



SOP: Co-Exhibitors & Co-Locating Companies

(Distributor Relationships & Government Agencies Only)

Purpose

This SOP outlines the guidelines and requirements for co-exhibitors and co-locating companies participating under a parent exhibiting company.

Policy Applicability

This policy applies **only** to:

- Companies with an established distributor relationship with another exhibiting company
- Government agencies participating within a shared exhibit space

This policy does not apply to unrelated companies seeking to share booth space.

IAAPA Expo Terms & Conditions state:

No exhibitor is allowed to assign, sublet, or apportion the whole or any part of the space allotted or exhibit any goods other than those manufactured or sold in the regular course of business by the exhibitor.

An exhibiting company can promote a third-party company's product/service in their booth if they are at least a minority stakeholder in the third-party company's product/service or are a distributor for the third-party company. Only the third-party product/service can be promoted in the booth and may not be the sole product/service being promoted. The third-party company name/logo cannot be displayed as an exhibitor. Proof of the sales agreement must be provided to IAAPA upon request.

Exhibitors are prohibited from engaging in an exhibit activity in any space other than that which has been contracted.

Represented Companies and Organizations Policy

IAAPA recognizes that certain exhibitors have legitimate business or organizational relationships that involve representing multiple companies, brands, destinations, or entities within a single exhibit. As an exception to IAAPA's policy prohibiting the sharing or subletting of exhibit space, qualified distributors, dealers, authorized sales representatives, government agencies, and tourism organizations may showcase eligible represented entities within their contracted exhibit space, subject to the requirements below.

Eligible Exhibitors

Distributors, Dealers, and Authorized Representatives

An exhibiting company may represent manufacturers, companies, or brands whose products or services it is authorized to distribute, sell, or represent as part of its regular course of business.

The exhibitor must have an established business relationship with each represented company or brand. IAAPA reserves the right to request documentation confirming the relationship.

Government Agencies and Tourism Organizations

Government agencies, tourism bureaus, destination marketing organizations, economic development organizations, and similar entities may represent destinations, regions, municipalities, attractions, or other organizations that fall within their official geographic or organizational responsibility.

For example, a national tourism organization may showcase individual cities or regional destinations within its exhibit space.

Requirements

- The exhibit space must be contracted and paid for by the distributor, representative, government agency, tourism organization, or other approved entity exhibiting under its own name.
- **One represented company, brand, destination, or organization is permitted for each 100 square feet (10' x 10') or 9 square meters (3m x 3m) of contracted exhibit space.** For example, an exhibitor occupying 600 square feet may represent up to six companies, brands, destinations, or organizations. The contracted exhibitor does not count toward this limit.
- Represented entities may display products, logos, signage, and other identifying information within the contracted exhibit space.

- All represented entities must be disclosed to and approved by IAAPA prior to the Expo.
- The contracted exhibitor remains the exhibitor of record and is responsible for the entire exhibit space and for ensuring that all represented entities and their personnel comply with IAAPA rules, policies, and regulations.
- Personnel from approved represented entities may staff the booth but must be registered through the contracted exhibitor.
- Represented entities do not receive independent exhibitor status, seniority, exhibit space priority, or other rights or benefits associated with contracting directly with IAAPA.
- Each exhibiting company, as well as its parent company, must be an active IAAPA member for the year in which the show takes place.

Subletting and Unauthorized Booth Sharing

This policy is intended to accommodate legitimate representation relationships and does not permit the subletting, resale, or unauthorized transfer or sharing of exhibit space.

A represented entity may not purchase, rent, or otherwise obtain a portion of the exhibit space for the purpose of independently exhibiting at the Expo.

Companies or organizations that do not meet the eligibility requirements above must contract directly with IAAPA for their own exhibit space.

IAAPA reserves the sole right to determine whether an exhibitor or represented entity qualifies under this policy and whether an arrangement constitutes legitimate representation or unauthorized sharing, resale, or subletting of exhibit space.

Co-Exhibitor & Co-Locating Company Policy

1. Booth Space Allocation

- Can only be assigned at the completion of Space Allocation.
- One (1) company is permitted per 10x10 booth space.
- Co-location or shared participation is only permitted for approved distributor relationships or government agencies operating under a parent/contracted company.

2. Parent Company Responsibility

- All exhibit contracts, payments, and official event communications will remain under the contracted parent company.
- The parent company is responsible for ensuring all co-locating companies comply with event policies and exhibitor requirements.

3. Badge Policy

- All exhibitor badges must remain under the contracted parent company.
- Guest badges will be provided for representatives of approved co-locating or distributor companies, as applicable.
- Badge ownership and management remain the responsibility of the parent company.

4. Insurance Requirements

- One insurance fee will be assigned to the parent company.
- The parent company is responsible for maintaining required insurance coverage for the exhibit space.

5. Company Listings & Marketing Materials

- Approved co-exhibitors and co-locating companies will be listed in digital event materials and online directories.
- Printed materials and onsite printed listings will remain under the parent company name only.

6. Approval & Compliance

1. All co-exhibitor and co-locating arrangements must be disclosed to and approved by show management.
2. Failure to comply with this policy may result in additional fees, listing removal, or restrictions on participation.