



B-FOR International
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USA Pavilion Exhibit Standards & Rules

All Exhibitors

- USDA-endorsed USA Pavilions organized by B-FOR International have a "Good Neighbor Policy" which necessitates that all Exhibitors' activities must be kept within the confines of Exhibitor's rented booth space. Any activity, including the projection of light or sound, beyond the confines of Exhibitor's rented booth space, or any disturbance or noise must be discontinued in the event that a valid complaint is filed. The accosting of attendees, distribution of literature, samples, or other material outside of rented exhibit space is only allowed with prior written permission from B-FOR International.
- Exhibitor is responsible for obtaining all necessary licenses and permits to use music, photography, or other copyrighted material. Approval must be obtained for any public performance of copyrighted music through sound media, picture/sound media, as well as for instrumental performances and musical presentations, including the screening of films.
- Display material and décor may not be placed at a height exceeding 250 cm/approx. 8 feet without prior written permission from B-FOR International. Exhibitor who wants to exceed this height must provide B-FOR International with a floor plan and rendering at least 45 days before opening of Event for written permission and necessary arrangements. If Exhibitor fails to comply, B-FOR International has the right to require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense. Failure to comply may result in closure of Exhibitor's booth.
- Any display deemed unprofessional in appearance or offensive, in the sole discretion of B-FOR International, will not be permitted.
- All aisles, passageways, lobbies or exits leading to a fire extinguisher must be left unobstructed at all times.
- All booth construction and preparations must be completed by 6:00 PM the night before the opening day of Event, or B-FOR International may make provisions to complete construction and/or preparation at Exhibitor's expense.

- Exhibitor may not dismantle its booth, including the removal or packing of individual items, prior to the official closing of Event, and must keep a fully equipped and staffed booth during all opening hours throughout the entire Event. If Exhibitor fails to comply, B-FOR International has the right to make provisions to equip and staff Exhibitor's booth at Exhibitor's expense.

SpaceOnly Exhibitors

- Exhibitor who appoints its own contractor (EAC) for stand construction within the USA Pavilion must submit booth specifications, including a floor plan and renderings, to B-FOR International for approval at least 45 days before the opening of Event. If Exhibitor fails to comply, B-FOR International has the right to require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense. Failure to comply may result in closure of Exhibitor's booth.
- Exhibitor with custom booth must finish all outside back and side walls of booth in order to ensure the quality of the overall appearance of the Pavilion. If neglected, B-FOR International has the right to have the outside of the booth finished at Exhibitor's expense.

Turnkey Booth Exhibitors

- Displays, graphics, or decorative material may appear only on the inside of side and back walls of the booth. The outside of the walls must be devoid of all décor or graphics of any kind.
- No signs, display items, or decorative material may protrude into the aisles or extend into neighboring booths.
- No signs, displays, or decorative items may be fixed directly to the booth dividers, the booth counters or the booth overhead signs, except for copy, logotypes, or graphics provided and/or installed by B-FOR International.

B-FOR International has the right to charge Exhibitor for any damage to the rented booth or material caused by Exhibitor, its agents, partners, employees, contracted labor, or clients