipment and to make formal presentations regarding the product line(s) and/or service(s) in the booth.

As a matter of safety and courtesy to others, Exhibitor should conduct sales presentations and product demonstrations in a manner which assures all personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of Exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitor should establish a minimum setback of three (3) feet and/or install hazard batteries and post warnings as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel. Public address systems will not be permitted.

Goods & Services Displayed: Exhibitor may not advertise or display goods or services other than those designated in the Agreement for Exhibit Space and either manufactured, distributed or sold by the Exhibitor.

Raffle Drawings are acceptable within a booth, but no public address system will be available or permitted for such Exhibitor activities.

Prohibited Booth Activities

Animals: All animals (excepting designated guide dogs) are strictly prohibited. Upon written request, the UW&GS may consider approval for animals used by a contracted exhibitor as part of its customary business operation with required licenses and/or permits. UW&GS has the sole discretion to accept or deny such written requests.

Attention-getting Devices or Activities: Entertainment or amusement, entertainers (inclusive of clowns, magicians, hypnotists, comedians, actors), dart games, or any other devices or activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity are prohibited.

Booth Staffing & Early Breakdown: The exhibit must be staffed during all open hours. Packing or removal of equipment, materials, or any other items and/or vacating a booth will not be permitted during official show hours. Refer to the Early Breakdown section in this Agreement.

Illuminated Signs & Flashing Lights: The use of illuminated signs and/or flashing lights is also not permitted in order to avoid interference with neighboring booths and the UW&GS's activities.

Noise: Exhibitor will not be permitted to use loud noises such as video presentations with high volume, bells, sirens, buzzers, any other device or activity that generates loud noises.

Photographs: The taking of photographs of other Exhibitors, their products or exhibits, other than those taken by the UW&GS official photographer(s), is expressly prohibited at any time. Only Exhibitor may grant permission to have his or her exhibit and/or products photographed. The UW&GS and/or the SAFE Credit Union Convention Center assume no liability for any photographs that are taken in the exhibit areas at any time. The official UW&GS photographer's order form will be included in the Freeman Exhibitor Services Manual.

Exhibitor authorizes UW&GS and/or its official photographer to photograph Exhibitor, its employees, products and/or exhibits. Exhibitor expressly authorizes UW&GS to use any such photographs for any purpose including but not limited to use on the UW&GS website and in other publications to promote and advertise the UW&GS.

Selling on the Floor: Conducting actual sales of any product or service on the trade show floor during trade show hours does not comply with existing I.R.S. income tax regulations governing expositions organized by tax-exempt associations as applicable to the members of UW&GS. While distribution of pricing information in association with the product or service being displayed is acceptable, no "price tags" as you would see in a retail environment can be attached to items in your booth. All product presentations of any form may only be conducted by contracted exhibitors. If the UW&GS becomes aware of any selling on the trade show floor and Exhibitor ceases to stop selling after requested to do so by UW&GS, Exhibitor understands and agrees that the opportunity to apply for booth space in future years may not be offered by the UW&GS. Selling or actual sales are defined as; the exchange of payment for goods or services, including digital transactions.

If any selling activity occurs as described above, it is a breach of this Agreement and will result in a reduction or forfeiture of accrued booth points determined at the sole discretion of the UW&GS as follows:

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1. First time violation – a reduction of a fixed number of accrued booth points for the next year you contract UW&GS booth space as determined by UW&GS.
2. Second time violation – forfeiture of all points accrued at the end of the 2025 trade show. This will result in you and your company not being included in booth Pre-sales for the upcoming year trade show. If this occurs, you can opt to be added to the future year wait list.

The Selling of the Floor violations apply whether it occurs in consecutive years or not.

Smoke Free Ordinance: The City of Sacramento has a smoke-free ordinance, which prohibits smoking within the SAFE Credit Union Convention Center or in hotel public access areas.

Unsafe Activities: Exhibitor agrees that UW&GS, in its sole discretion, is authorized to instruct Exhibitor to limit or completely stop Exhibitor's unsafe practices. This includes use of devices creating noise, light and/or visual images. It also includes any booth activity the results in a large crowd blocking the adjacent aisle.

Harassment: Exhibitors and all of its officers, directors, employees, members, partners, agents, affiliates, sub-contractors, guests, or invitees are prohibited from harassing others while at the SAFE Credit Union Convention Center, headquarter hotels and/or contracted hotels. Harassment includes verbal harassment (epithets, derogatory statements, and slurs); physical harassment (assault and physical interference with activities of others); sexual harassment (sexually motivated verbal or physical conduct), visual harassment (posters, cartoons, and drawings); and innuendo.

Cancellations

Exhibitor is encouraged to telephone or fax UW&GS to cancel reserved booth space. However, the cancellation is not effective until UW&GS receives notice in writing by fax, mail or email. The reasons for cancellation must be included in the written notice. The date the cancellation is received in writing will be the official cancellation date. UW&GS can opt to reassign the canceled space.

1. If Exhibitor canceled prior to September 1, 2024, Exhibitor will not forfeit any portion of the booth fee payment and UW&GS will issue a full refund of amounts paid.
2. If Exhibitor cancels any booths on or after September 1, 2024, but prior to November 1, 2024, Exhibitor will forfeit 50% of the total contracted booth space fee of the canceled space unless the space can be reassigned. If the space can be reassigned, Exhibitor will forfeit 25% of the total contracted space fee to cover the overhead expenses incurred by the UW&GS.
3. If Exhibitor cancels any booths on or after November 1, 2024 Exhibitor will pay 100% of the total contracted booth space fee of the canceled space.

For any assigned booth space not claimed and occupied, or for which special arrangements have not been made by 12:01 am on Wednesday, January 29, 2025, Exhibitor will not be entitled to a refund. The UW&GS can opt to reassign the space.

Cancelling reserved booth space will result in the loss of all exhibitor benefits for the 2025 event and your company not being included in booth Pre-sales for the upcoming year trade show. If this occurs, your company can opt to apply to the future year wait list.

Communication Authorization

Exhibitor understands and authorizes the use of Exhibitor's contact information as provided to the UW&GS including name, address, telephone, fax, email and website which has been or will be provided by the UW&GS to contractors for communication and marketing of their goods and services in regard to this specific trade show. This contact information is also posted on the UW&GS website, listed in the 2025 UW&GS Directory of Registrants, and printed in the Program & Exhibit Directory which makes information available to the general public. The UW&GS cannot be responsible for or control any undesired contact or communication experienced by Exhibitor. Exhibitor authorizes the use of its information as described in this section.

Disclaimers

Alcohol Consumption: No one under 21 years of age will be permitted in the exhibit areas or sessions where alcohol is being provided unless accompanied by a parent or legal guardian. Identification by a photo i.d. may be required at any time during the UW&GS as deemed necessary.

Code of Conduct: UW&GS values the participation of all those who attend our conference. UW&GS is dedicated to providing a safe, hospitable, and productive environment for everyone attending our conference, regardless of ethnicity, religion, disability, physical

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appearance, gender, or sexual orientation. Accordingly, UW&GS prohibits intimidating, threatening, or harassing conduct during our conference and all other UW&GS sponsored activities. This policy applies to speakers, staff, venue staff, service providers, exhibitors, volunteers and attendees. Conference participants, in whatever capacity, violating these rules may be expelled from the conference, at the sole discretion of UW&GS leadership.

Harassment of UW&GS participants will not be tolerated. Examples of harassment include offensive gestures or verbal comments related to ethnicity, religion, disability, physical appearance, gender, or sexual orientation in public spaces, deliberate intimidation, stalking, harassing photography or recording, inappropriate use of nudity and/or sexual images in public spaces or in presentations, sustained disruption of talks or other events and inappropriate physical contact. Participants asked to stop any harassing or unwanted behavior are expected to comply immediately.

If a participant or exhibitor engages in harassing behavior, UW&GS leadership, in their sole discretion, reserves the right to take appropriate action, ranging from a simple warning to the offender to expulsion from the event without warning or refund. The UW&GS LLC Managing Committee further reserves the right to prohibit attendance at any future events and conferences. If you are being harassed or notice that someone else is being harassed, please do not hesitate to contact UW&GS staff for assistance. UW&GS staff can be identified by the STAFF badges worn by all UW&GS staff. You may also ask for a UW&GS staff member at any of the registration counters. Anyone experiencing or witnessing behavior that constitutes an immediate or serious threat to public safety is advised to locate a house phone and ask for security or call 911.

Need to file a complaint? Please contact UW&GS at info@unifiedsymposium.org or call, (530) 753-3142

Copyrights & Trademarks: Reproduction of any part of the UW&GS in any form, including the UW&GS logo and other graphics, electronic publication or presentation, without advance written consent from the UW&GS or presenting speaker (when applicable) is strictly prohibited. All presentations of any form are exclusive and released only to the UW&GS and its audio recording contractor. Any participant presenting any material for which copyright and/or trademark laws apply is solely responsible for adhering to such laws.

Endorsement: The UW&GS provides a forum for the presentation, discussion and publication of research and technological developments for the promotion of education in winemaking, grapegrowing, marketing and finance. The UW&GS does not endorse the products, services, views or opinions of either its members, exhibitors, speakers or other delegates. No endorsement by UW&GS of any kind should be inferred.

Entire Agreement: These Terms & Conditions along with the 2025 Application/Agreement for Exhibit Space, Exhibit Agreement Instructions, General Information, and Exhibits A through E constitute the entire agreement between the Exhibitor and UW&GS. The Exhibit Agreement Instructions, General Information, and Exhibits A, B, C, D and E (which includes the sample liability insurance certificate and additional insured endorsement), are incorporated into these Terms & Conditions by this reference.

Errors & Omissions: The UW&GS is not responsible for incorrect listings or typographical errors that may occur in any of the UW&GS publications, materials and/or its website.

Intellectual Property Rights: Unified Wine & Grape Symposium, LLC retains exclusive intellectual property rights including to all printed material, art, content or other images, the sponsorship program, program presentations, and the trade show. Any editorial use or commerce conducted other than as agreed to with the UW&GS LLC representatives in writing is a direct abuse and violation of intellectual property rights held by the Unified Wine & Grape Symposium, LLC. These restrictions also pertain to any sales or promotional use of any audio, visual, or other technological reproduction or capturing of any aspect of the UW&GS unless written authorization from the UW&GS is obtained in advance.

No Liability for Acts of God, Natural Disasters & Other Causes: UW&GS shall not be liable for loss or damage that results from Acts of God, epidemics and/or pandemics, natural disasters, weather conditions, strikes, lockouts, labor disputes, embargoes, disruption of utility services, public authority, governmental restrictions, governmental regulations, governmental controls, judicial orders, public enemy, acts of terrorism or war, hostile governmental action, civil commotion, fire or other casualty. If any of these events occur, UW&GS reserves the right, in its sole discretion, to modify, reschedule, or cancel the UW&GS trade show and/or any associated events. If any of these events occur, performance by UW&GS shall be excused without liability or obligation to anyone.

Presentations: The UW&GS has developed a program which includes invited speakers. The UW&GS has received confirmation from all speakers at the time of publication but is not responsible for any changes or cancellations that may occur. No refunds will be made in this regard.

Registrant Database: The UW&GS creates a database of all registrants, including Exhibitor representatives. This data is included in our Directory of Registrants which is provided to contracted Exhibitors and available for sale to registered attendees upon request. Exhibitor

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authorizes the use of its information in this database and the Directory of Registrants.

Governing Law & Forum Selection: This Agreement shall be governed, construed, and interpreted in accordance with the laws of the State of California (without respect to principles of conflict of laws), and the Parties submit to jurisdiction and venue in the State of California, County of Sacramento, in any legal proceeding necessary to interpret or enforce this Agreement or any part of it.

Severability: If a court of competent jurisdiction holds any provision of this agreement to be illegal, unenforceable, or invalid in whole or in part for any reason, the validity and enforceability of the remaining provisions, or portions of them, will not be affected.

Facsimile & Electronic Signatures: Facsimile and other forms of electronic signatures shall be effective to bind the parties delivering and accepting such signature.

GENERAL INFORMATION

Facility Ceiling/Door Dimensions & Floor Load

Ceiling Height:

Level 1 - Exhibit Halls A - D - 30'

Level 2 - Ballrooms A & B - 25'

Floor Load:

Level 1 - 350 lbs. per sq. ft.

Level 2 - 150 lbs. per sq. ft.

Freight Door Dimensions:

16' x 16' into West Lobby (access to Hall A); 24' x 16' into Hall A

20' x 16' into enclosed loading dock (access to Hall B); 20' x 16' into Hall B

17'8" x 15'6" into Halls C & D

Freight Elevator:

6,000 lbs load capacity. 10'-4" wide x 10' deep x 8' high. Door Opening is 10'

Service Elevator:

5,000 lbs load capacity. 5'-9 1/2" wide x 9'-9 9/16" deep x 8' high. Door Opening is 4'-6"

Labor & Drayage/Shipping

The Freeman Exhibitor Services Manual will include shipping, labor and other services, information and rates. Material shipped to the SAFE Credit Union Convention Center will only be accepted after the published shipping dates and must be addressed c/o Freeman. Please follow shipping instructions in the Freeman Exhibitor Services Manual carefully.

Freight at Show Site & Marshalling Yard

Location of the marshalling yard and scheduling information for bringing your equipment to and from the SAFE Credit Union Convention Center loading docks will be in the Freeman Exhibitor Services Manual emailed to you by Freeman. The loading docks will be staffed during your move in and move out to coordinate with the marshalling yard and to assist you in any way possible. All Exhibitors requiring access to loading docks will be routed to the SAFE Credit Union Convention Center from the marshalling yard.

Security

Contracted, uniformed security personnel will be provided on a twenty-four hour basis beginning Sunday, January 26, 2025 until the exhibit areas are vacated on Friday, January 31, 2025. Neither the UW&GS, its members the American Society for Enology and Viticulture and California Association of Winegrape Growers, the SAFE Credit Union Convention Center, the City of Sacramento, Freeman, the contracted registration company, nor any of their officers, directors, members, employees, or agents, are responsible for any loss or damage to Exhibitor property. We strongly encourage Exhibitor to remove all electronic equipment, jewelry or other valuable items that can be hand-carried when you are not present in your booth. Exhibitors and their employees, agents and representatives shall have the sole responsibility of securing and safeguarding their property from loss or damage.

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Exhibits Only Guest Passes

Exhibitors may invite clients, potential clients and/or staff attending but not working their trade show booth to attend the trade show by using Exhibits Only Guest Passes. The guest pass entitles the guest to enter the exhibit areas during show hours at no additional cost. Exhibits Only Guest Passes are **NOT** intended for your staff/sales representatives who will be working in your booth during show hours. Anyone who is not invited by an Exhibitor may pre-register for admission to the exhibit areas only for a fee.

Primary Contracted Exhibitors: Exhibits Only Guest Passes will be allocated to primary contracted Exhibitors (20 for the first standard 10 ft. x 10 ft. booth and 10 for each additional 10 ft. x 10 ft. booth. Large Machinery Booths receive the equivalent based on price per square foot.). Exhibits Only Guest Passes will be managed online by Exhibitor. Exhibitor may purchase additional quantities of these guest passes.

Booth Sharing Exhibitors: Exhibits Only Guest Passes will be available for purchase online to booth sharing Exhibitors.

Registration & Badges

Staff exhibit only registration (Wednesday & Thursday) for your booth representatives is included with each booth rental. Eight (8) staff badges are allotted for every 10' x 10' booth space. Please contact jen@asev.org if additional staff badges are needed. Additionally, each primary contracted Exhibitor will also receive two 3-day complimentary general registrations for sessions (Tuesday–Thursday). Additional session registrations can be purchased at the member rate. No one will be admitted to the exhibit areas without a badge.

If you choose to share your booth or if you represent multiple companies, such as in the case of a manufacturer's representatives or distributors, all participating companies will receive their own registration username and password.

Badges will not be mailed. They will be available in the registration area of the SAFE Credit Union Convention Center.

Hotel Accommodations

UW&GS will offer a block of hotel rooms at several hotels at discounted rates. All hotels included in our block will be available on our website in October. Instructions for hotel reservations will be posted on our website. Our two headquarter hotels are listed below:

Hyatt Regency at Capitol Park

(Headquarters Hotel)
1209 L Street, Sacramento, CA 95814

Sheraton Grand Sacramento

(Headquarters Hotel)
1230 J Street, Sacramento, CA 95814



IMPORTANT DATES

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Exhibitor Materials

- Wednesday, July 3, 2024 End of Pre-Sales
- Wednesday, July 31, 2024.....Booth Fee Payment in Full Deadline
- Sunday, September 1, 2024 Insurance Deadline
- October 2024Exhibitor Services Manual Available
- Friday, December 6, 2024 Printed Program & Exhibit Directory Deadline
 Booth Sharing Contract/Application Early-Bird Rate Deadline
- Friday, January 10, 2025.....Booth Sharing Contract/Application Submission Deadline
 Exhibitor Appointed Contractor (EAC)
 Application/Payment/Insurance Documentation Submission Deadline
- Tuesday, January 21, 2025 Pre-Registration Deadline (for Attendee Registration Rates)

Cancellation Time Line

- Prior to Sunday, September 1, 2024 100% refund
- Between Sunday, September 1, 2024 and Thursday, October 31, 2024 50% refund or
 75% refund if contracted booth space is reassigned
- On or after Friday, November 1, 2024 no refund

Installation Schedule

Large Equipment/Machinery Booths

- Sunday, January 26, 2025 10:00 am–5:00 pm
- Monday, January 27, 2025..... 8:00 am–3:00 pm

All Other Booths

- Monday, January 27, 2025..... 3:00 pm–8:00 pm
- Tuesday, January 28, 2025..... 8:00 am–5:00 pm
 (all crates must be available for removal by 4:00 pm)
 (exhibitor may work in their booth until 8:00 pm)

Dismantling Schedule

(all exhibit materials must be packed and ready for removal no later than the time referenced below)

Level 1 - Exhibit Halls A-D, Level 2 - Ballrooms A & B

- Thursday, January 30, 2025..... Close of show–10:00 pm

Level 1 - Exhibit Halls A-D

- Friday, January 31, 2025..... 8:00 am–2:00 pm