



AAG 2025 RULES AND REGULATIONS

Show Management

The exhibition is organized and managed by AAG (American Association of Geographers). Any matters not covered in these Rules and Regulations are subject to the interpretation of the AAG Board of Directors and the AAG Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the Huntington Place policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Assignment of Booth Space

Booths will be assigned on a first-come, first-served basis. Applications without authorized signature and required deposit will not be processed. Booths will not be held without completed applications and required deposit.

Rates, Deposits and Refunds

Space will be rented at the rates listed on the application form. No application will be processed, or space assigned without a deposit in U.S. funds in the amount of 50% of the total cost or payment in full. Space must be fully paid for by December 13, 2024. If assigned space is not paid for by December 13, 2024, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of the purchased booth space on or prior to December 13, 2024, AAG will retain 50% of total booth cost. Any exhibitor who cancels all or part of purchased booth space after December 13, 2024, will not receive a refund and AAG will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set for in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount set forth above, regardless of whether the Show Management enters into a further lease for the space involved. In the event that acts of God, war, government regulation, disasters, fires, disease, strikes, terrorism or threats of terrorism, civil disorder, curtailment of transportation facilities preventing or unreasonably delaying at least 25% of the event attendees and guests from participating at the Event, or other similar cause, including emergency or nonemergency conditions, beyond the control of the parties making it inadvisable, illegal, impossible, or commercially impractical to hold the Event your full exhibit rental fees will be automatically transferred to the following year's national conference Event. Sponsorships are non-refundable.

All cancellations must be submitted in writing to the AAG Exhibits Manager via e-mail at:

AAG@discoverSB.com



Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation and dismantlement must occur only during the installation and dismantle times designated in the Exhibitor Services Manual. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

For specific guidelines at Huntington Place, please review their current event guidelines linked <https://huntingtonplace.production.carbonhouse.com/assets/doc/General-Information-Handbook-Dec-2022-dc6d47ace3.pdf>

Failure to Occupy Space

Space not occupied by the time designated in the Exhibitor Services Manual will be forfeited by exhibitors and their space may be resold, re-assigned or used by the exhibit management without refund.

Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, internet service, furniture, etc. will be included in the Exhibitor Services Manual to be forwarded from the official contractor. An exhibitors' service counter will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will AAG or Huntington Place assume responsibilities for loss or damage of goods consigned to the official contractor. Advance shipments of exhibit materials must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

Union Labor

Labor Rules and Regulations for Union Labor are made by local unions and may change at any time where union labor is required because of building or contractor requirements. It will be necessary for the exhibitor to comply with these regulations. Information about specific applicable regulations may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor



can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

Booth Design

Each exhibitor will be provided with an official Exhibitor Services Manual by early 2025. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. If locations or building columns, utilities, or other architectural components of the facility are considerations in the exhibit's design, it is the exhibitor's responsibility to inspect the facility and verify all dimensions and measurements. Show Management will provide the most accurate information possible regarding the facility but cannot ensure all floor plan dimensions and measurements. All exhibit displays and exhibitor demonstrations will be contained within the confines of the rented space only. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Displays should not exceed 8' in height in the rear 5' of their booth, nor exceed 4' in height in the front 5' of their booth. AAG does not permit end-cap booths, meaning 10'x20' spaces exposed to aisle on three sides at either end of an aisle. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such an exhibit will be prohibited from functioning at any time during the exhibition.

Subleasing of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.



Exhibitor Conduct and Relevance

All exhibits will be to serve the interest of the AAG members and must be pertinent to the attendees' professional interests. AAG reserves the right to restrict exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that AAG believes to be injurious to the purpose of AAG. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by AAG to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

Exhibitor's Personnel

All exhibitors must wear official AAG name badges and ribbons for exhibit hall admission. Exhibitors who need to work during non-show hours must obtain specific permission from AAG for entrance into the exhibit hall. Exhibitors are prohibited from sharing badges with anyone who is not officially registered for the conference. Violating this condition may result in loss of admittance for the person(s) sharing the badge. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual by exhibitor personnel. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

AAG Event Conduct Policy

Exhibiting companies and booth personnel agree to review and adhere to all policies set forth in the AAG Event Conduct Policy found on the AAG website at <https://www.aag.org/aag-policies/>.

Selling of Merchandise

Sales of merchandise on the show floor are allowed. However, it will be the responsibility of the Exhibitor to ensure they follow the applicable sales tax regulations for Detroit, MI.

Sound Devices, Light, and other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversation level and must not interfere with other exhibitors (70 decibels maximum at all times). Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or



infringe upon another exhibitor's display. AAG reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited. Equipment for demonstrations must not, in the judgment of AAG, pose a radiation hazard. In addition, if the equipment has energy beams that might be potentially hazardous, such energy beams must be deactivated or made non-operative before installation.

Handout Materials

Promotional giveaways and exhibit prize raffles will be permitted. All materials and prizes must have prior approval by AAG. All hand-out materials are expected to be of a professional nature. AAG reserves the right to disallow any material that they believe to be inappropriate. No Helium balloons or adhesive-backed decals are to be used or given away.

Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of the AAG.

Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibit must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

Weapons of any type, functional or non-functional, such as firearms, swords, etc. are strictly prohibited at the Event. Exhibitors are forbidden from carrying weapons of any kind, including concealed or displayed firearms or knives, onto the premises of AAG 2025. AAG reserves the right, in its sole discretion, without refund, to deactivate and/or revoke the credentials of any Exhibitor who violates this policy.

Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AAG assumes no responsibility for damage or loss of packing boxes or crates.



Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

Liability and Security

AAG makes no warranty expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display. AAG will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident, or other causes. AAG will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. Exhibitor shall be fully responsible for paying for any and all damages to property owned by Huntington Place, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Huntington Place, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/ or use of the exhibition premises, the Huntington Place any part thereof. The Exhibitor understands that the Convention Center does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The exhibitor will pay and save AAG, its Board, members, staff, and representatives, Honolulu, HI and the Huntington Place harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within to Convention Center or property adjacent thereto occasioned by an act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AAG, Detroit, MI and the Huntington Place against any and all such claims or demands.

Each exhibitor is responsible for securing and maintaining the following insurance coverage at the exhibitor's expense: workers' compensation insurance in compliance with the laws of the State of Michigan; commercial general liability insurance with a minimum coverage of \$1,000,000 per occurrence, covering comprehensive form, premises/operations, contractual liability, broad form property damage, and products/completed operations, effective from on or before March 24, 2025, through March 28, 2025, including move-in and move-out dates. This insurance must cover all damage or injury to persons attending the exhibitor's booth during the event. Exhibitors are also responsible for



any additional insurance they deem necessary for their own protection. Exhibitors appointing an Exhibitor Appointed Contractor (EAC) must notify the event organizer in advance, and the EAC must provide proof of equivalent insurance coverage, including general liability and workers' compensation, naming the event organizer and venue as additional insureds. Failure to provide proof of insurance may result in the EAC being denied access.

Trademarks

AAG will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of Huntington Place logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Convention Center marketing department.

Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

List Publications

The list of AAG exhibitors, in whole or in part, shall not be published other than in AAG official publications.

Convention Center Use

All AAG public function space in Huntington Place is controlled by AAG. No function space will be released to exhibiting firms or to other commercial firms for social or other functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AAG by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited. Exhibitors may not use the convention center(s) to distribute literature, gifts, etc. to attendees. [EXHIBITOR] hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Convention Center, its owners, its operator and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or



damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding any such liability caused by the sole gross negligence of the Convention Center and its employees and agents.

Violations

Violation of any of these Rules and Regulations by the exhibitor of his or her employees or agents shall at the option of AAG forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to AAG all monies paid or due. Upon evidence of violation, AAG may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AAG may incur thereby.

Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

Sponsor Educational Sessions

The purpose of a Sponsored Educational Event is to further the knowledge of meeting attendees through product and service displays, education, and demonstrations. The speaker agreement is solely between the sponsoring company and the speaker. AAG will take no responsibility for the content, instead relying on you, the sponsoring company, to oversee the appropriate material. You warrant that the content and all supporting material will not contain anything illegal, defamatory, or indecent or infringes on any third party's statutory or common law right, including any intellectual property rights. Products or services exhibited must be pertinent to the attendees' professional interest. Show management reserves the right to request the immediate withdrawal of any presentation AAG believes to be injurious to the purpose of AAG.

Contact For questions or more information, please contact: AAG Exhibits Manager by email at AAG@discoversb.com.