

## **POLICIES AND PROCEDURES**

POLICY NUMBER: **97-5**  
SUBJECT: EXHIBITOR REGISTRATION POLICY  
EFFECTIVE DATE: April 22, 1997  
REVISION DATE: 9/25/00, September 14, 2005  
SUPERSEDES:  
APPROVED BY: Board of Directors

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### **POLICY**

It is the policy of the CWEA that uniform procedures will be followed in the registration of exhibitors at the Annual, Northern Regional and Southern Regional Conferences. It is the purpose of this policy to establish a consistent, fair and equitable method for assignment of booths that complies with anti-trust law and enhances the quality and consistency of services provided to exhibitors at CWEA Conferences.

### **PROCEDURE**

1. A registration packet, containing all forms and booth registration information shall be developed by staff, and reviewed and approved by the Exhibit Chair(s). The packet shall include an exhibit floor plan.
2. Packet shall contain a floor plan of the exhibit area, and the registration form shall allow vendors to select 1st, 2<sup>nd</sup>, 3rd and 4th choice of booths preferred.
3. Packets shall also contain space for a description of other vendors the applicant wishes to be close to, or away from.
4. Packets shall be mailed to vendors by the office. At Annual Conference the exhibitor packet for the following year shall be passed out to all exhibitors. Exhibit packets for other CWEA events shall be handed out at events as timing permits.
5. All registrations shall be mailed to the office.
6. Office staff shall deposit checks or charge to credit card, and shall allocate booths, based on the availability of the booth at the time check or credit card charge order is received.
7. Receipt of check shall establish the priority for all exhibitors. The basis for assignment is "first come, first served."

8. There shall be no exceptions to this rule, and the rule shall include the Exhibit Chair(s).
9. Staff shall email on a weekly basis, the following exhibitor registration information to Exhibit Chair(s):
  - name of company
  - amount and date check received
  - booth requested, and preliminarily assigned
10. If a company request for 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> choice cannot be honored because those booths have previously been assigned by a prior applicant who has already paid, staff shall call the company and seek further choices of the company.
12. Exhibit Chair(s) shall be on-site for set-up of the exhibit and for tear-down.
13. Exhibit Chair(s) shall be responsible for on-site resolution of issues and complaints.
14. Exhibit Chair(s) shall be responsible for the purchase and distribution of door prizes. Distribution of door prizes during the show shall be made from a neutral location, not from the booth of the Exhibit Chair(s).
15. Exhibit Chair(s) and staff shall select food and make arrangements for exhibitor receptions, working with the Conference Local Host and the Treasurer.
16. CWEA staff shall handle on-site distribution of exhibitor pre-registration packets at the Icebreaker Receptions, and on the first day of the conference.
17. Staff shall distribute via email to all registered exhibitors an electronic list of registered attendees prior to and after the conference. The list shall include; attendee name, title, company/agency, mailing address. No email addresses, phone or fax numbers will be included.