



# RULES & REGULATIONS FOR EXHIBITORS 2025

Enforcement of the Rules & Regulations serve to:

1. Protect the integrity of the Specialty Coffee Expo ("Expo")
2. Ensure compliance with laws, codes, ordinances, and contract with the Expo facility
3. Ensure that all exhibitors are treated fairly and consistently
4. Promote the safety of exhibitors, their staff, volunteers and attendees

These Rules and Regulations for Exhibitors 2025 together with the SCA "2024 Exhibitor Agreement" form your binding contract with the Specialty Coffee Association ("SCA").

## SHOW INFORMATION

Venue: George R. Brown Convention Center ("GRB" "GRBCC" or "Convention Center")  
1001 Avenida de las Americas - Houston, Texas 77010

EXHIBITOR MOVE IN			REGISTRATION HOURS		
*Wednesday, April 23, 2025	8:00 AM	7:00 PM	Wednesday, April 23, 2025	8:00 AM	7:00 PM
Thursday, April 24, 2025	7:00 AM	7:00 PM	Thursday, April 24, 2025	7:00 AM	7:00 PM
Friday, April 25, 2025	7:00 AM	10:00 AM	Friday, April 25, 2025	7:00 AM	5:00 PM
*only booths 200sf+ with freight shipped to Advance Warehouse			Saturday, April 26, 2025	8:00 AM	5:00 PM
			Sunday, April 27, 2025	8:00 AM	2:00 PM
EXHIBIT HALL HOURS			EXHIBITOR MOVE OUT		
Friday, April 25, 2025	10:00 AM	6:00 PM	Sunday, April 27, 2025	3:00 PM	10:00 PM
Saturday, April 26, 2025	10:00 AM	6:00 PM	Monday, April 28, 2025	7:00 AM	3:00 PM
Sunday, April 27, 2025	10:00 AM	3:00 PM			
* All hours subject to change.					

During move-in and move-out, no one under 18 years of age is permitted in the exhibit hall. No one between one and 12 years of age is permitted to enter the exhibit hall at any time, which includes, but is not limited to before, during and after hours, workshops and educational sessions. Infants in carriers may be allowed to enter the show floor during show floor hours only. NO EXCEPTIONS. This applies to exhibitors, their families, and show attendees.

## BUILDING & EXHIBIT GUIDELINES

GRBCC has its own set of venue and event guidelines. Specialty Coffee Expo has additional guidelines that can be found herein. Some key items from the GRBCC guides are contained at the close of this document but it is not inclusive. Exhibitors are required to review the GRBCC rules and regulations and abide by all rules and requirements contained in the guide and in the following additional resources:

[GRB\\_Rules\\_and\\_Regulations\\_v2019\\_80d7ae15-298e-4c31-a67c-3257bbc9a007.pdf \(simpleviewinc.com\)](#)

[George R. Brown Convention Center Exhibitor Guidelines \(grbhouston.com\)](#)

## BUILDING & EXHIBIT GUIDELINES

In addition to building regulations and local practices, there are show rules which SCA enforces to provide a visually appealing and safe exhibit floor for attendees, while assuring each exhibitor the optimal use of their space. If your booth does not conform to these rules, please make prior arrangements with the Exhibit Services Manager to request a waiver. SCA reserves the right to require modifications, dismantling or relocation of any nonconforming booth without refund or compensation to the exhibitor. Waivers must be re-approved each year.

If you have any questions or doubts about whether your exhibit is too large, too tall, too heavy, too noisy, or includes anything that could be a problem, please email the Exhibitor Services Manager at [exhibit@sca.coffee](mailto:exhibit@sca.coffee) before March 1, 2025 to ask your question or request a waiver.

1. Exhibitors are prohibited from subleasing exhibit space to another organization. If two organizations are using the same booth space, a booth sharing fee of \$800 will be charged. Booth sharing is limited to two organizations per 10 x 10 booth space.
2. Exhibit space fees must be paid in full to SCA and required liability insurance certificates supplied to SCA before any freight is delivered to an exhibitor's booth.
3. If SCA receives a complaint that an exhibitor's merchandise or display materials infringe the intellectual property of another exhibitor, SCA reserves the right in its sole discretion to judge the merit of the complaint and to determine if the infringing materials should be removed from the exhibit hall.
4. SCA reserves the right to require exhibitors to modify or remove exhibits not in compliance with show rules. Exhibitor agrees to assume all costs associated with compliance, without recourse to SCA or its agents.
5. Exhibitors are not permitted in other exhibitors' booths at any time when the exhibit hall is not open to registrants. SCA reserves the right to revoke the registration badge of anyone not in compliance with this show rule.
6. Exhibitors must be mindful of the security of items in their booth at all times, including non-registrant hours, such as the hours exhibitors are allowed in the hall early and after hall hours at tear down. SCA is not responsible for loss or damage to exhibitor's property at any time. SCA strongly recommends that exhibitors: a) cover their small display items when the hall is closed to attendees; b) cable lock electronic equipment; c) remove high value items during non-show hours; d) do not ever leave briefcases/purses, laptops unattended; and e) carry insurance that includes coverage for theft

and damage.

7. The right to enter the exhibit hall or any space leased or licensed by SCA is subject to revocation without refund at the discretion of SCA.
8. Any exhibit materials packaged for shipment, but not picked up by freight carrier by 11:00 am on April 28, 2025, will be “forced” on to any available carrier of the service contractor’s choice. Any exhibit materials remaining on the floor 18 hours after the close of attendee show hours on the last day of Expo are deemed to be abandoned by the exhibitor if there is no evidence of packing. Any costs, penalties and fines associated with removal of the materials from the show floor will be billed to the exhibitor, and exhibitor may be denied space in future SCA Expos. Any non-packed materials on the show floor at 3:00 p.m. April 28, 2025, will be disposed of without compensation to the exhibitor.
9. Any act or course of conduct, during or in connection with any event, which is reasonably calculated to be offensive to any religious, racial, gender or ethnic group is strictly prohibited.
10. **PROHIBITED ITEMS** The following shall not be permitted in the facility: **Glitter, popcorn, helium balloons, mylar balloons, sand, simulated snow, hazer/fogger/smoke machine, laser light show, chewing gum giveaways, confetti, foam core signage. Any signage that cannot be recycled or reused excluding decals. Pressure-adhesive stickers or decals cannot be sold or distributed in the facility. Any hazardous substance or item containing a hazardous substance. All materials must be made of fire-retardant materials specified in the NFPA fire codes.**  
**In general, materials may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, floors, columns, painted surfaces, fabric or decorative walls.**
11. SCA will contract for aisle carpet vacuuming and aisle trash receptacle dumping. Exhibitors are responsible for cleaning and vacuuming their booth. The Exhibitor Service Kit will provide an order form for exhibitors to purchase this service.
12. All building fire hoses, extinguisher cabinets and electric panels must be visible and accessible at all times.
13. No portion of the sidewalks, ramps, entries, doors, corridors, vestibules, hallways, lobbies, stairways, elevators, aisles or driveways shall be impeded or used for any purpose other than ingress or egress from the Convention Center. Access to public concession stand areas, utilities, fire suppression equipment, heating and air conditioning vents shall not be covered or obstructed at any time by SCA or its agents. Exhibitors are responsible for any damage done to the Convention Center property or equipment by their employees, contractors, volunteers or other staff during the event, including move-in and move-out.
14. Exhibitors shall conduct business only in the Authorized Areas in a dignified and orderly manner with full regard for public safety and in conformity with GRBCC Rules and Regulations as such may exist from time to time. Special permits and conditions are required for the display of vehicles, on-site cooking, and other. Please contact SCA exhibit manager for permission to display and to obtain the appropriate permit application, if necessary.
15. Pyrotechnics, flammable/combustible liquids, hazardous chemicals/materials, blasting

agents, and explosives are prohibited, **including the operation of gas or vented roasters.**

16. The Convention Center Management reserves the right to eject or cause to be ejected from the Convention Center any person or persons creating a discernible risk to the public health or safety for a period of time determined by the Convention Center management or SCA event management staff.
17. All vehicles, forklift, and heavy equipment not on display must be removed from the exhibit hall one hour before the event is open to the public.
18. Animal policy is contained in the event planning guide. Only approved service animals are permitted in the building and must receive permission, receive a permit and comply with all guidelines.
19. The Center is a non-smoking public facility (includes electronic cigarettes) with designated outdoor smoking areas.
20. Persons will not be permitted inside any area of the Convention Center in excess of the established capacity.
21. All parking rights are under the exclusive control of the GRBCC. The Convention Center has the authority to write parking citations for those vehicles found in violation of any city parking law, rule or regulation.
22. Signs, Posters and Literature: Exhibitors shall not post any sign upon said premises or anything that will tend to injure, mar or in any manner deface the Convention Center. Exhibitors are not permitted to use nails, hooks, adhesive fasteners, tacks, screws or any other such device to be installed on any part of the building or premises. Signs may only be posted on approved areas or equipment for such use and all signs/posters must relate to the event to be held on the Convention Center's property. The hanging of pictures, banners, signs or any other items on interior or exterior walls, ceilings, draperies or structure requires prior written approval.
23. Carpet/Floor Tape: SCA and exhibitors shall be responsible for utilizing Shur Tape or Bron Tape BT-100 or BT-105. Use of other tape not approved by the Convention Center will result in additional prevailing labor charges to remove adhesive residue from facility carpet and/or concrete floor.
24. Solicitations: No collections or donations, whether for charity or otherwise, shall be made, attempted, or announced on the premises without the prior written approval of GRBCC or Specialty Coffee Expo Show Management.
25. Failure to Vacate/Removal of Property: Upon the expiration or sooner termination of License Agreement hereof, SCA, or its designated representative, shall immediately remove all goods, wares, merchandise, property, and debris owned by SCA or which SCA has placed or permitted to be placed on or at the Center.

## **DEMONSTRATIONS**

26. As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. Solicitation outside of one's booth is not permitted.
27. It is the responsibility of each exhibitor to arrange displays, product presentation, audio visual presentations, and demonstration areas to ensure compliance. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
28. Amplified music played within a booth must be pre-approved by SCA Exhibitor Services Manager. In general, if the music can be heard more than 10 ft. from the booth, it will not be approved.
29. No exhibitor will be permitted to produce or release odors, make noises or play recorded or live music that is overpowering or obnoxious, including roasters that emit exhaust. The SCA Floor Manager shall determine when an odor, noise or music is offensive and may require an exhibitor to cease producing said odor, noise, or music.
30. Copyright License Fees - All BMI, SESAC or other license fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency.

## **EXCLUSIVE SERVICES**

31. The Convention Center exclusively provides booth cleaning, all IT & utilities to include but not limited to telecommunications, wireless services (Wi-Fi), electrical services and all other utilities, food and beverage (catering and concessions), rigging services, fixed AV. All charges arising from such services by the Center shall be charged at the scheduled rate for connections of the requested utility to the contract party, or its exhibitors, decorators, and agents. Details on exclusive services providers are subject to change and can be reviewed here: [Services & Amenities | George R. Brown Convention Center \(grbhouston.com\)](http://www.grbhouston.com/services-amenities)
32. The Convention Center allows third-party audio/visual contractors to operate in the Center. However GRBCC must provide electrical to third-party audio/visual contractor's equipment.
33. Utilities are provided by GRBCC. All electrical equipment must be grounded type and UL approved.
34. GRBCC can provide water lines to many areas of the exhibit halls. GRBCC can supply air to most areas of the exhibit halls. A variety of compressed gases are also available. These must be ordered and availability is not guaranteed in all locations.

## **FIRE MANAGEMENT**

### **35. Fire Regulations**

Flammable or volatile materials are prohibited within the Facility unless approved, in advance and in writing, by the fire marshal and the General Manager.

Use of flammable compressed gas cylinders is strictly controlled within the Facility and generally prohibited. Non-flammable compressed gas cylinders must be secured to prevent toppling.

All decorations, drapes, signs, banners, table coverings and skirts, carpeting or similar decorative materials used shall be flame retardant to the satisfaction of the fire marshal and are subject to inspection and flame testing by the fire marshal.

The Licensee, its employees, agents, exhibitors, contractors and all other personnel shall comply with all federal, state and local fire codes which apply to places of public assembly.

No portion of the entrances, exits, corridors, passageways, halls, lobbies, stairways, escalators, aisles, driveways, sidewalks, ramps or other common areas shall be obstructed or used for any other purpose than ingress and egress. All doors shall have a clearance of at least ten feet (10') on both sides with no physical obstructions. All exit doors shall remain unlocked during the Event.

Blocking of the entrance/exit doors of the restaurants on the first level is strictly prohibited. Access to fire detection and suppression systems, heating, ventilation and air-conditioning vents, lighting fixtures and controls shall not be covered or obstructed at any time for any reason. Exit signs and fire hose cabinets must remain visible and unobstructed at all times.

The Licensee shall not admit to the Premises a number of persons in excess of the maximum occupancy established and approved by the fire marshal.

Certain events, exhibits, displays or activities require standby personnel for a fire watch. All such costs incurred, including an hourly fee and permit, shall be the sole responsibility of the Licensee. (Please consult you Convention Services Manager for further details.)

## **FOOD AND BEVERAGE**

37. GRBCC prohibits any food or beverages from being brought into the building except by Levy the exclusive food and beverages service provider. The distribution of food and beverages, regardless of type and/or quantity, is the sole responsibility of Levy.
38. Levy is the official caterer for all food and beverage services within GRBCC. All arrangements for the service of food and/or beverages must be made through the catering office. Food and beverages sampling in conjunction with specific exhibits may be permitted, but only to the extent approved in writing.
39. Sampling Authorization Form – A sampling form will be made available for exhibitors. Exhibitors will be limited to sampling guidelines provided by Levy and must supply all required forms, documents and other information as required by Levy for approval. Current sampling form on last page of this document.

## **SMOKING, TOBACCO, ALCOHOL, AND SEXUALLY EXPLICIT MATERIALS**

40. Tobacco, firearms (whether concealed or open-carry), alcoholic beverages, and sexually explicit products may not be brought onto the show floor or into Specialty Coffee Expo licensed areas, nor may they be advertised, marketed, distributed, displayed, or consumed on the floor.

## **VIDEO/PHOTO/AUDIO/TELECOMMUNICATIONS**

41. Commercial audio and video equipment are not permitted in the exhibit hall except within an exhibitor's own booth, with written permission from SCA, or by badged members of the press.
42. Images of a booth and its contents for commercial purposes may only be electronically recorded with the consent of the exhibitor. Violators are subjected to suspension or expulsion from this

and future SCA events, including the Expo. No commercial visual or audio recording of any type or kind shall be made in the Convention Center without the prior written approval of SCA. The Convention Center reserves the right to impose an additional charge for that privilege. Personal recording and photography devices (such as smartphones & tablets) are allowed on the show floor, and attendees are permitted to record and share their own images through social networks.

43. SCA reserves the right to video and audiotape events and exhibits for training or marketing purposes.
44. Exhibitors must comply with GRBCC Terms and Conditions for telephone, internet, networking, and data services. Filming for commercial use, subject to the above conditions, may occur during exhibit or attendee hours with disclosure of purpose provided to the SCA Exhibit Services Manager. Requests to film in other companies' booths must be made in writing with confirmation provided to Exhibit Services Manager. Likewise, we strongly encourage anyone filming to seek signed release forms from anyone who you film when you intend to use their footage commercially.

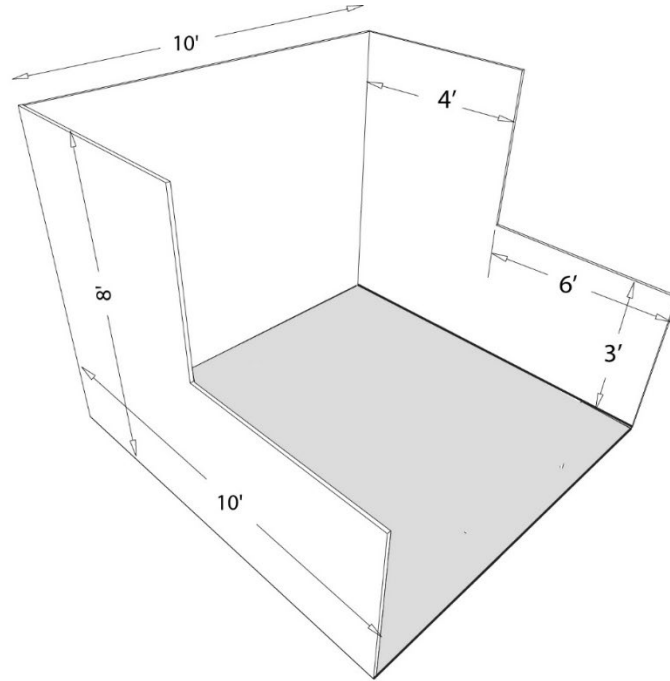
## GENERAL DESIGN RULES

1. Any booth that requires pre-approval must be re-approved each year. It is possible that an over-height or over-mass booth will be approved one year and not in a subsequent year due to the booth's location, ceiling height and other factors particular to the facility.
2. Booth space fees cover the rental of space, carpet, drape, and a simple placard sign. A booth structure is not included.
3. SCA reserves the right to rearrange floor plans and relocate any exhibit at any time.
4. All exhibits are subject to on-site inspection. If your exhibit is out of compliance, or if masking drape or other materials are required, in SCA Show Management's opinion, to make an attractive appearance for neighboring exhibits, all costs incurred for corrective actions will be exhibitor's responsibility.
5. Any display containing soil, sand or similar materials shall use a protective floor covering such as Visqueen®, Masonite®, Homasote®, tarpaulin, plywood, or comparable protective material. Curbing material shall be used to prevent spills and seepage. Exhibitor is solely responsible for the removal of such material and cleaning of any staining.
6. Neither the Convention Center nor the SCA provide furniture and equipment for exhibitor booths. All arrangements for furniture and for equipment for exhibitors are handled by the show decorator.
7. Painting or finishing of signs, displays or other objects is prohibited at the Convention Center.



## BOOTH SPECIFIC REGULATIONS (10'x10' In Line or Corner Space)

8. **10'x10' In Line or Corner Spaces are not permitted to block the sight lines of adjacent booths.** Booth decorations and displayed items must fit within the assigned 10'x10' in-line or corner floor space of a booth.
9. The back wall, including booth decorations and displayed items, may not exceed 8 feet. Side walls may be 8 feet high where the side wall adjoins the back wall, only for the first 4 feet along each side of a booth. The remaining 6 feet running toward the aisle on each side may not exceed 3 feet.



10. The 4-foot “side wings” are any material, furniture or equipment that substantially obscures vision. Review the diagram to be sure your booth is compliant.
11. An exhibitor who wishes to have an in-line or corner exhibit with structural elements that are more than 8-feet tall, must request pre-approval by SCA Exhibitor Services Manager. If approved, all surfaces exceeding the 8-foot height limit must have a display quality finish or be masked off with draping so the element more than 8-foot tall is not a visual distraction or unattractive to neighboring booths. Waivers are approved for the 2025 show only.

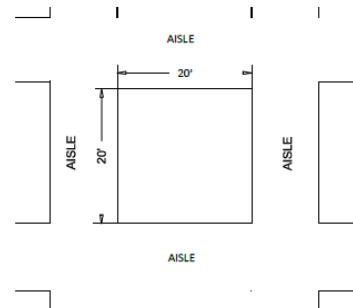
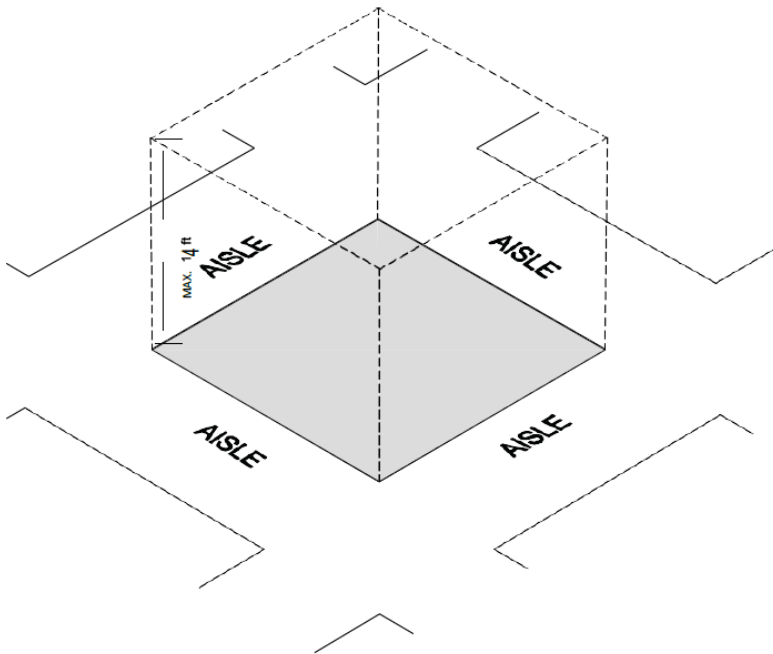
## ISLAND BOOTHS

An island booth is any size booth exposed to an aisle on 4 sides.

**Island exhibits are not permitted to block the sight lines of adjacent booths.**

An island exhibit that includes a back wall and/or structural elements that are more than 14 feet tall must be submitted to SCA, along with the intended orientation of the booth relative to neighboring exhibits. Email [exhibit@sca.coffee](mailto:exhibit@sca.coffee) for design review of all Island Booths by March 1, 2024. Proposed orientation should be detailed on an excerpt of the floor plan that includes the exhibitor. Submissions lacking necessary detail or booth orientation will not be considered. Criteria for approval of exceptions is the impact of the over height element's mass, location of solid back wall (if any), and the extent to which neighboring booths may be seen. Island booths should be designed with attendee traffic factored into the footprint of the booth, not in the aisles.

Island booths are sold as a unit. Portions of the island may not be canceled, separated, or shared. It may not be possible to do what is envisioned due to location of utility boxes or Fire Marshall requirements. If you wish to link island booths together to form one larger space, please discuss your plans with the SCA Exhibitor Services Manager before reserving space.



## PENINSULA BOOTH

Having aisles on three (3) sides and backing up to another exhibit. SCA does not sell peninsula booths in the Exhibit Hall as they block neighboring booths.

Two adjoining corner booths, commonly known as END CAP SPACE, may not be occupied by the same company.

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## CEILING HUNG BANNERS

12. ALL SIGNS, BANNERS, AND DISPLAYS TO BE SUSPENDED FROM EXHIBIT HALL CEILINGS IN ALLOWED AREAS MUST BE APPROVED IN ADVANCE BY SCA EXHIBITOR SERVICES MANAGER AND MAY ONLY BE HUNG BY THE SHOW DECORATOR AND BUILDING PERSONNEL.
13. In-line or corner booths must be a minimum of 10'x30' to be eligible for ceiling hung banners in approved locations.
14. Hanging signs in Island Booths are permitted up to 16 feet from the top of the sign. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements.
15. Hanging signs and graphics should be set back 10 feet from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics, at any height, needs to be submitted to the SCA Exhibitor Service Manager by March 1, 2024. Drawings and measurements should be submitted to [exhibit@sca.coffee](mailto:exhibit@sca.coffee)
16. All ceiling hung banners must be installed by the General Service Contractor or Utility contractor.
17. Banners more than 6 feet linear should come with a rigid support for best results when hanging. For banners more than 20 feet linear, truss may be necessary to allow the banner to hang safely and correctly. Exhibitors will be notified whether truss is required and whether any additional charges may apply.
18. All banners must include grommets and pole pockets on the top and bottom.

## TWO STORY BOOTHS AND ENCLOSED BOOTHS

19. Detailed plans of multiple-story or enclosed booths must be submitted to the SCA Exhibitor Services Manager ([exhibit@sca.coffee](mailto:exhibit@sca.coffee)) at least two months prior to move in. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling.

## COMPLIANCE WITH ADA

20. All Exhibitors shall, pursuant to the Americans with Disabilities Act (ADA), make their booth accessible to the disabled public in a manner that complies with the ADA and any and all other applicable federal, state and local disability rights legislation

## INSURANCE

21. **Insurance is Mandatory.** Neither the SCA nor GRBCC is liable for, nor do the SCA nor GRBCC carry any insurance on, exhibitor property or fixtures. Please bear in mind that all of your exhibit material and displays are your property. Therefore, it is important that you take every precaution to protect this material. Exhibitor agrees to maintain adequate insurance to fully protect SCA, its officers, directors, employees and volunteers and its affiliates, co-sponsors, service contractors and the Convention Center and its management from any and all claims arising from the exhibitor's activities including, but not limited to the installation, operation and dismantling of exhibitor's display. The foregoing insurance requirement includes claims under the Worker's Compensation Act [NOTE: If referring to federal law, it's called the Federal Employees Compensation Act.] or for personal injury, death or for damage to property.

22. Exhibitors are required to provide a certificate of insurance prior to exhibiting. Exhibitors who do not supply or meet insurance requires may have booth freight held until proof of insurance is supplied. [
23. Exhibitor is responsible for any and all damages caused by the exhibitor or exhibitor's agents, employees or guests.
24. Exhibitors must carry:  
Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable). These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder.
25. Liability Insurance Certificates must name the following as additional insureds:  
**Specialty Coffee Association** 505 Technology Dr Suite 340 Irvine, CA  
92618
26. Exhibitors must also provide a copy of their workers' compensation certificate if that coverage is required in the state in which they are based. Non-United States based exhibitors are exempt from providing proof of Workers Compensation Insurance only. Foreign exhibitors DO need to comply with the liability insurance requirements.

Submit all applicable certificates naming all parties by March 24, 2025.

## **LABOR, MATERIAL HANDLING, AND HAND CARRIED FREIGHT**

1. Exhibitors may hand-carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks and other mechanical equipment is not permitted. Freeman will control access to the loading docks in order to provide a safe and orderly move in and move out. Dollies, flatbeds, or anything mechanical are prohibited in the lobby. Material that requires the use of wheeled or mechanical equipment must be delivered to the exhibit floor through the loading docks or drive-on access from the freight dock and handled by Freeman.
2. Exhibitors who wish to employ display houses or exhibit manufacturers to install or dismantle their booth may do so, but the Installation & Dismantling (I&D) company must be contracted with the local union for labor. Exhibitors must submit the required notification/ authorization form (Official Exhibitor Appointed Contractor) as instructed in the Exhibitor Service Kit. Exhibitors are not allowed to bring in outside I & D labor of any kind except for the above-mentioned union labor.
3. Exhibitors may install and/or dismantle their own exhibit display if they are full time employees of the exhibiting company and over the age of 18.
4. Exhibitors using an I&D company other than the official show decorator/General Service Contractor must name SCA as additional insured and supply a certificate of insurance for the period of April 22-28,2025. The certificate must be supplied prior to the I&D company being allowed to work in the Convention Center. To assure your I&D house easy access to the show floor, please email I&D house's certificates of insurance by March 24, 2025 to: [exhibit@sca.coffee](mailto:exhibit@sca.coffee).
5. Labor for the installation and dismantling of exhibits and commercial presentations, as well as for all material handling, falls under union jurisdiction in the Convention Center facilities. This labor is supplied by the General Service Contractor. Union jurisdiction includes the overall set-up and dismantling of exhibits, including signs and

carpet laying. This does not, however, include the unpacking and placement of the exhibitor's merchandise in the booth.

6. Freeman has a labor agreement with Central South Carpenters Regional Council to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from the local union. Any labor services that may be required beyond what your regular full-time employees can provide, must be rendered by the local union. Labor can be ordered in advance with Freeman or at the Freeman Service Desk onsite.

#### **TIPPING**

8. Neither the Convention Center nor the service contractor employees are permitted to accept tips. Soliciting or accepting a gratuity, loan, gift, tip, favor, or entertainment can result in the worker's termination. SCA requests that exhibitors honor the building and show decorator employment rules. In addition, because of the way freight is handled, exhibitors should be aware that a tip cannot cause crates to be delivered out of the order in which they would have otherwise been delivered. Please report any solicitations immediately to the SCA Show Manager or Exhibitor Services Manager.

#### **SAFETY**

9. Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Display Labor form and the necessary ladders and tools will be provided.

#### **FREIGHT HANDLING**

10. The General Service Contractor has the responsibility of receiving and handling all exhibit materials and empty crates; this is called "drayage" or "material handling" and is billed to the exhibitor. It is the General Service Contractor's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of Expo.

Access to the loading docks will be controlled by Freeman in order to provide for a safe and efficient move-in and move-out. Freeman will not be responsible, however, for any material they do not handle.

#### **DELIVERY PROCEDURES**

11. The Convention Center does not accept advance freight, overnight deliveries or shipments for exhibitors or contractors. Freight must be consigned to the official show General Service Contractor during the move-in period. No Cash on Delivery (C.O.D.) will be accepted.

#### **POV (PRIVATELY OWNED VEHICLE) REGULATIONS**

12. A POV, or Privately Owned Vehicle, is considered to be any vehicle that is primarily designed to transport passengers, not cargo or freight. Examples include: pick-ups, passenger vans, taxis, limos, etc.

13. Anything larger is considered a Company Vehicle. Exhibitors are not allowed to unload Company Vehicles themselves. A Company Vehicle is considered to be a vehicle designed to transport freight. Examples include: towing trailers of any size, box trucks, U-Haul, semi-trucks, etc. A Company Vehicle is anything larger than a passenger van or designed for freight transportation. There is a Material Handling charge for the unloading of these vehicles.

14. Upon your arrival at the GRBCC in your POV, proceed to marshaling yard at 1901 Ruiz Street Houston, Texas 77002 to obtain a dock pass and unloading instructions. No vehicle will be allowed to the dock area without a pass.

15. At the close of the event, your booth must be packed and ready to load out prior to proceeding to the Marshaling Yard to obtain a dock pass and loading instructions. Exhibitors driving POVs may hand-carry their own materials into the exhibit facility; however, the use or rental of dollies, flat trucks and other mechanical equipment is not permitted. The following information applies to exhibitors who wish to hand carry their own materials in their own vehicle, i.e. car, pickup truck, minivan or sport utility vehicle.

# SALES/PERMITS

## SALES

Sales of event-related products are permitted within contracted event space, excluding all common areas.

Exhibitors who retail/sell merchandise on the trade show floor are required to have a Texas Sales Use and Tax Permit. SCA suggests that if applicable you apply a minimum of 45 days prior to exhibition to ensure you will be able to post the actual license at your booth. See application in following pages.



# Texas Application for Sales Tax Permit and/or Use Tax Permit



**You have certain rights under Chapters 552 and 559, Government Code, to review, request and correct information we have on file about you. Contact us at the address or numbers listed on this form.**

• TYPE OR PRINT • Do NOT write in shaded areas.

***If you are a sole proprietor, start here.***  
***(If you are NOT a sole proprietor, skip to Item 15.)***

SOLE PROPRIETORS

- 10. Legal name of sole proprietor (first, middle initial, last)
  
- 11. Social Security number (SSN) .....   Check this box if you DO NOT have a Social Security number (SSN).
  
- 12. List any current or past 11-digit Texas Taxpayer Number for reporting any taxes or fees to the Texas Comptroller of Public Accounts. ....
  
- 13. Have you ever received a Texas vendor or payee number (Texas Identification Number/TIN)? .....  YES  NO If "YES," enter number .....
  
- 14. Federal Employer Identification Number (FEIN), if you have one, assigned by the Internal Revenue Service for reporting federal income taxes. ....

***All applicants continue here.***

ALL APPLICANTS

- 15. Mailing address of **taxpaying entity** - This address is for an individual or the person responsible for making decisions regarding address changes and banking changes and who is responsible for overall account management and account security. Enter complete address including suite, apartment or personal mailbox number. Indicate whether the address is on a street, avenue, parkway, drive, etc., and whether there is a directional indicator (e.g., North Lamar Blvd.).
 

Street number and name, P.O. Box or rural route and box number	Suite/Apt. #
City	State/province
ZIP code	County (or country, if outside the U.S.)
  
- 16. Daytime phone number (Area code and number) .....
  
- 17. FAX number (Area code and number) .....
  
- 18. Mobile/cellular phone number (Area code and number) .....
  
- 19. Business website address(es) .....
  
- 20. Contact person for business records
 

Name	Email address
Street address (if different from the address in Item 15)	Phone number (Area code, number and extension)
  
- 21. Alternate contact person for business records
 

Name	Email address
Street address (if different from the address in Item 15)	Phone number (Area code, number and extension)
  
- 22. Name of bank or other financial institution (Attach additional sheets, if necessary.)   Business  Personal
  
- 23. If you will be accepting payments by credit card and/or through an online payment processing company, enter the name of the processor.  Merchant identification number (MID) assigned by processor



# Texas Application for Sales Tax Permit and/or Use Tax Permit



Legal name (Same as Item 2 OR Item 10)

\_\_\_\_\_

**Complete all information in this section for each PLACE OF BUSINESS in Texas.  
 If you do not have a physical PLACE OF BUSINESS in Texas, skip to Item 29.**

24. **PLACE OF BUSINESS** name and address - This address is for the physical location operated for the purpose of taking orders for taxable items (tangible personal property or taxable services). **(Attach additional sheets for each PLACE OF BUSINESS in Texas.)**

Business name (DBA)  
 \_\_\_\_\_

Street address (include St, Av, Ct, etc.) or rural route and box number **(Do NOT use P.O. Box address--must provide physical location address.)** Suite/Apt. number  
 \_\_\_\_\_

City State ZIP code Business location phone  
 \_\_\_\_\_ T, X \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

If this PLACE OF BUSINESS address is difficult to find or includes a rural route and box number, provide the physical location or directions.  
 \_\_\_\_\_

**See instructions prior to answering Items 25 and 26.**

25. Within what city limits is this PLACE OF BUSINESS? \_\_\_\_\_  Check this box if this PLACE OF BUSINESS is NOT located within the limits of a city in Texas.

26. Within what county is this PLACE OF BUSINESS?  
 \_\_\_\_\_

27. Is this PLACE OF BUSINESS operated from your home? .....  YES  NO

28. Do you ship or deliver items to cities or counties in Texas other than where you have your place of business? .....  YES  NO

29. Enter the name and address of the owner or landlord of this PLACE OF BUSINESS.  
 \_\_\_\_\_

30. Do you maintain a distribution center, warehouse, office or any other physical location where business is conducted in Texas? .....  YES  NO  
 If "YES", list location of all distribution points, warehouses or offices in Texas. **(Do not include locations that are considered a PLACE OF BUSINESS.) (Attach additional sheets, if necessary.)**

Street City State ZIP code  
 \_\_\_\_\_ T, X \_\_\_\_\_  
 \_\_\_\_\_ T, X \_\_\_\_\_

31. Do you have any representative, agent, salesperson, canvasser or solicitor who operates under your authority to conduct business in Texas, including selling, delivering or taking orders for taxable items? .....  YES  NO

If "YES", list names and addresses of all representatives, agents, salespersons, canvassers or solicitors in Texas.  
**(Attach additional sheets, if necessary)**

Name (first, middle initial, last)  
 \_\_\_\_\_

Street address City State ZIP code  
 \_\_\_\_\_ T, X \_\_\_\_\_

32. Do you own, use, sell, lease or rent tangible personal property located in Texas? (This includes storing machinery and equipment.) .....  YES  NO

33. Do you provide onsite taxable services at customer locations in Texas? .....  YES  NO

34. Do you sell at temporary locations (fairs, trade shows, etc.) in Texas? .....  YES  NO  
 If "YES", list the locations or event names and when you will be at location or event. **(Attach additional sheets, if necessary)**

Location and/or event name (e.g., Canton First Mondays, State Fair in Dallas, etc.) Period in attendance (e.g., first weekend of each month, late October, etc.)  
 \_\_\_\_\_

\_\_\_\_\_

35. Do you have a franchisee or licensee operating under your name who is required to collect sales and use taxes in Texas? .....  YES  NO

36. Do you have a substantial ownership in, or are owned in whole or substantial part, by a person who has a business location in Texas and sells the same or similar line of products under a business name that is similar to your business name? .....  YES  NO

37. Do you have a substantial ownership in, or are owned in whole or substantial part, by a person who maintains a location in Texas to advertise, promote or facilitate sales, deliveries or returns of your products? .....  YES  NO

PLACE OF BUSINESS INFORMATION

Texas Application for Sales Tax Permit and/or Use Tax Permit



Legal name (Same as Item 2 OR Item 10)

RELATED INFORMATION

- 38. Do you have internet or mail order sales?
39. Are you a Marketplace Provider?
40. Will your anticipated monthly taxable sales exceed \$8,000 per month?
41. Will you sell alcoholic beverages?
42. Is this permit for a winery located outside of Texas that will ship wine to consumers in Texas?
43. Will you sell memberships to a health spa?
44. Will you sell electronic cigarettes or any other device that simulates smoking...
45. Will you sell fireworks?
46. If you have answered "NO" to questions 30-37, 39 and 43, do you elect to use the optional Single Local Tax (SLT) rate?
47. Enter the date that you will begin making sales?
48. Will you operate this business all year?
49. Enter your North American Industry Classification System (NAICS) code.
50. Will you be required to report interest earned on sales tax?
51. Will you sell, lease or rent off-road, heavy-duty (50 horsepower or more) diesel-powered equipment?

911 FEES

- 52. If you will be providing telecommunications services, indicate the 9-1-1 emergency communications fees you collect under Health & Safety Code, Chapter 771.
53. Will you sell prepaid wireless telecommunications services?

PREVIOUS OWNER

54. Previous owner's trade name (DBA name)
Previous owner's legal name, address and phone number, if available
Check each of the following items you purchased.
Purchase price of this business or assets and the date of purchase

# Texas Application for Sales Tax Permit and/or Use Tax Permit



Legal name (Same as Item 2 OR Item 10)

**APPLICANTS MUST BE AT LEAST 18 YEARS OLD. Parents or legal guardians can obtain a sales tax permit on behalf of a minor.**

55. The sole owner, ALL general partners, managing members, officers, directors or an authorized representative must sign. The representative must submit a written power of attorney. **(Attach additional sheets, if necessary.)**

Date of signature(s)  
 Month Day Year

I (We) declare that the information in this document and any attachments is true and correct to the best of my (our) knowledge and belief.

SIGNATURES

Type or print name and title of sole owner, partner, officer, director or member

Sole owner, partner, officer, director or member

Driver license number/state / Are you at least 18 yrs of age or older?  
 YES  NO

sign here ▶

Type or print name and title of partner, officer, director or member

Partner, officer, director or member

Driver license number/state / Are you at least 18 yrs of age or older?  
 YES  NO

sign here ▶

Type or print name and title of partner, officer, director or member

Partner, officer, director or member

Driver license number/state / Are you at least 18 yrs of age or older?  
 YES  NO

sign here ▶

**WARNING. You may be required to obtain an additional permit or license from the State of Texas or from a local governmental entity to conduct business. A listing of links relating to acquiring licenses, permits, and registrations from the State of Texas is available online at <http://www.Texas.gov>. You may also want to contact the municipality and county in which you will conduct business to determine any local governmental requirements.**

**FEDERAL PRIVACY ACT** — Disclosure of your social security number is required and authorized under law, for the purpose of tax administration and identification of any individual affected by applicable law, 42 U.S.C. §405(c)(2)(C)(i); Tex. Govt. Code §§403.011 and 403.078. Release of information on this form in response to a public information request will be governed by the Public Information Act, Chapter 552, Government Code, and applicable federal law.



## Exhibitor Guidelines

1. All move-in and move-out of exhibits must be done only through designated loading docks, freight doors, and freight elevators. The main lobbies, escalators and passenger elevators are not to be used for this purpose. Exhibitors should verify show security arrangements and times for move-in and move-out with Show Management.
2. Parking at the loading docks, the third level ramp, except for loading and unloading, is prohibited. Parking, loading and unloading on Avenida de las Americas in front of the building, is strictly prohibited. Vehicles in violation of this policy will be towed at owner's expense.
3. All food, alcohol, non-alcoholic beverages, and concessions are operated and controlled exclusively by the George R. Brown Convention Center. Exhibitors must contact Levy for all sampling and catering requests to Kalli Tuma at [ktuma@levyrestaurants.com](mailto:ktuma@levyrestaurants.com) Levy will provide all necessary information and required forms.
4. All decorations, signs, banners, may not be taped, nailed, or otherwise attached to any ceiling, window, painted surface, or wall of the facility. Both the Show Manager and the Convention Services Manager must approve the location and method of installation of any special decorations or signs. The use of helium and helium balloons is prohibited in the facility. Adhesive-backed decals are not permitted to be distributed or used inside the facility, or in the immediate vicinity.
5. Only facility electricians, plumbers, telephone technicians, and engineers may access the utility floor pockets. Exhibitors are not permitted to use water from restroom faucets or janitorial closets for exhibit purposes. To order any of these services, please contact Smart City at 713-853-8900.
6. Fire Prevention Permits are required for vehicles on display, cooking, tents, multilevel booths; for more information please contact Show Management or the GRB Convention Services Department at 713-853-8000.
7. In addition to Fire Prevention Permits, the Houston Fire Code requires any vehicle displayed inside the facility must have the battery cables disconnected. The gas tank must also be taped shut or have a lockable gas cap, and may contain no more than ¼ a tank of fuel before entering the GRB. All exhibit vehicle keys must be in the possession of the Show Manager in case of emergency. A HFD Vehicle Permit is required, please contact Convention Event Services at 713-853-8000 for details.
8. All exit doors must have 10' clearance. All display materials in the booth must be fire proof. The use of hay for display purposes is strictly prohibited. All other Houston Fire Code regulations must be adhered to.
9. No animals or pets are permitted in the facility except as an approved exhibit, activity or performance requiring the use of animals. Service animals are permitted.

**Please note:** These are Exhibitor Guidelines *only*. The George R. Brown Convention Center has the right to alter and/or amend these guidelines at any time. Please refer to the GRB Rules & Regulations for the complete guidelines of the GRB.



## Food Manufactures' Sampling Application

Items dispensed are limited to the products manufactured or processed by the exhibiting company and must be related to the theme of the show. **\*\*\*Special accommodations approved for coffee beans/grounds to be used for sampling purposes even though they may not be manufactured by the exhibiting company.** Houston Inspired Catering has the sole food and beverage distribution rights within the George Brown Convention Center (GRB). Expositions sponsoring organizations and/or their exhibitors may distribute sample food and/or beverage products ONLY upon written authorization. All sample items MUST receive prior approval and confirmation from Houston Inspired Catering and the GRB. Exhibitors who do not comply will be asked to remove the item(s) from the facility. For questions concerning sampling or submission of application - please contact the HIC sales team: [GRBExhibitorCatering@LevyRestaurants.com](mailto:GRBExhibitorCatering@LevyRestaurants.com)

Requirements for Sampling:

1. All requests must be received at least two weeks prior to the start of the event. Please do not make any arrangements prior to approval.
2. All items are limited to sample size.
  - Beverages may be dispensed in containers holding no more than 4 ounces; NO ALCOHOL ALLOWED
  - Food items are limited to "bite size" portions of 3 ounce or less
3. The applicant named below acknowledges they have sole responsibility for use, sale, servicing or other disposition of such items in compliance with the applicable laws. Accordingly, the applicant agrees to indemnify and forever hold harmless HIC, GRB, Houston First Corporation, and the City of Houston from all liabilities, damages, losses, costs or expenses resulting directly from their use, sale, serving or other disposition of such items.
4. There is no fee required for the Food Manufactures' Sampling Application.
5. Fees for storage, handling, delivery, and sales tax will be charged where applicable.

### Temporary Health Permit

- Event promoter or individual exhibitor is responsible for securing a City of Houston Temporary Health Permit for sample items. Contact the City of Houston Health Department at phone number 832.393.5100 for all details. The 1-9 days temporary permit application may be found at the following link: <https://www.houstonconsumer.org/documents-forms>
  - Once you arrive to this page, search for "Temporary Food Permit Application for 1-9 Days" in the title page to find the application
- Permits must be displayed at the location where the food or beverage is being served throughout the event. You **cannot** serve samples without an approved City of Houston Temporary Health Permit.

Name of Event \_\_\_\_\_ Event Dates \_\_\_\_\_

Company Name \_\_\_\_\_ Booth Number \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

On-site Contact \_\_\_\_\_ On-site Phone \_\_\_\_\_

Product(s) to be dispensed \_\_\_\_\_

Portion size \_\_\_\_\_ Method of dispensing \_\_\_\_\_

Reason for offering samples \_\_\_\_\_

Print Name	Signature	Date
Application Approval		
General Manager, HIC	Date	Director of Convention Services, GRB
		Date