

The Vegas Shoot: Trade Show Conduct, Sales, and Booth Presentation Policy

Introduction

- This policy aims to create a professional and respectful environment that encourages fair business practices and a positive experience for all participants at our trade show.

Booth Space & Sales Tactics

- Vendors must confine their exhibits and promotional activities to their assigned booth space. Extensions beyond the booth boundaries are not allowed.
- No obstruction is permitted in aisles, passageways, lobbies, exits, or near fire extinguishing appliances.
- Activities such as games, contests, giveaways, or distribution of materials must be conducted within the contracted exhibit space only, as per the NFAA Foundation and the Fire Marshal's policies.

Booth Presentation

- Back-walls should be between 8-10 feet in height. Any partition wall above 8 feet that overlooks a neighboring booth must be finished from the backside in a neutral color, without branding or logos.
- Side-walls can be up to 3 feet in height in the front half of the booth, or 8-10 feet when adjacent to the back-wall of a neighboring booth.
- Peninsular and corner booths may leave sides open to the aisle but must have a back-wall and side walls as needed, with up to 50% of any open side permitted to have an outside wall.
- Enclosed booths are not permitted. Booths and walls should not obstruct the view of the exhibition or adjacent booths. Solid runs of walling along open perimeters are prohibited if they cause visual blockage. The rule is not enforced for open sides of booths facing a hall perimeter wall, and low-walling and handrails up to 3.5 feet are considered open.

Sound/Music

- The noise level from booths should not disrupt neighboring exhibitors. Sound devices should direct sound into the booth rather than into the aisle.

Set Up/Tear Down

- Union Labor may be required for certain aspects of exhibit handling. Exhibitors should refer to the Vendor Services Kit for detailed rules.
- Hand carry policy allows for merchandise to be carried by hand through designated doors without the use of wheeled equipment.
- Materials delivered to the loading dock must comply with the General Contractor's control and cannot be left unattended. All materials must be handled by the freight department.

Sales Conduct

- Aggressive selling tactics are prohibited. Sales activities are confined to the exhibitor's booth. Exhibitors are not permitted to engage in sales activities outside their assigned area, including but not limited to aisles, other exhibitors' booths, and common areas.
- Exhibitors are not allowed to engage attendees with aggressive tactics. This includes, but is not limited to, the following behaviors:
 - Approaching, following, or engaging attendees who are not showing interest.
 - Using loud or disruptive methods to attract attention.
 - Blocking or impeding the flow of traffic in aisles and walkways.
 - Any form of physical contact without the attendee's consent.
- Any violations of this policy may lead to sanctions including booth closure or expulsion from the event without refund.

Compliance and Reporting

- Event staff will monitor and enforce these policies.
- Attendees and exhibitors are encouraged to report any violations to event staff.

Consequences of Non-Compliance

- Offenses will be met with increasing severity, from verbal warnings to potential expulsion from the trade show.

Policy Review

- This policy is subject to annual review and changes based on participant feedback and best practices.

Additional Venue-Specific Rules

- Nothing may be attached to any part of the South Point Hotel & Casino without consent from the Trade Show Event Coordinators.

***Note: Freight removal and booth dismantling are not allowed before or during The Championship Shoot Off.**