



A Universe of Health for the Entire Family

Exhibitor Rules & Regulations

“LA FERIA DE LA SALUD”

Exhibits & Meeting Coordinator Feria De La Salud

Email: Sales@laferiadelasalud.com

Web: www.laferiadelasalud.com OR www.healthfair-usa.com

ELIGIBLE products and services

Products and services eligible to be exhibited include specific products, business enhancement services, financial opportunities and personal use products appropriate for a family venue. The Feria De La Salud (hereafter referred to as “FDLS”) reserves the right to disqualify potential exhibitors not complying with FDLS Rules and Regulations. Ineligible exhibits include, but are not limited to those exhibiting illegal services or activities; those not appropriate for a family venue; those espousing philosophies or actions in opposition to those of the FDLS; and, those that are harassing, discriminatory or violate the FDLS Code of Ethics.

ASSIGNMENT OF SPACE

New or additional exhibit space requests will be assigned on a space available basis in the order in which the applications are received. Multiple booth spaces will be assigned first. **The FDLS reserves the right to relocate booth space as may be necessary for the benefit of all concerned.**

SELLING RESTRICTIONS

All Exhibitors who sell merchandise from the floor, or who take orders on either a wholesale or retail basis, must adhere to all state/local laws/regulations regarding sales/use tax collections. Please visit: <http://cfo.dc.gov/otr/cwp> for more information. Additionally, exhibitors shall not assign or sublet any space allowed to them and shall not advertise products or services other than those manufactured or sold by them except by written permission from the FDLS.



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DELIVERY OF EXHIBIT MATERIAL

Shipments will be accepted at event place prior to 24 hours

LABOR

A copy of the event facilities labor guidelines and nonofficial contractor rules will be included in the Exhibitor Service Manual.

ELECTRICITY

Standard electrical services are available: 120 volt, AC, single phase, 60 cycles; 208 volt, AC, three phases, 60 cycles. Special voltage available on request.

MERCHANDISE REMOVAL

A written release will be required to remove material from the exhibit area after the first day of installation through the last day of dismantling. Official release forms will be available at the Decorator's Service Desk.

CARE OF BUILDING

Acceptance of exhibit space makes it obligatory on the part of the exhibitor and any employee that they shall not deface, injure, or mar the exhibit hall of the event facilities. Decorations, signs, banners, etc. may not be taped, nailed, stapled, or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, or columns. Any damages done shall be made good by the exhibitor to the FDLS or the owners of the building as their interest may appear.

ADVERTISING

The FDLS reserves the right to refuse to permit distribution of souvenirs, printed matter, balloons, or anything else which is considered objectionable. Distribution anywhere other than from within an exhibitor's space is not allowed without special assigned permission from show management.

ACCEPTANCE OF RULES & REGULATIONS

The exhibitor agrees to abide by the Rules & Regulations contained in the printed prospectus, which will be considered as part of this contract and fully binding. All exhibit applications which are accepted by the FDLS require and assume the full acceptance of these *Rules & Regulations*. **The FDLS reserves the right to all final decisions in their interpretation and enforcement.**

FIRE CODE REGULATIONS

All exhibitors must comply with all fire code laws, rules and regulations governing Miami-Dade County.

LIABILITY AND THEFT

The exhibitor agrees to hold the FDLS and its subcontractors harmless from any and all claims, judgments, and expenses of litigation arising out of any property loss or damage, or personal injury or death caused by or arising out of the use of the leased space. The FDLS and its subcontractors will take reasonable precautions against damage or loss by fire, water, storm, theft, strikes, other emergencies, or other causes over which the FDLS and its subcontractors have no control, but do not guarantee or insure the exhibitor against loss by reason thereof. Under government order of emergency, or other fair reason beyond its control, the FDLS reserves the right to cancel the exhibition with no liability to the exhibitor.

BIOLOGICAL PRODUCTS AND DEMONSTRATIONS

Biological products exhibited require a USDA license. Information contained in the exhibit and in all literature distributed must conform to current approved labeling practices. All uses of live animals in exhibits must be approved by the Health Convention and Meeting Planning Division.

CANCELLATION POLICY

The balance due must be paid 45 days before event date. Booth assignments with a balance due after this date will be subject to cancellation by the FDLS without refund of deposit. Full payment must accompany any application submitted 45 days before event.

No refunds will be made for cancellation requests postmarked 30 days before event date.
Service kits will be mailed only after full payment is received by the FDLS and booths are assigned.

All cancellations must be in writing. Written cancellations postmarked by 35 days before event date, are eligible for a 50% refund of money paid. **No refunds will be made** for cancellation requests postmarked 30 days before event date.

SAFETY GUIDELINES

All exhibitors are expected to observe appropriate safety guidelines set by event facilities.

(OSHA, FDA, USDA) regarding exhibition of equipment and products. This is especially important for those exhibitors who may desire to demonstrate devices such as lasers or electro surgery devices, and those who expect to store any compressed bottled gases on the exhibit floor.



SERVICES

All services customarily required by exhibitors are available at current rates: decorating, drayage, electrical, furniture rental, sign printing, carpenter services, sample storage, general labor, plumbing, photography, special cleaning and porter service, florist, and telephone service. Order forms for all services will be included in the Exhibitor Service Manual, which will be mailed in late 45 days before event date directly to each exhibitor. **Service kits will be mailed only after full payment is received by the FDLS and booths are assigned.**

Acceptance of exhibit space by an exhibitor will constitute agreement to use only the FDLS official suppliers unless a written request to use an independent contractor is submitted to and approved by the FDLS 30 days before event date. A certificate of liability insurance **MUST** be provided to the FDLS by the independent contractor. Exhibitors may not use an independent contractor for drayage, telephone/internet, electrical, or plumbing. All equipment **MUST** be packed and ready for shipping 24 hours before event date. Materials remaining in the exhibit hall will be removed at the expense of the exhibitor.

Exhibitor Rules & Regulations

Children under the age of 18 will not be allowed in the exhibit hall during installation and dismantling of exhibits — no exceptions.

INSURANCE

Exhibitors should insure themselves against property loss, damage, or liability for personal injury, at their own expense.

DRESS CODE

Exhibitors are required to dress in unified company attire. FDLS must approve all company attire, before 30 days before event date. Any undignified attire viewed by the FDLS, will be a failure to adhere to the FDLS code of conduct.

CONDUCT OF EXHIBITORS

Exhibitors are required to comply with the *Rules and Regulations* in the Exhibitor Service Manual. Any undignified solicitation on the part of any exhibitor shall be promptly reported to the Exhibits and Meetings Coordinator. The FDLS reserves the right to close any exhibit, which conducts its solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors. No sound-making or other equipment may be set up in the exhibit, which may cause annoyance to other exhibitors. All activities of each exhibit MUST be confined to the exhibitors allotted space.

BOOTH CONSTRUCTION AND ARRANGEMENTS

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan. It is mandatory that all exhibitors provide carpet for their booth. The back one-half of rented inline space may be occupied from the floor up to the height of eight (8) feet. The front one-half of the rented space may be occupied from the floor up to a maximum height of four (4) feet. The aisles are the common property of all exhibitors and must not be obstructed at any time; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exhibit area. An exhibitor occupying multiple booth spaces directly across the aisle from each other is prohibited from bridging the aisle as part of the exhibit or from using any floor covering in the aisle other than that furnished by the official decorating company. Multi-level exhibits or contained covered areas must meet minimum safety requirements be structurally sound and insured by the exhibit company for all liabilities. Plans must be certified and stamped by a licensed structural engineer and submitted to the FDLS and Fire Marshal for approval.

MUSIC LICENSING

Any exhibitor using live or recorded music via any medium in the exhibit space MUST have a license for such use by ASCAP and BMI.



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EXHIBITOR PRODUCTS & CLAIMS

Products and claims in exhibits will be subject to the same requirements as those for advertising in the Journal of the FDLS. (For a copy of these requirements, please contact the FDLS Publications Division.)

EXHIBITORS AND CONVENTION PROMOTION

Names of confirmed exhibiting companies may be used by the FDLS for promotion and publicity purposes. Additionally, photos and video taken by FDLS staff or FDLS designated photographers of confirmed exhibiting companies may also be used for promotion and publicity purposes.



Sponsorship and Advertising Opportunities

Custom Sponsorships

FDLS offers customized sponsorship opportunities to accommodate all promotional objectives and budgets. Choose from an assortment of options to provide your company the perfect complement to its year-round marketing strategy. A few of the opportunities available are:

Print advertising

Increase your visibility prior to and at convention through advertising! Options include the Advance Program — mailed to over 74,000 members, the Final Program, as well as the on-site and online versions of the Convention Daily News. To explore these options, contact Sales Office.

PRESS ROOM ADVERTISING

The Press Room is open to all exhibitors wanting to showcase their products and/or services to the media. Radio, television and print media outlets provide coverage during the FDLS Annual Health Convention. Take advantage of this free opportunity to showcase your products and services. You can also provide your product samples or company press releases to be distributed in the Press Room to the media.



Important Exhibit Information

INCLUDED WITH EVERY STANDARD BOOTH

- One (1) 7" x 44" sign with company name and booth number, general overhead lighting, and 24 hour security during show days *Standard booths are 8' wide and 8' deep with 8' high drape and 36" high side drape.*
- Four (4) complimentary exhibitor badges per each 8' x 8' space
- One (1) electronic lead retrieval system per commercial exhibiting company
- Complimentary mailing list of all primary pre-registrants
- One (1) copy of the FDLS Convention Proceedings on CD-ROM
- Company listing, booth location and description included in the FDLS Exhibit Guide
- Company listing and product information on the FDLS Convention Web site
- Brief description of new products and/or services in the on-site and online issue of the Health Convention Daily News
- Opportunity to increase visibility through sponsorship and advertising
- Access to internet is provided upon request
- Advance booth selection for the forthcoming Health Convention

