

Southwest Meat Association
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The 2021 Suppliers' Showcase will be held July 30, 2021 during the 65th Annual Convention in Round Rock, TX. This year's showcase will start at 4 PM and end at 7 PM. If you want to reserve an exhibit table, please indicate that on your Convention registration **online**. In registering for a Suppliers' Showcase exhibit table, you agree to the contract, rules and regulations below:

Contract, Rules & Regulations
65th Annual Convention Suppliers' Showcase
Kalahari Resort
July 30, 2021

1. WHO MAY EXHIBIT

Only Associate Members in good standing with at least one full Convention registration may exhibit. Exhibitors may purchase up to two additional "Suppliers' Showcase Only" badges for \$50 each for non-registered attendees, and names must be provided. Tickets for meals and activities following the Showcase must be purchased separately for those individuals. You must contact the SMA office to register additional Showcase attendees.

2. PAYMENT OF EXHIBIT SPACE

Payment of \$300.00 is to be made in full prior to the exhibition date.

3. CANCELLATION OF EXHIBIT SPACE

A full refund will be given for any cancellation given in writing prior to July 22nd. Afterwards, cancellations will receive a 50% refund. No refunds will be given after July 27, 2021.

4. EXHIBIT INSTALLATION AND REMOVAL

- (a) Noisy or unsightly work in the exhibit area is prohibited during Showcase hours.
- (b) The deadline for clearance of all materials from the exhibit hall is 10 PM.
- (c) Please note that the Kalahari Resort reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, sort and clear from the premises any display material, goods, property or merchandise of an exhibitor who fails to comply with paragraph 4(b).

5. CONSTRUCTION AND ARRANGEMENT

(a) All exhibits are 8 foot skirted tables with signs. Display backdrops are not permitted, but logo tablecloths and logo signs will be allowed. Tabletop displays may not exceed 3 feet in height.

(b) All exhibits must conform to the size of the space and must not be of such nature or arrangement to obstruct the view or interfere with others' exhibits.

(c) Should there be any question as to obstruction or interference of any exhibit with any other exhibits in the area, the final judgement will be made by the SMA Associate Representative on the Executive Committee.

6. USE OF EXHIBIT SPACE

(a) Any entertainment, audio visual presentation, etc., must be kept within the bounds of the exhibit table and must be kept at a low volume.

(b) Due to the short time period of the showcase, the often crowded condition of the exhibit facility, and to avoid any disruption in the orderly operation of the showcase which might adversely affect other exhibitors, SMA reserves the right to resolve any dispute or disagreement among exhibitors. SMA's decision shall be final.

(c) No cooking or reheating of products will be allowed in the exhibit hall.

7. EXHIBITION HOURS

The show will be open only at the officially announced date and time. During this time, there will be no other functions scheduled.

8. TABLE RENTAL

(a) The table rental fee covers only the Supplier Showcase space and personnel necessary to set up and break down. It does not include meals, or any other arranged convention function.

(b) Tables will be presassigned, with the exception of Platinum and above Sponsors, who may choose their table; exhibitors will be notified of assignments at registration. Upon SMA's receipt of payment and agreement to these rules, each exhibitor will be preassigned a showcase table. Assignments will be made by a committee composed of the

elected supplier members on the SMA Board of Directors and the SMA Convention Committee. Consideration will be given to the order in which exhibitors register; and, to the extent possible, direct competitors will not be adjacent to each other.

(c) During exhibit hours, a representative from the exhibiting firm must be at the table at all times. A maximum of four (4) individuals will be allowed to work at a table at one time.

(d) Setup personnel may gain entrance to the show area beginning at 2:00 p.m. on setup day.

9. LIABILITY AND INSURANCE

(a) Every reasonable precaution will be taken by SMA to protect property during installation, show hours, and removal. However, SMA assumes no responsibility for the property of an exhibitor. Loss of property from theft, vandalism, fire or other cause is solely the responsibility of the exhibiting company.

(b) It is expressly understood and agreed that exhibiting companies will hold harmless and make no claim of any kind against SMA or any of its members or employees for any loss, damage to, or destruction of property, nor for any injury that may occur to himself, his agents or employees while in the show facilities, nor for any damages of any nature or character whatsoever, including direct or indirect damage as a result of loss of

business arising out of the Showcase or cancellation of it.

(c) Exhibitors will not knowingly violate any law or municipal ordinance, rule or regulation, but if such should occur, SMA assumes no liability of any nature, including making refunds, if the exhibit hours are required to be shortened.

(d) Any insurance desired must be obtained by the exhibiting company.

(e) SMA will not pay or be liable for any shipping/receiving or drayage fees related to materials shipped by the exhibiting company for the Showcase and will not be responsible for receipt of any member packages.

10. SMA AGREES TO:

Provide a 8' skirted table for the table top exhibit. SMA also agrees to provide all exhibitors with a sign **stating the company's name as registered**. SMA does not provide access to electrical outlets. Access to outlets is strictly between hotel and exhibitor, and additional charges may apply.

11. AGREEMENT

In registering for a Showcase exhibit table, the named company agrees to be bound by the terms and conditions set forth in these rules and regulations, the contract, and such additional conditions as may be established by the management or owners of the exhibit facility.

A portion of the proceeds from the Suppliers' Showcase table fees goes towards funding SMA Foundation Suppliers' scholarships! We thank you for your support!

For onsite registrations only:

Individual to contact concerning exhibit arrangements: *(Please type or print)*

Name _____ Title _____

Company _____

Mailing Address _____

City, State, Zip _____

Phone _____ Email _____