

xRETAILCLUB AI FESTIVAL

2026 Exhibitor Rules & Regulations

TERMS & CONDITIONS OF CONTRACT/PAYMENT POLICY

Terms and Conditions of Contract and Payment Policy are subject to change at Pixel Events d.b.a RetailClub's sole discretion without notice to any parties.

I. DEFINITIONS

Pixel Events d.b.a RetailClub: RetailClub Specialists is hereinafter referred to as Pixel Events d.b.a RetailClub. Pixel Events d.b.a RetailClub as referenced hereinafter shall include, but is not limited to the following services: electrical (a/k/a Power Trip Rentals PTR), rigging, material handling, installation and dismantle, and logistics provided by Pixel Events d.b.a RetailClub personnel to exhibitor pursuant to any purchase of Services.

Agents: Pixel Events d.b.a RetailClub's agents, sub-contractors, carriers, and the agents of each;

Customer: Exhibitor or other party requesting Services from Pixel Events d.b.a RetailClub;

Goods: Exhibits, property, and commodities of any type for which Pixel Eventse d.b.a RetailClub is requested to perform Services;

Carrier: Motor carrier, van line, air carrier, or air or surface freight forwarder;

Shipper: Party who tenders Goods to Carrier for transportation;

Accessible Storage: Holding of Goods in an area from which Goods may be removed during shows;

Services: Warehousing, transportation, drayage, unsupervised labor, supervised labor, and/or related services;

Show Site: Customer assumes the responsibility and any liability arising therefrom, for the work of labor when Customer elects to use unsupervised labor.

II. SCOPE

These Terms and Conditions shall be binding upon Customer, Pixel Events d.b.a RetailClub, and their respective Agents and representatives, including but not limited to Customer contracted labor such as Customer Appointed Contractors and Installation and Dismantle Companies, and any other party with an interest in the Goods. Each shall have the benefit of

and be bound by all provisions stated herein, including but not limited to time limits and limitations of liability.

III. CUSTOMER OBLIGATIONS

A. PAYMENT FOR SERVICES

Customer shall be liable for all unpaid charges for services performed by Pixel Events d.b.a RetailClub or agents. Customer authorizes Pixel Events d.b.a RetailClub to charge its credit card directly for services rendered on Customer's behalf after departure, by placing an order online, via fax, phone, or through a work order on-site.

B. CREDIT TERMS

All charges are due before Services are performed unless other arrangements have been made in advance. Pixel Events d.b.a RetailClub has the right to require prepayment or guarantee of the charges at the time of request for Services. A failure to pay timely will result in Customer having to pay in advance for future Services. Pixel Events d.b.a RetailClub retains its right to hold Customers' Goods for non-payment. If a credit card is provided to Pixel Events d.b.a RetailClub, Pixel Events d.b.a RetailClub is authorized to bill to such credit card any unpaid charges for Services provided to Customer, including charges for return shipping. Any charges not paid within 30 days of delivery will be subject to interest at 1.5% per month until paid.

IV. MUTUAL OBLIGATION INDEMNIFICATION

A. CUSTOMER TO Pixel Events d.b.a RetailClub

Customer shall defend, hold harmless, and indemnify Pixel Events d.b.a RetailClub from and against any claims, lawsuits, demands, liability, costs, and expenses, including reasonable attorney's fees and court costs, resulting from any injury to or death of persons, or damage to property other than Goods, relating to or arising from performance of Services herein. Customer agrees to indemnify and hold Pixel Events d.b.a RetailClub harmless for any and all acts of its representatives and agents, including but not limited to Customer Appointed Contractors and Installation and Dismantle Companies, any subtenant or other user of its space, or any agents or employees engaged in business on behalf of Customer or present at Customers' invitation, including supervision of labor secured through Pixel Events d.b.a RetailClub. Customer's obligations under this provision shall not apply to Pixel Events d.b.a RetailClub own negligence and/or willful misconduct. CUSTOMER ACKNOWLEDGES THAT THE SHOW SITE IS AN ACTIVE WORK ZONE AND CUSTOMER, ITS AGENTS, EMPLOYEES, AND REPRESENTATIVES ARE PRESENT AT THEIR OWN RISK.

B. Pixel Events d.b.a RetailClub TO CUSTOMER

To the extent of Pixel Events d.b.a RetailClub's own negligence and/or willful misconduct and subject to the limitations of liability below, Pixel Events d.b.a RetailClub shall defend, hold harmless, and indemnify Customer from and against any claims, lawsuits, demands, liability, costs and expenses including reasonable attorney's fees and court costs, resulting from any injury to or death of persons or damage to property other than Goods. Pixel Events d.b.a RetailClub obligations under this provision shall not apply to claims for bodily injury arising a)

from Customer's presence in areas which have been marked as "off limits to exhibitors"; and b) when exhibitors are present in the facility prior or subsequent to the effective dates or hours of Exhibitor's space lease with show management.

V. DISCLAIMER & LIMITATION OF LIABILITY

UNDER NO CIRCUMSTANCES WILL ANY PARTY BE LIABLE FOR SPECIAL, INCIDENTAL, CONSEQUENTIAL INDIRECT, OR PUNITIVE DAMAGES, INCLUDING BUT NOT LIMITED TO LOSS OF PROFITS OR INCOME. Pixel Events d.b.a RetailClub SHALL BE LIABLE, SUBJECT TO THE LIMITATIONS CONTAINED HEREIN, FOR LOSS OR DAMAGE TO GOODS ONLY IF SUCH LOSS OR DAMAGE IS CAUSED BY THE DIRECT NEGLIGENCE OR WILLFUL MISCONDUCT OF Pixel Events d.b.a RetailClub. CLAIMS PRESENTED FOR LOSS OR DAMAGE ARISING OUT OF INCIDENTS REFERENCED IN SECTION VI HEREIN WILL BE DENIED.

VI. NO LIABILITY FOR LOSS OR DAMAGE TO GOODS

A. CONDITION OF GOODS

Pixel Events d.b.a RetailClub shall not be liable for damage, loss, or delay to uncrated freight, freight improperly packed, glass breakage, or concealed damage. Pixel Events d.b.a RetailClub shall not be liable for ordinary wear and tear in handling of Goods or for damage to shrink-wrapped Goods. All Goods shall be able to withstand handling by heavy equipment, including but not limited to forklifts, cranes, or dollies. It is the Customer's responsibility to ensure that Goods are packaged correctly prior to shipment or movement on or off the Show floor.

B. RECEIPT OF GOODS

Pixel Events d.b.a RetailClub shall not be liable for Goods received without receipts, freight bills or specified unit counts on receipts or freight bills or for bulk shipments (i.e., UPS, air freight, or van lines). Such Goods shall be delivered to booth without the guarantee of piece count or condition.

C. FORCE MAJEURE

Pixel Events d.b.a RetailClub shall not be liable for loss or damage that results from Acts of God, weather conditions, act or default of Customer, shipper, or the owner of the Goods, inherent nature of the Goods, public enemy, public authority, labor disputes, and acts of terrorism or war.

D. ACCESSIBLE STORAGE

Pixel Events d.b.a RetailClub assumes no liability for loss or damage to Goods while in Accessible Storage. Storage charges are for the use of space and are not a form of insurance, or a guarantee of security.

E. UNATTENDED GOODS

Pixel Events d.b.a RetailClub assumes no liability for loss or damage to unattended Goods received at Show Site at any time from the point of receipt of inbound Goods until the loading

of

the outbound Goods, including the entire term of the respective show or exhibition. Customer is responsible for insuring its own Goods for any and all risk of loss.

F. EMPTY STORAGE

Pixel Events d.b.a RetailClub assumes no liability for loss or damage to Goods or crates or the contents therein, while containers are in Empty Storage. It is Customer's sole responsibility to affix the appropriate labels available at the Pixel Events d.b.a RetailClub Service Desk for empty container storage, and ensures that any pre-existing empty labels are removed.

G. FORCED FREIGHT

Pixel Events d.b.a RetailClub is not liable for Customer Goods left on the show floor after the show closing deadline, with or without a Material Handling Services/Straight Bill of Lading signed by Customer. It is Customer's responsibility to complete accurate paperwork for shipping and to ensure Customer Goods are properly labeled. If Customer Goods remain on the floor after the show closing deadline, Pixel Events d.b.a RetailClub has the right to remove the Customer Goods. Pixel Events d.b.a RetailClub is authorized by Customer to proceed in the manner chosen by Customer on the Order for Material Handling Services/Straight Bill of Lading, if one has been completed, or otherwise to ship Customer Goods at the discretion of Pixel Events d.b.a RetailClub and at Customer's expense. Pixel Events d.b.a RetailClub shall incur no liability for such shipment. Pixel Events d.b.a RetailClub retains the right to dispose of Customer Goods without liability if left on the show floor unattended, without labels or not correctly labeled.

H. CONCEALED DAMAGE

Pixel Events d.b.a RetailClub shall not be liable for concealed loss or damage including but not limited to; glass, electronic equipment, prototypes, original art, uncrated Goods, or improperly packaged or labeled Goods.

I. UNATTENDED BOOTH

Pixel Events d.b.a RetailClub shall not be liable for any loss or damage occurring while the Goods are unattended in Customer's booth at any time including, but not limited to, the time the Goods are delivered to the dock until the time the Goods are received by Customers' chosen carrier. All Material Handling Forms and/or Straight Bills of Lading covering outgoing Goods submitted to Pixel Events d.b.a RetailClub will be checked at the time of pickup from the booth and corrections to the count or condition will be documented where discrepancies exist.

J. HANGING ITEMS FROM BOOTH

Customer shall not hang any articles, merchandise, product, advertisements, or other similar items from Pixel Events d.b.a RetailClub supplied booth materials, (this includes but is not limited to GEM panels or pipe and drape), utilized in Customer's own booth set up or in areas occupied by the show organizer or third parties. If Customer does hang any prohibited items, Customer alone shall be held liable for any damages, costs, actions or injuries resulting from the hanging of such item(s). Pixel Events d.b.a RetailClub shall have no liability for any damages, costs, actions or injuries arising out of Customer's failure to comply with this provision.

VII. MEASURE OF DAMAGE

A. LABOR

Pixel Events d.b.a RetailClub assumes no liability for loss, damage, or bodily injury arising out of Customer's supervision of Pixel Events d.b.a RetailClub provided labor. If Customer elects to use their own labor, then Customer assumes all liability for the actions or claims that arise out of such work, including but not limited to loss, damage or bodily injury and shall provide Pixel Events d.b.a RetailClub and show management with an indemnity, including defense costs, for any claims that result from Customers' supervision or failure to supervise assigned labor.

VIII. MISCELLANEOUS

A. INSURANCE

Pixel Events d.b.a RetailClub IS NOT AN INSURANCE COMPANY AND DOES NOT OFFER OR PROVIDE INSURANCE. It is the obligation of Customer to ensure Goods are insured at all times. Loss or theft of the Goods in storage or in transit to and from the show and or while on the show floor is the sole responsibility of Customer. Pixel Events d.b.a RetailClub recommends Customer arrange for all Risk Coverage.

B. NOTICE OF LOSS OR DAMAGE

In order to have a valid claim, notice of loss or damage to Goods must be given to Pixel Events d.b.a RetailClub or its agent within 24 hours of occurrence (as evidenced in an Incident Report completed at Show Site by Pixel Events d.b.a RetailClub) or delivery of outbound Goods.

C. FILING A CLAIM

Any claim for loss or damage to Goods must be in writing, containing facts sufficient to identify the Goods, asserting liability for alleged loss or damage, and making claim for the payment of a specified or determinable amount of money. Such claim must be filed with the appropriate party within the time limits specified herein. Damage reports, incident reports, inspection reports, notations of shortage or damage on freight bills or other documents, do not constitute filing of a claim. Claims for Goods alleged to be lost, stolen or damaged at the Show Site must be received in writing by Pixel Events d.b.a RetailClub within thirty (30) days after the close of the show. Claims for Goods alleged to be lost or damaged during transit must be received by the responsible party within nine (9) months of date of delivery of Goods. Pixel Events d.b.a RetailClub subcontracts the movement of Goods to third party carriers. Claims for damage in transit should be made directly with your carrier as shown on the exhibitor page JW Cole. In the event of a dispute with Pixel Events d.b.a RetailClub, Customer will not withhold payment or any amount due Pixel Events d.b.a RetailClub for Services as an offset against the amount of the alleged loss or damage. Customer agrees to pay Pixel Events d.b.a RetailClub prior to the close of the show for all such charges and further agrees that any claim Customer may have against Pixel Events d.b.a RetailClub shall be pursued independently by Customer as a separate action to be resolved on its own merits. Pixel Events d.b.a RetailClub retains the right to pursue collection on amounts owed after show close, without regard to any amount alleged to be owed for damage, or loss.

IX. ADVANCED WAREHOUSING/TEMPORARY STORAGE/LONG TERM STORAGE

All terms and conditions relative to Advanced Warehousing/Temporary Storage/Long Term Storage are contained in separate agreements titled "Storage Agreement". In the event that a Storage Agreement is not executed between the parties, the following shall apply with respect to Pixel Events d.b.a RetailClub liability for Customer's Goods. The responsibility of Pixel Events d.b.a RetailClub with respect to Customer's Goods is limited to the exercise of ordinary care and diligence in handling and storing of Customer's Goods. Pixel Events d.b.a RetailClub shall be liable only for loss or damage to Goods caused by Pixel Events d.b.a RetailClub sole negligence. Pixel Events d.b.a RetailClub liability is limited to \$.60 (USD) per pound with a maximum liability of \$100.00 (USD) per container, or \$1,500.00 (USD) per shipment whichever is less. In case of partial loss or damage, the maximum liability shall be prorated based on weight. Pixel Events d.b.a RetailClub is not responsible for any loss or damage to Goods caused by, but not limited to fire, theft, the elements, vandalism, moisture, vermin, mechanical breakdown or failure, freezing or changes in temperature, as well as any other causes beyond Pixel Events d.b.a RetailClub's immediate control. Pixel Events d.b.a RetailClub is not responsible for the marring, scratching or breakage of glass or other fragile items. Pixel Events d.b.a RetailClub is not liable for the mechanical functions of instruments or appliances even if such articles are packed or unpacked by Pixel Events d.b.a RetailClub. In no event shall Pixel Events d.b.a RetailClub be liable for special, incidental, indirect or consequential damages, including business loss of any kind, resulting from any damage to or loss of the Goods or from any act or failure to act. Customer pays storage fees or costs for advance warehousing for use of the space only. There is no guarantee of security or representations made by Pixel Events d.b.a RetailClub as to appropriateness of the conditions for Customer's Goods. The risk of loss remains Customer's alone and Pixel Events d.b.a RetailClub recommends the Customer carry and maintain insurance in amounts sufficient to cover its risk.

PAYMENT POLICY

PAYMENT FOR SERVICES

Pixel Events d.b.a RetailClub requires payment in full at the time services are ordered. Further, Pixel Events d.b.a RetailClub requires that you provide a credit card authorization with your initial order. For your convenience, we will use the credit card authorization information that you enter on the website to charge your account for services, which may include labor, material handling or any applicable fuel or energy surcharge.

Payments at show site must be made via Pixel Events d.b.a RetailClub-accepted credit cards. Pixel Events d.b.a RetailClub will not accept cash payments at show site.

METHOD OF PAYMENT

Pixel Events d.b.a RetailClub accepts MasterCard, Visa, American Express via this website. Payments at show site must be made via Pixel Events d.b.a RetailClub-accepted credit card. Pixel Events d.b.a RetailClub will not accept cash payments at show site.

THIRD PARTY BILLING

Each exhibiting firm is ultimately responsible for all charges incurred on its behalf. Pixel Events d.b.a. RetailClub reserves the right to institute collection action against the exhibitor if the authorized third party does not pay.

TAX EXEMPT

If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exemption Certificate for that state. Please send the above information to the Pixel Events d.b.a RetailClub office for this show. Taxes vary by location and will be added to your invoice, if you do not submit your tax exempt certificate prior to the deadline date.

100% REFUND GUARANTEE

Customer may cancel any orders for Pixel Events d.b.a RetailClub products and services made under Pixel Events d.b.a RetailClub Standard Terms and Conditions for any reason, provided written notice of cancellation is received by Pixel Events d.b.a RetailClub no less than ten (10) days prior to the first day of Move-In. If Customer has made any payment to Pixel Events d.b.a RetailClub for the orders, Pixel Events d.b.a RetailClub will refund 100% of such payment unless the portion of such payment for services already performed by Pixel Events d.b.a RetailClub such as custom cut carpet, special furniture, material handling, rigging, labor, electrical services or graphics.

MORE DETAILS

If you have any questions regarding our payment policy, please contact Pixel Events d.b.a RetailClub or visit the Exhibitor Service center at the show.

All balances must be paid upon conclusion of the event. You agree to late fees up to 1.5% per month on any balance not paid at the conclusion of the event, or balance left without appropriate credit card on file.

For your convenience, we will use the credit card authorization to charge your credit card for any additional amounts ordered by your representative or services rendered to your company for this event.

Pixel Events d.b.a RetailClub will charge a convenience fee for each request to reprocess payment to an alternate credit card in order to cover incremental processing costs. An alternate credit card is a credit card different than the one used to process your initial payment in accordance with Pixel Events d.b.a RetailClub payment policy. The convenience fee will be quoted at the time your request is made to reprocess payment. The convenience fee will be added to your account balance and settled utilizing the new credit card provided. Exhibitors must notify they agree to these T&Cs in the Exhibitor Form.

SAFETY REGULATIONS

- Exhibitors acknowledge that the show site and surrounding areas are active work zones. Exhibitors, agents, employees, and representatives are present at their own risk.
- Do not stand on furniture. Use a ladder instead of a chair, as standing on chairs, tables, and other rental furniture is unsafe and may result in injury to you or others. These items are not designed to support your standing weight.
- Stay vigilant of your surroundings. The event area is an active work zone with changing conditions during move-in and move-out. Pay close attention, and watch for obstacles, machinery, and equipment in use.
- Stay alert for scooters and forklifts, as their drivers may not see you. Avoid proximity to trucks and trailers, as these areas can pose particular dangers.
- Avoid attaching items or equipment to drapes or metal frameworks in your booth to prevent electrical shocks, falling items, and damage to materials. This practice can result in serious injury or harm to materials.
- Access is restricted to authorized personnel and employees only. Unauthorized individuals are strictly prohibited.

FIRE CODE

- All decorative materials must comply with public Safety and Fire Regulations and be flameproof. This requirement extends to drapes, banners, and all decorative fabrics used in the exhibit.
- Maintain clear aisles and fire exits at all times. Items or displays should not encroach into the aisles or extend beyond the booth area.
- Prohibited: Flammable or explosive substances at the show site.
- No smoking in the exhibit area or public areas of the facility.
- Immediately report any fires.

EXHIBIT FOOTPRINT

- Dimensions of your individual activation footprint(s) will be based upon contractual agreement and CANNOT be exceeded or changed.
- All activations, including rental items, décor, signage, food & beverage, and other materials, must remain within the contracted exhibit footprint. The space outside your footprint (including behind & adjacent) CANNOT be used as storage space.
- Items may not be placed in aisles or walkways during show hours. These are designated fire lanes required by local ordinances.

ACTIVATION PLANS

All activation plans are subject to approval by RetailClub and municipal permit requirements. Activation Plans should include:

- Proposed footprint layout (CAD, sample sketch layout, design deck or renderings) including all power and utility needs. Please advise what you are powering. **applies for custom builds only.
- List of activation elements you will be including (ie: podcast, book signing, customized tote bags, etc.).

ENTERTAINMENT & AUDIO:

- NO live performances are permitted without approval from RetailClub.
- Activations must not disrupt scheduled event programming or neighboring exhibitors.
- Amplified sound is not permitted in exhibits smaller than 20'x20'.
- Exhibits with a 20'x20' footprint or larger must request pre-approval from RetailClub for amplified sound.
- RetailClub reserves the right to require that sound levels be lowered or shut off at any time if deemed disruptive.

SPONSOR-HOSTED MEDIA CONTENT (PODCAST + VIDEO) POLICY:

1. Pre-Approval Required

Sponsors must submit a content plan that explains your company's objectives and intended use of your media capture. All filming, including interviews or B-roll, must be pre-approved, with clear schedules and locations outlined.

2. Allowed Activities

- Interviews with clients, partners, or other attendees (with consent).
- Filming within their sponsored activation space or clearly assigned areas.
- Podcast recording sessions in sponsor activation space, private meeting rooms, or designated media zones, if available.

3. Restricted Activities

No filming or recording inside:

- Breakthru Meetings
- Breakthru Activities
- Breakthru Networking Dinners
- Near any stage during speaker sessions
- On any stage
- No drones whatsoever

4. Technical & Insurance Requirements

Podcast/video crews must be credentialed as part of the sponsor's team or declared as vendors.

5. Branding & Usage

Content cannot be marketed as official RetailClub media unless explicitly co-branded or approved. RetailClub reserves the right to review and request edits on any co-branded or on-site content prior to publication.

ALCOHOL POLICY

- ALCOHOL – NO outside alcoholic beverages may be brought on-site.
- Only the RETAILCLUB preferred catering vendor may provide or pour alcohol due to the event liquor license. (Liquid Catering).
- Alcohol sourced from any non-approved supplier is strictly prohibited. Outside liquor served is a violation of our liquor permit & insurance.
- Bartenders are required to serve all alcoholic beverages.
- Alcohol service may start at 3:00 PM PT. No alcohol should be served before this time.

SECURITY/SAFETY

RetailClub has 24-hour security for the site but NOT dedicated for exhibitor footprints.

Please remember the site during load in/loadout is a construction site. Take due care as all exhibitors, agents, vendors, employees and representatives are present at their own risk.

RetailClub is not responsible or liable for any losses or damage.

Airport Rules Apply: Do not leave any personal items unattended during event hours, including load-in, load-out or overnight. Secure your valuables.

RetailClub is not responsible for loss or damage due to:

- Improper packaging or labeling
- Unattended materials
- Normal wear and tear
- Weather, theft, or force majeure events
- Items left on-site after move-out

Key Requirements:

- All materials must be clearly labeled
- Exhibitors must arrange outbound shipping in advance
- Items left after teardown may be removed or disposed of at exhibitor expense

EXHIBITOR APPOINTED CONTRACTORS (EACs)

Exhibitors intending to work with a vendor outside of the RetailClub preferred vendor's list, must submit an EAC application. Exhibitors must receive application approval from RetailClub before bringing any non-preferred vendors (EACs) onsite.

Approved EACs are subject to documentation requirements, including:

August 8, 2026: Certificate of Insurance (required of all EACs)

July 7, 2026: Engineer-stamped drawings and calculations (EACs constructing custom structures only)

EACs who fail to provide required documentation will be denied access, even if their application was initially approved

SET-UP/STRIKE

- Limited forklift assistance is available at the event site. Please make any request in advance.
- Sponsors and contracted design teams must be self-contained, RetailClub DOES NOT provide tools, power tools, ladders, etc.
- You must fully clear your activation of all materials and décor during load-out.
- Any product left on site that the RetailClub needs to remove on your behalf will generate a billable cleaning & removal charge to you.
- All shipping/pickup arrangements must be made in advance with inventory.
- Packing supplies and labor needed to repackage items for shipping, including but not limited to pallets, boxes, shrink-wrap, tape, pre-paid and completed shipping labels, etc. is the sole responsibility of the sponsor.

EARLY MOVE OUT

- Early move-out is **strictly prohibited** in order to maintain an optimal attendee experience and for logistical purposes.
- Exhibitors must follow the official load-in/load-out schedule provided by RetailClub.

DEADLINES & DELIVERABLES

- Exhibitors are expected to meet all deadlines provided by RetailClub and preferred vendors.
- Missing deadlines may result in limited availability, inability to fulfill requests, and additional rush fees.
- RetailClub cannot guarantee items or services if deadlines are missed, and exhibitors are responsible for any resulting costs or consequences

FAILURE TO COMPLY

Violations of Rules & Regulations will result in a verbal and/or written warning. Exhibitors may also be subject to the following actions, fees, and penalties:

- Items placed outside of designated exhibit footprints: A RetailClub representative will visit your space to notify your team in person. If items are not moved, they will be subject to removal. Exhibitors will be billed for waste removal fees.
- Obstructing fire lanes: May result in enforcement action by the local fire district. Exhibitors will be held responsible for any resulting fines or penalties assessed.
- Unapproved amplified sound: Shut down immediately. Exhibitors with approved sound amplification may still be directed to lower or turn off volume at any time if deemed disruptive to attendees, event content, or neighboring exhibitors.
- Non-compliant Exhibitor Appointed Contractors (EACs): Vendors who fail to provide proper documentation, or who have not been approved by RetailClub, will not be

permitted on event grounds.

- Unauthorized alcohol: All alcohol must be ordered through RetailClub's preferred vendors per the event liquor license. Alcoholic beverages retrieved from a non-approved supplier will be confiscated immediately. Exhibitors in violation may be subject to additional penalties under state liquor laws.
- Unauthorized catering/food service: Any non-approved food & beverage service will be shut down immediately at exhibitor's expense.
- Missed deadlines: Submissions made after published deadlines are subject to late fees, rush charges, limited availability, and/or inability to fulfill specific requests.
- Fire safety violations: Use of prohibited materials (e.g., propane, compressed gas, charcoal, or open flame under tents) will result in immediate shutdown of the activation and potential fines. Exhibitors may also be billed for remediation if unsafe materials must be removed.
- Improper load-in/load-out or early move-out: Any exhibitor who disregards the official schedule, attempts unauthorized deliveries, or begins strike early may be subject to penalties. Abandoned items will be removed at the exhibitor's expense.
- Non-compliance with security and safety rules: Exhibitors are responsible for securing personal items. RetailClub is not liable for lost or damaged property.
- Unauthorized media capture: Recording or filming in restricted areas (Breakthru sessions, stages, or with drones) will be stopped immediately. Violators may lose filming privileges for the duration of the event.