

Admission Policy

All Attendees & Exhibitors are required to wear their official show badge and badge holder at all times. Use of a badge by a person not named on the badge is grounds for confiscation and possible removal from the event. If you lose your badge, please return to Registration to obtain a replacement – fees may apply. An adult with a full registration badge must accompany attendees under 18 years of age. *See Children and Minors Policy below.*

Admission to Creativation is restricted and by license only, revocable by AFCI at any time. You are not permitted to engage in any activity that is unlawful, in violation of the Trade Show Rules or the convention center lease terms, or is anti-ethical to the purposes and good order of the Trade Show and its operation by AFCI.

AFCI reserves the right to revoke your badge and to have Security remove you from the Trade Show premises at any time without prior notice. If AFCI revokes your badge, AFCI will refund to you the admission fee paid by you in exchange for surrender of the admission badge issued to you.

Alcohol Policy

We recognize the legitimate serving of alcoholic beverages in the process of conducting business and social activities. We also recognize that the use and consumption of alcohol carries with it the requirement for all attendees to consume those beverages responsibly and in keeping with our professional code of ethics and conduct. We strongly oppose the abuse and misuse of alcohol at all AFCI events. Anyone consuming alcohol must be of legal drinking age. Any event-related functions serving alcohol will require a valid ID for purchase or consumption.

Americans with Disabilities Act

We take pride in ensuring that our meetings and events are accessible to all attendees with special needs. All meeting rooms are wheelchair accessible. Should you require special arrangements, please contact our staff. Prior to event dates contact the AFCI Offices at 201-835-1200; during event dates contact the staff at the onsite Show Office or Registration area.

Announcements

Announcements are only made for official Show business. We encourage Attendees, if separated from their group, to designate an area to meet.

Attire

In keeping with the business atmosphere of Creativation, all booth personnel shall wear acceptable business attire – casual or otherwise such as corporate identity uniforms. Attendees should dress in business casual attire. Sturdy, safe shoes should be worn by all individuals. Set Up and Tear Down on the Show floor is considered an active construction zone and for your safety, open-toed shoes (sandals, flip-flops, etc.) are NOT permitted.

Badges & Registration

Admittance for members into all official show events and functions is granted through the use of an official show badge and applicable tickets. Your badge must be worn in a visible location at all times. Badges may not be given to other individuals or resold. No buyer / attendee will be admitted with an “Exhibitor” badge designation nor should an attendee try to gain entry to the trade show with a badge that belongs to another individual.

All badged individuals must be at least 18 years of age. Please see below for the official Minors policy.

Badge Corrections – If someone’s badge has been misspelled or needs corrections to other data in their record, this may be done at no charge at any manned Registration counter. The original badge must be exchanged for the corrected badge.

Badge Reprint Fee – In the event you lose or forget your badge, there will be a \$15 Reprint Fee for a replacement badge. To have a replacement badge printed please go to a manned registration counter with your identification, and one will be printed for you for the appropriate fee.

Cash and Carry Policy

Creativation is an order-writing only show. Retail sales or sales of merchandise for on-site delivery on the show floor during the trade show is prohibited. Certain features of the Show may permit cash & carry on a limited basis. All proper licenses, tax permits, etc. must be obtained prior to the Show. Please contact the Show organizers for more information on this.

Data Collection

By registering for the Creativation you consent to AFCI’s collection and storage of the data on the registration form. AFCI may share collected contact information with authorized vendors, exhibitors, sponsors and service providers. AFCI does not sell email addresses or telephone numbers.

Hold Harmless Policy

All Show Attendees and Exhibitors hereby agree to release and hold harmless AFCI Show Management, its employees, vendors, agents, contractors, Board members and owners from any and all alleged and/or actual liability, claims, actions, lawsuits, damages, or losses, of any kind (“Claim”) which arise out of or result from attendance and at and participation in the event, including but not limited to property damage and personal injuries, whether or not foreseeable.

Exhibitor Meetings, Events and Seminars

All meetings, events and seminars must be registered with AFCI Show Management. Meetings, events and seminars not designated or organized as a part of the Conference Program or Trade Show, are not permitted during show floor hours or AFCI hosted events. This includes events taking place at any AFCI contracted property (Convention Center or Hotel).

Events, seminars and meetings must be registered and approved by using the appropriate AFCI official Meeting Room Request Form located at www.afci.global under the Exhibitors tab for the appropriate upcoming Show.

Minors Policy for Trade Show Floor

Minors 12 years of age and older, who are an employee of a member company, are permitted on the Trade Show floor during show hours only when properly badged and accompanied by a properly badged and registered guardian(s). Infants/babes-in-arms (children up to 2 years of age) are permitted on the Trade Show floor, when carried by a properly registered and badged guardian(s). **NO STROLLERS ARE PERMITTED ON THE SHOW FLOOR.**

Minors who are part of an exhibiting company must stay within the confines of the exhibit space at all times unless accompanied by the registered guardian(s). Minors are not to wander the Show aisles nor be left on their own under any circumstance.

A Child Waiver must be signed by a parent or guardian and authorized by AFCI for all children under the age of 18. The guardian must accompany children at all times while on the show floor. Failure of the guardian to supervise the child's activities may result in removal from the show. Should said removal occur, there are no refunds for the guardian(s), and Show Management is not responsible for any associated costs to attend the event. **Under no circumstances, will children under 18 be admitted on the trade show floor during exhibitor move-in or move out.**

Babysitting services are not available onsite. Please make arrangements prior to your arrival at the Show.

Minors Policy for Conference Events

Minors 12 years of age and older must be an employee of a member company and require tickets for conference events such as Seminars, Keynote, Show Event, and Workshops. Infants/babes-in-arms (children up to 2 years of age) are permitted provided they are in a stroller and do not disrupt. (Note that while strollers are permitted in education sessions, they are NOT permitted on the Show floor. Please make arrangements to store the stroller before going onto the floor.) The guardian must accompany children at all times. Failure of guardian to supervise the child's activities may result in removal from the event. Should said removal occur, there are no refunds for the guardian(s), and Show Management is not responsible for any associated costs to attend the event.

Mobile/Cell Phone Policy

As a courtesy to the speakers and your fellow attendees, please turn off all mobile phones during meetings and sessions.

During the Registration process, you are asked (but not required) for your mobile phone number. This will not only notify you (via text message) of certain programs you are registered for, but will be used in case of emergency during the event. Your mobile number will only be used the week of the event and will NOT be stored in AFCI's database for any further use.

No Smoking Policy

The Convention Center is a nonsmoking facility. Smoking is prohibited in all areas of the center except in designated outside smoking areas.

Pets

Pets are not allowed at Creativation. The only exception is for service animals. Please contact Show Management with questions.

Photography and Videos

Sessions are protected by US Copyright laws. Photography and video/audio recording of any kind are strictly prohibited in the sessions and throughout the Exhibition area or any other area or event. Sessions may permit recording on a case-by-case basis, but this will be established prior to the course's start. Due to the sensitive nature of new products and unique booth displays at the Show, photographs or video of any booths on the Exhibit floor or conference sessions by any Attendee/Exhibitor personnel other than the Official Photographic Contractor for those booths is prohibited. Exceptions are made only when permission is obtained from the Exhibitor whose booth/product is being photographed as well as from all individuals appearing in the photograph.

Convention and/or Exhibitor photos and recordings cannot be copied, altered, sold, Exhibited, or further distributed without AFCI prior written consent. AFCI retains the right to revoke consent.

Exhibitors and Attendees understand that AFCI Show Management or its authorized representatives may conduct interviews and may take photographs and/or videotape and may also stream the various aspects and activities of Creativation for both archival and promotional purposes. By attending Creativation, Exhibitors and Attendees hereby grant to AFCI Show Management and its authorized representatives the absolute right and permission to use your name, likeness, biographical information, voice, content of any interview, image and/or photograph and any other indicia of persona ("Persona") or to refrain from doing so, in any manner or media whether existing now or hereinafter developed (including without limitation the World Wide Web and the Internet), worldwide, for trade, advertising and/or promotional purposes. Exhibitors and Attendees agree Exhibitors and Attendees shall have no rights of review or approval, no Claim to compensation, and no Claim arising out of or resulting from the use, alteration, blurring, distortion or illusionary effect (whether intentional or otherwise) or use in any composite form of Persona and agree to release and hold AFCI Show Management and its authorized representatives harmless for any and all such use(s).

Press

Media credentials are reserved exclusively for working members of the editorial media, including print, broadcast, radio or online. In order to maintain a B2B environment conducive for buyers and sellers to do business, media credentials are only available to media that are related to the industry, or those that cover small businesses or another relevant topic. Public Relations, Advertising, publishers and marketing personnel representing manufacturers do not qualify for media credentials. Video production companies that are representing exhibitors or those that are charging companies to be covered do not qualify for media credentials. All Media are required to follow the Photography and Video policy. Approved individuals who abuse their media privileges or who misrepresent themselves in obtaining their media passes may risk having their credentials revoked, and their names banned from attending Creativation in future years.

Security

The Convention Center is patrolled by uniformed and plainclothes public safety staff. Access to meeting rooms and exhibit areas is by proper badge only. For your safety and convenience, please note the following:

- **Attendees and Exhibitors are advised to carry two forms of identification.** At least one picture ID is suggested, along with some verifiable company ID.
- **Always wear your AFCI badge on Convention Center premises.** Do not cover it with business cards or other obstructions. Do not wear another person's badge, even temporarily.
- **Bags and packages are subject to search by Show Security, law enforcement or public safety personnel.** Ordinary hand-carried items will not be barred from any areas: laptop cases, camera bags (*See Photography and Video policy*), literature bags, and small backpacks will be allowed, but they may occasionally be courteously searched. Please do not leave any items unattended at any time.
- **Security has the right to remove any individual that appears to pose a threat to the safety and security of the event.**

Service of Legal Documents / Conflict Avoidance

Service of legal documents is prohibited on the trade show premises. For a detail of this policy, please contact Show Management in the Show Office.

In order to minimize conflict and to facilitate a smooth trade show operation, the service or delivery of legal documents (summons, subpoenas, injunctions, restraining orders, etc.) is prohibited on the show floor and in the surrounding areas, including the Registration Area, the surrounding hallways, the seminar rooms, and any other official AFCI Show events. Any Exhibitor, Attendee or Visitor desiring to serve legal documents is instructed to contact the Show Management Office for the proper procedures to follow.

Violating or permitting others under your control to violate this or other Show Rules and Regulations could result in any of the following actions at the discretion of Show Management:

- Loss of show seniority
- Monetary fine
- Closure of your booth
- Expulsion from the show
- Exclusion from future shows

Conflict Avoidance Policy – AFCI strives to keep the trade show atmosphere free from direct conflict when possible. For that reason, the service of legal documents on the premises of the trade show has been prohibited.

Show Management has established a procedure to assist trade show exhibitors and attendees when conflicts arise, to attempt to resolve the conflict or, failing, to ensure the proper service of any legal documents. Please follow the following steps:

1. Alert Show Management of any potential for a conflict between or among exhibitors or attendees. Show Management will attempt to bring the parties together in a meeting at the show office to resolve the matter.
2. If the matter is not resolved, any party may choose to seek a restraining order, injunction, or cease-and-desist order from a court with jurisdiction over the trade show location.
3. If an order is obtained, or if a complaint has been filed in court, do not serve it yourself. Bring the order and/or the process server to the Show Management Office. 4. Show Management will bring the party being served to the show office for service. Upon completion of service, Show Management will assist with the enforcement of the order to ensure it is adhered to in a timely manner.
4. Any expense incurred by Show Management to assist with the execution of a legal service or order will be the responsibility of the exhibitor or attendee obtaining the order.
5. Show Rules and Regulations must be observed at all times. Violation of any Show Rules and Regulations by either party could result in any of the following actions at the discretion of Show Management:
 - a. Loss of show seniority
 - b. Monetary fine
 - c. Closure of your booth
 - d. Expulsion from the show
 - e. Exclusion from future shows

Please note AFCI reserves the right to maintain confidentiality with regard to the action implemented. Specific rules apply in this situation are:

- Do not enter the booth of the offending exhibitor
- Do not confront an attendee or visitor on the trade show floor or in the surrounding areas
- Do not loiter around the offending exhibitor's booth in any way can be considered antagonizing or harassing the exhibitor
- Do not remove anything from the exhibitor's booth
- Do not give a badge to anyone not properly registered for the show

- Do not register any non-industry people providing them illegal entry to the show
- Do not photograph or video the offending exhibitor's booth

Strollers & Rolling Carts

For safety reasons strollers are not permitted on the Trade Show floor. Strollers are permitted in the off-floor education sessions. Please make arrangements to store the stroller after the session if you plan on going to the Show floor. Small rolling business cases and bags are permitted on the Show floor provided they do not cause an obstruction.

Suit-casing & Out-boarding

Exhibitors & Sponsors at our show have invested and committed their support to this industry. They have planned for several months or more to bring the Attendees the experience they seek and deserve.

Suit-casing Policy: Only contracted Exhibitors are permitted to promote their products, services or company at the Show. Unless a marketing opportunity (i.e. sponsorship, showcase, Exhibitor-presented seminar, etc.) has been contracted by the Exhibitor through the AFCI Show Management, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to “roaming” characters, handing out flyers, approaching Exhibitor booths to sell products, and leaving and/or distributing product information in public spaces and show floor aisles. Exhibitors found doing so will be sent back to their booth space and materials left will be confiscated and disposed of properly. Attendees will be asked to leave the show and forfeit their badge. Additional penalties may apply. Any “suit-casers” observed by both attendees and exhibitors should be reported to the Show Management immediately.

Out-boarding Policy: Out-boarding is defined as marketing, sales, and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical and is condemned by Show Management. It includes practices such as “coat-tailing,” “piggy-backing,” co-location of events, and large-scale hospitality events, particularly during show, educational, or event hours.

All show policies are subject to change