

Community Standards & Show Floor Policies

Upon acceptance of an exhibit contract, exhibitors agree to comply with the following Exhibitor Rules, Standards, Policies, and Terms.

SECTION 1. EXHIBITOR STANDARDS & SHOW EXPECTATIONS

1.1 Buyer Experience and Show Hours

The Atlanta Jewelry Show is committed to delivering a strong buyer experience throughout the entire event.

All booths must remain fully staffed, operational, and merchandise-ready during published show hours. Exhibitors may not begin dismantling displays, packing merchandise, or vacating booth space prior to the official closing time of the show.

Early teardown disrupts the business environment and negatively impacts attending buyers and neighboring exhibitors. Violations may result in:

- A \$2,500 fee.
- Loss of future booth placement priority.
- Suspension or removal from future events.

1.2 Merchandise on Display

Exhibitors may display only merchandise and services that are part of their ongoing business operations and approved product categories.

Show Management reserves the right to prohibit merchandise, displays, signage, conduct, or presentations deemed:

- Misleading.
- Offensive.
- Inappropriate for the event.
- Contrary to the professional standards or interests of the Show.

No exhibitor is granted exclusivity by product category unless expressly agreed to in writing by Show Management.

1.3 Professional Booth Presentation

Exhibits must be maintained in a clean, professional, and visually accessible manner throughout the event.

To preserve the appearance and positioning of the show:

- Percentage-off and price signage are prohibited.
- Handwritten signs are prohibited.
- "Close-out," liquidation, or distress-sale style signage is prohibited.
- Signs may not be pinned or taped to fabric walls.
- Booth signage may not exceed 8 feet in height unless pre-approved as part of a custom structure.

Violations may result in the removal of signage and/or a \$1,000 fine.

1.4 Line of Sight and Booth Visibility

Exhibitors must design booths in a way that respects neighboring exhibitors and maintains visibility throughout the show floor. The following guidelines must be adhered to unless otherwise approved:

- Maximum display height is limited to 8 feet.
- Full-height structures are permitted only in the rear half of the booth .
- Materials in the front half of the booth may not exceed 3 feet in height.
- Booths must remain visually open and accessible.
- Opaque barriers, coverings, tarps, curtains, or enclosed walls that block visibility into the booth are prohibited unless pre-approved.

1.5 Hanging Banners and Custom Structures

Hanging banners and custom booth structures require advance approval from Show Management. Hanging banners are available exclusively as sponsorship opportunities and are subject to availability and approval.

Approved hanging banners:

- May extend only across the exhibitor's contracted booth width.
- Must maintain a minimum clearance of 15 feet from the floor to the bottom of the banner.
- May not exceed 20 feet in overall height.

All custom booth designs beyond standard tables, showcases, and pipe-and-drape arrangements must be submitted for approval prior to construction.

1.6 Conduct on the Show Floor

The Atlanta Jewelry Show is committed to maintaining a professional business environment.

Exhibitors must conduct all sales, marketing, and customer engagement activities within their assigned booth space.

The following activities are prohibited:

- Aggressively approaching buyers in aisles or public spaces.
- Following or "stalking" attendees.
- Soliciting business in hotel lobbies or non-show areas.
- Distributing promotional materials outside contracted exhibit space without sponsorship authorization.
- Hosting or promoting unsanctioned offsite events intended to divert attendees away from the Show.
- Promoting competing jewelry trade events during the duration of the Atlanta Jewelry Show.

Suitcasing and outboarding are considered unethical business conduct and may result in

removal from the event and/or denial of future participation.

1.7 Children and Families

We are proud to support a family-friendly industry community and welcome children attending with parents or guardians.

Because the show floor contains valuable merchandise, active business activity, equipment, and construction materials:

- Children must remain supervised at all times.
- Parents and guardians are fully responsible for their children's behavior and safety.
- Parents and guardians are responsible for any damage or loss caused by children in their care.
- Show Management reserves the right to request the removal of disruptive or unsafe individuals from the show floor.

Bonus tip for parents: Don't forget that if you have children ages 7 to 17, you can register them for our FutureFusion program! They will get hands-on training and real jewelry-making skills while you focus on doing business on the show floor.

Children participating in official Atlanta Jewelry Show youth programs must follow all program rules and supervision requirements.

SECTION 2. OPERATIONAL POLICIES

2.1 Booth Assignment

Booth assignments are made at the discretion of Show Management.

Show Management reserves the right to:

- Reassign booth locations.
- Modify floor plans.
- Relocate exhibitors when necessary for operational, safety, or show management purposes.

Participation in one show does not guarantee the same or similar placement at future events.

2.2 Badges and Credentials

Official show badges must be worn in exhibit areas at all times.

Badges:

- Are non-transferable.
- Remain the property of Show Management.
- May not be shared or transferred to unauthorized individuals.
- SJTA members each receive a complimentary badge.
- Exhibitors receive three complimentary badges (in addition to any member badges). Additional badge fees and deadlines are published in exhibitor materials.

Unauthorized badge use may result in badge confiscation, expulsion from the show, or suspension from future participation.

2.3 Electrical Services and Contractors

Electrical installation and services may only be performed by authorized contractors approved by Show Management or the venue.

Exhibitors using Exhibitor Appointed Contractors ("EACs") must:

- Notify Show Management in advance.
- Ensure all contractors comply with venue and show requirements.
- Accept responsibility for contractor conduct, damages, and compliance.

Show Management reserves the right to prohibit any contractor from working onsite if rules or safety requirements are not followed.

2.4 Payment Terms

A 50% non-refundable deposit is required upon invoicing to secure exhibit space.

Remaining balances must be paid in full by the published payment deadline.

Exhibitors with unpaid balances may:

- Lose booth assignment.
- Be denied move-in access.
- Be prohibited from participating in future events.

If an exhibitor provides a credit card for payment, the exhibitor authorizes Show Management to charge outstanding balances after the published payment deadline.

2.5 Cancellation Policy

Cancellation requests must be submitted in writing.

If cancellation occurs more than 45 days before the first day of the show:

- The exhibitor remains responsible for the non-refundable 50% deposit.
- Additional payments beyond the deposit may be refunded or credited toward a future event at Show Management's discretion.

If cancellation occurs within 45 days of the show:

- The exhibitor remains liable for 100% of the exhibit fee.
- The parties acknowledge that damages resulting from late cancellation are difficult to calculate and that these fees represent agreed liquidated damages and are not a penalty.

Failure to exhibit may result in loss of future booth placement priority and future participation eligibility.

2.6 Move-In and Move-Out

- All exhibitors must comply with official move-in and move-out schedules published by Show Management.
- All exhibits, merchandise, and materials must be removed by the published move-out deadline.
- Show Management reserves the right to remove abandoned property at the exhibitor's expense.

2.7 Fire Safety and ADA Compliance

All exhibits must comply with:

- Applicable fire and safety regulations.
- Venue requirements.
- Americans with Disabilities Act (ADA) requirements.

Flammable decorations or materials are prohibited unless properly treated and approved.

Exhibitors are solely responsible for compliance related to their booth, displays, products, and activities.

2.8 Photography and Media

Photography or videography on the show floor without authorization from Show Management is prohibited.

By participating in the Show, exhibitors grant Show Management permission to photograph or record booths, personnel, displays, and activities for promotional, archival, editorial, or marketing purposes.

2.9 Security

Security personnel provided by Show Management are intended to discourage theft and unauthorized access but do not guarantee against loss.

Exhibitors remain solely responsible for:

- Securing merchandise.
- Monitoring booth activity.
- Obtaining insurance coverage.
- Protecting property and valuables.

Private security services must be arranged through approved venue or show contractors.

SECTION 3. LEGAL TERMS AND CONDITIONS

3.1 Insurance

Exhibitors are required to maintain commercial general liability insurance with minimum coverage

of \$1,000,000 per occurrence. Insurance should include coverage for:

- Personal injury.
- Property damage.
- Products and operations.
- Contractual liability associated with the show.

Exhibitors are responsible for obtaining insurance for merchandise, displays, samples, and other property.

3.2 Indemnification

Exhibitor agrees to indemnify, defend, and hold harmless:

- Southern Jewelry Travelers Association, Inc.
- The Atlanta Jewelry Show.
- Show Management.
- The venue.
- Their officers, directors, employees, agents, contractors, and representatives from and against any claims, liabilities, damages, losses, costs, expenses, or attorney fees arising from:
 - Exhibitor conduct.
 - Exhibitor negligence.
 - Booth operations.
 - Products or services displayed or sold.
 - Violations of law.
 - Violations of these rules.
 - Acts or omissions of exhibitors, employees, agents, contractors, or representatives.

3.3 Limitation of Liability

Show Management, the venue, and affiliated parties shall not be liable for:

- Loss.
- Theft.
- Damage to property.
- Personal injury.
- Business interruption.
- Consequential damages.

This limitation applies regardless of cause, including negligence of third parties, attendees, contractors, or other exhibitors.

3.4 Intellectual Property and Legal Compliance

Exhibitors are solely responsible for ensuring compliance with:

- Federal, state, and local laws.
- Intellectual property laws.
- FTC jewelry guidelines.
- The National Gold and Silver Marketing Act.
- Applicable trademark and advertising laws.

Show Management reserves the right to require removal of merchandise or materials believed to infringe upon intellectual property rights or violate applicable law.

3.5 Firearms and Weapons

Firearms and weapons are prohibited within exhibit areas except as expressly authorized by venue security and applicable law.

3.6 Force Majeure

If the Show is canceled, postponed, interrupted, reduced, or prevented due to causes beyond Show Management's reasonable control, including:

- Natural disaster.
- War.
- Terrorism.
- Labor disruption.
- Government action.
- Public health emergency.
- Communicable disease.
- Venue unavailability.

Show Management may retain the non-refundable deposit and either:

- Apply remaining funds toward a future event.
- Issue refunds or credits at its discretion.

Show Management shall not be responsible for travel, lodging, shipping, labor, or related expenses incurred by exhibitors.

3.7 Rules Revisions and Enforcement

Show Management reserves the right to:

- Interpret these rules.
- Adopt additional policies.
- Issue operational directives.
- Modify procedures as necessary for safety, operations, or show management purposes.

Exhibitors agree to comply with all official policies, operational communications, exhibitor manuals, digital resource hubs, and onsite directives issued by Show Management.

3.8 Governing Law and Venue

These rules and any disputes arising from participation in the Atlanta Jewelry Show shall be governed by the laws of the State of Georgia.

Exhibitor agrees that exclusive venue for disputes shall lie in the courts located in Cobb County, Georgia.

3.9 Entire Agreement

These Rules, together with the Exhibitor Contract, Exhibitor Resource Hub, and officially published operational policies, constitute the complete agreement between the parties regarding participation in the Atlanta Jewelry Show.