

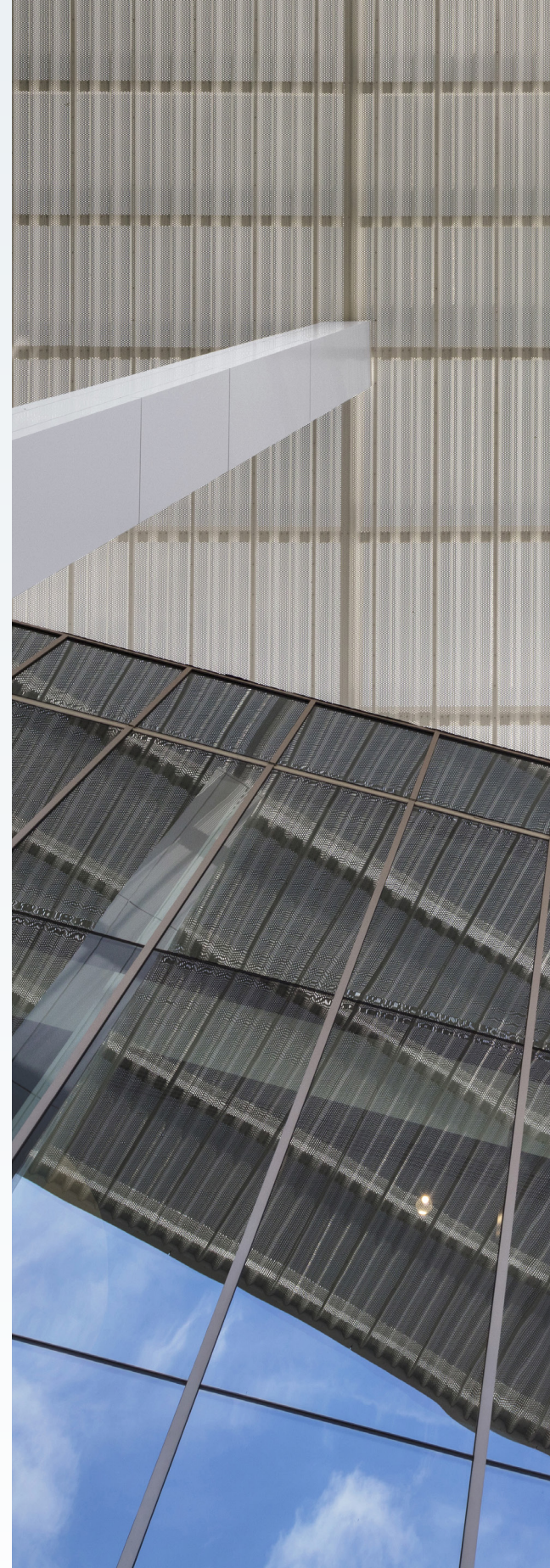


INTERNATIONAL CODE COUNCIL®  
CONFERENCE | HEARINGS | EXPO

# Exhibitor Prospectus

September 11 – 12, 2022

Kentucky International Convention Center  
Louisville, KY



[www.iccafe.org/expo](http://www.iccafe.org/expo)

The ICC Expo provides a platform for exhibitors to demonstrate and educate building safety and design professionals about the latest innovative technologies that are helping to build a safer world.

This event brings exhibitors face-to-face with professionals from the built environment including tradesmen, architects, engineers, and plumbing, mechanical, fuel gas, building and fire safety professionals from around the world. PLUS, pre-show promotions reach the Code Council's more than 60,000 members and 100,000 customers that turn to ICC for their building safety needs.

**Position your brand and your company as an industry leader in building safety and design!**

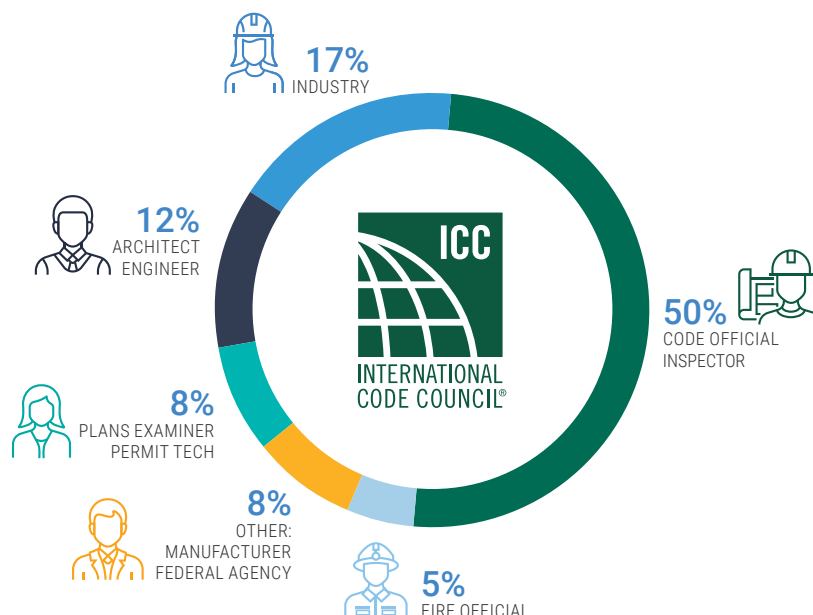
## WHY ATTEND

Here are some reasons to exhibit at the ICC Expo:

- Meet face-to-face with building safety and design professionals from across the country, around the world and locally
- Demonstrate your product and show how it stands out from the competition
- Educate attendees about your products and services and why they are important to their business or next building project
- Establish your credibility as an expert by networking with attendees and helping them solve real world challenges

## DEMOGRAPHIC INFORMATION

### Attendees by Job





## BENEFITS OF EXHIBITING

- Two (2) complimentary exhibitor badges for every 100 square feet of exhibit space\*
- Complimentary listing on the Expo website (Listing includes company name, booth number, web address, and 100-word company description)
- Complimentary listing in the Mobile App (Listing includes company name, booth number, phone number, web address, company logo, and 100-word company description)
- Complimentary listing on signage located outside the main expo entrance (Listing includes company name and booth number)
- Use of the Expo logo and marketing materials to help with your exhibit promotions.

*Each 10'x10' booth space includes 8' back drape, 3' side drape, company identification sign, aisle carpeting and exhibit hall security.*

*Exhibitors are responsible for the following services, which are not included in the booth space fee:*

- Booth furnishings
- Booth carpet or floor covering (Required)
- Inbound and outbound freight handling cost
- Electrical, Internet or other utility services
- Audiovisual equipment
- Booth installation and dismantling
- Booth cleaning

*\* Exhibitor Badges are only valid for functions inside the exhibit hall. They are not valid for meal functions or education sessions outside the exhibit hall.*

## EXHIBIT SCHEDULE

### Sunday, September 11

Expo Hours: 3:00 pm – 7:00 pm  
 Welcome Reception: 6:00 pm – 7:00 pm

### Monday, September 12

Expo Hours: 2:00 pm – 7:00 pm  
 Reception: 5:00 pm – 7:00 pm

*Schedule subject to change*

## EXHIBIT RATES

\$2,000 – Standard Fee

\$1,500 – Early Bird Fee July 1, 2022


Fees listed above are per 10' x 10' or 100 ft<sup>2</sup> booth space

## TERMS

Payment in full is due with contract.

*Please note: All artwork, listings and signage must be approved by show management. Some signage may be co-branded with other sponsors.*



131	230	231	330	331	430	431	530	531	630	631
129	228	229	328	329	428	429	528	529	628	629
127	224 FOOD	227	324 BAR	327	426	427	526	527	624 FOOD	627
125		225						525		625
123	222	223	322	<div style="text-align: center;"> <p><b>315</b></p>  <p>INTERNATIONAL CODE COUNCIL®</p> </div>				523	622	623
121	220	221	320					521	620	621
119	218	219	318					519	618	619
117	216	217	316					517	616	617
115	214	215	314					515	614	615
113	212	213	312					513	612	613
111	208 BAR	211	308 FOOD					511	608 BAR	611
109		209						509		609
107	206	207	306					507	606	607
105	204	205	304					505	604	605

**ENTRANCE** 

*\*Floorplan subject to change*



**EXHIBITOR INFORMATION** *Please type or print clearly.*

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Phone Number \_\_\_\_\_

Contact to Receive Correspondence \_\_\_\_\_

Contact Email (required) \_\_\_\_\_

Contact Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Products/Services to Display: \_\_\_\_\_

**List Costs:**    **Standard Booth Fee:** \$2,000    **Early Bird Fee:** \$1,500 (July 1, 2022)

Fees listed above are per 10'x10' or 100 sq.ft booth space.

<b>Space Cost</b>	<b>x</b>	<b>Number of spaces</b>	<b>=</b>	<b>Exhibit Total</b>

Choice of booth space/s: (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

**METHOD OF PAYMENT**

- Check (payable to ICC)**
- Credit Card (Credit Card Payments must be completed online or by telephone)**

The undersigned understands this application becomes a Binding Contract when accepted by the International Code Council. The undersigned agrees to abide by the Rules and Regulations published in the Exhibit & Sponsorship Opportunities, those listed in the Exhibitor Service Manual, and the rules and regulations of the selected venue or facility.

**Remit To:**  
 International Code Council  
 25442 Network Place  
 Chicago, IL 60673-1254

PRINTED NAME \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

*Please note: All artwork, listings and signage must be approved by show management. Some signage may be co-branded with other sponsors.*





# Rules & Regulations

The following rules and regulations have been established to provide a well-balanced, well-regulated, attractive exposition that provides an equal opportunity for an exhibiting company to present its products and services. Participation in the Expo hosted by the International Code Council (“Show Management”) is determined based on Show Management approval. Show Management reserves the right to withhold invitations, decline applications for exhibit space and enforce strict compliance with these Rules and Regulations. No exception to the following rules will be permitted.

## OBJECTIVE

The objective of the Expo is to provide an educational forum for the introduction of new building products and services related to the safety and design of sustainable, affordable and resilient structures.

## CONTRACT

By signing the contract or checking the “I Accept” button on the application for exhibit space, the exhibiting company agrees to abide by these Terms, Conditions, Rules and Regulations, those listed in the Exhibitor Service Manual, and the rules and regulations of the selected venue or facility. The application for exhibit space becomes a binding contract when accepted by Show Management. The individual who accepts the terms of this agreement on behalf of the exhibitor warrants that he or she is authorized to enter into contracts on behalf of the exhibitor.

## SPACE ASSIGNMENT

Space will be assigned to all registrants on a first-paid, first-served basis, in the order in which registrations are received. Every effort will be made to assign the exhibitor to one of their chosen spaces; however, Show Management reserves the right to make final space assignments or change space assignments after acceptance of the registrations, should it be necessary in the best interest of the exhibition.

## SHOW DATES AND HOURS

**Sunday, September 11, 2022** 3:00 pm – 7:00 pm  
**Monday, September 12, 2022** 2:00 pm – 7:00 pm

## EXHIBITOR MOVE-IN

**Saturday, September 10, 2022** 8:00 am – 5:00 pm  
**Sunday, September 11, 2022** 9:00 am – Noon

It is important that all booths are set up by noon on Sunday, September 11, 2022. Permission to work outside of the established schedule must be obtained in writing from Show Management.

## EXHIBITOR MOVE-OUT

**Monday, September 12, 2022** 7:00 pm – 10:00 pm  
**Tuesday, September 13, 2022** 8:00 am – Noon

Dismantling or removing an exhibit or materials before the official closing of the Expo is strictly prohibited. Companies that violate this rule may not be permitted to exhibit at future events.

*\*Schedule is subject to change*

## PAYMENT TERMS

Applications submitted require full payment to reserve booth space.

The price of the booth includes, in addition to the space itself, an identification sign with company name and location, pipe and drape for in-line booths, listing of company information and product description on the conference/expo website.

## CANCELLATION REFUND POLICY

Exhibitors canceling must notify Show Management in writing by July 31, 2022. Cancellations made by August 1, 2022 – fifty percent (50%) of the total fee will be refunded. Cancellations made after August 1, 2022 – no refund will be tendered.

## USE OF EXHIBIT SPACE

Exhibitors shall reflect their company’s highest standard of professionalism while maintaining the booth during exhibit hours. The booth must be maintained by at least one company representative at all times during the conference. All demonstrations and exhibits must be confined to the contracted space. No exhibitor shall assign, sublet or share the whole or any part of the contracted exhibit space without prior written permission from Show Management. Exhibitors may promote their brand, products and services as long as these items do not, in the judgment of Show Management, rise to the level of advocating a position on a code hearing action. Advocating a position on a code change is strictly prohibited.

In accordance with Show Management efforts to be an inclusive and welcoming environment for all people regardless of their gender, race, sexual orientation, class, ability or language, Exhibitor’s booths must be free of bias and discriminatory language or images that marginalize, objectify, make fun of or demean a person’s identity in any way.

## EXHIBITOR BADGES

Exhibitor badges will be distributed on-site at exhibitor registration. Badges may be made out only in the name of the company shown on the application for exhibit space. All representatives of exhibiting companies must register and wear the official exhibitor badge while in the exhibit hall. Two badges per 100 ft<sup>2</sup> shall be issued. Exhibitor Staff registration log in information will be sent with space confirmation.



## EXHIBITOR SERVICE KIT

Heritage Exposition Services, the official service contractor, will provide a service kit containing general and technical information regarding the exhibition, facilities of the exhibition site, pertinent information, instructions, and rates regarding services. The exhibitor service manual will be available to exhibitor 6 to 8 weeks prior to Expo. The manual will be located in the Exhibitor Resources of the conference/expo website.

## SAFETY AND FIRE REGULATIONS

Exhibitors must strictly observe all applicable fire and safety laws and regulations of the host city/facility. Fire regulations require all display material used for decoration to be flameproof. All electrical equipment, including signs and lights, shall be in good operable condition and able to pass the inspection of the local Fire Underwriters Inspection Bureau. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exhibition. The use of flammable materials necessary to the purpose of the exhibit, where no other alternative can be used, must first be brought to the attention of Show Management, in writing, not less than 90 days before the opening of the exhibit, for approval. Exhibitors shall not allow display to block the view of, or impede access to fire alarm boxes, fire exits, fire hose cabinets, fire extinguishers or other safety equipment.

## SECURITY

Security guards shall be furnished during setup, tear-down and the closed hours of the exhibition to help avoid damage or loss by fire, theft or other means. Show Management does not guarantee, insure or indemnify exhibitors, their guests or invitees or others against any loss to person or property by the acts, conduct or negligence of this security service or for any other reason whatsoever. The furnishing of the guards shall not increase the liability of Show Management. After exhibit hours, only those exhibitors properly identified and having the permission of Show Management may enter the exhibit area.

## INSURANCE

Exhibitors agree to maintain such insurance that will fully protect, hold harmless and indemnify Show Management from any and all claims of any nature whatsoever, including claims under the Workman's Compensation Act, and for personal injury, including death, which may rise in connection with the installation, operation or dismantling of the exhibitor's display. Exhibitors are advised to add to their existing insurance a portal-to-portal rider at a nominal cost, protecting them against the loss/damage to their material from fire, theft, accident, etc.

## PHOTOGRAPHY/VIDEOGRAPHY

Show Management reserves the right to photograph and/or videotape events for promotional purposes. Show Management has permission to copyright, publish and use your likeness in print, online or in other media. If you do not wish to be photographed or videotaped, it is your responsibility to inform the camera operator.

## ENDORSEMENT

The exhibition of products at the Expo does not constitute an endorsement by International Code Council. Exhibitors are not permitted to represent that their goods or services have been endorsed by Show Management unless Show Management has specifically provided such an endorsement in writing. Exhibitors may not use the ICC name, mark or logo in advertising unless permitted in writing by the ICC. Exhibitors may use the Expo Logo for informational references, such as "See our booth at the ICC Expo".

## RIGHT OF REFUSAL

Show Management reserves the right to reject, remove or require modification of any and all exhibits, sponsorships, advertising and activities, which Show Management feels are not in keeping with the standards, policies and principles of the Expo and Show Management.

## LIABILITY

The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and the Louisville Convention Center premises, and hereby waives any claim or demand it may have against the Louisville Convention Center, its affiliates or the International Code Council or its affiliates arising from such loss, theft, or damage. In addition, the exhibitor agrees to defend (if requested), indemnify, and hold harmless the International Code Council and the Louisville Convention Center their employees, agents, officers, directors, affiliates (and all of their affiliates' employees, agents, directors, and officers), successors, and/or assigns from and against any and all liabilities, obligations, claims, damages, suits, costs, and expenses, including without limitation, attorney's fees and costs, arising from or in connection with the exhibitor's occupancy and/or use of the exhibition premises or any part thereof or any negligent act, error, or omission of the exhibitor or its employees, subcontractors, or agents.

## FORCE MAJEURE

In the event that Show Management or the facility is unavailable, whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental order or intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, curtailment of transportation, or other cause or agency that Show Management has no control over, or should Show Management decide that because of any such cause that it is necessary to cancel, postpone or re-site the event, or reduce the move-in and installation time, show time or move-out time, Show Management shall not be liable to refund, indemnify, or reimburse the exhibitor with respect to any fees paid, damage or loss, direct or indirect, arising as a result thereof.

## AMENDMENTS TO REGULATIONS

Any and all matters and questions not specifically covered by the articles in this contract shall be subject to the decision of Show Management. Show Management, in the interest of the exhibition, may amend the aforementioned items covered by this contract at any time and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.