



Fashion Market Northern California®

## EXHIBITOR RULES AND REGULATIONS

1. To share a booth with another salesperson, exhibitor does not have to share lines in common, but must pay a show fee and (partial) booth fees to FMNC. If lines are shown in common, the exhibitor may pay an Associate fee.
2. All exhibitors and exhibitors' personnel must be registered with the show office. The exhibitor to whom the booth is assigned is responsible at all times for any and all persons in their booth.
3. Salespersons who are not officially exhibiting in the show are NOT permitted on the show premises during the show or official show function except by invitation. **THIS APPLIES TO MEMBERS AND NON-MEMBERS ALIKE.**
4. **BUTTONHOLING** is that act by an exhibitor of stopping a retailer in any area other than in their booth for the purpose of encouraging, by word or action, that retailer to purchase the exhibitor's product or service. **BUTTONHOLING IS PROHIBITED AND SUBJECT TO FINES.** Second offense within three shows is subject to expulsion from the FMNC show.
5. **All booths must be opened, PROPERLY SAMPLED, and manned during official show hours. ANY EXCEPTION REQUIRES THE WRITTEN PERMISSION OF THE PRESIDENT OR EXECUTIVE DIRECTOR OF THE ASSOCIATION. VIOLATION OF THIS RULE WILL RESULT IN A FINE OF \$250.**
6. **ABSOLUTELY NO SAMPLES SOLD DURING SHOW – TO ANYONE.**
7. Members are not to contact building management for the purpose of registering any complaint or request regarding the operations of the FMNC show. The complaint or request must be submitted in writing and given to any Board member or FMNC staff.
8. Music is allowed in the exhibitor booth area but **SOUND MUST BE AT A REASONABLE LEVEL.** This is a professional courtesy to other exhibitors.
9. It is a violation of show policy for any person to enter the booth of any exhibitor for any reason, without the permission of that exhibitor. **DUE TO SECURITY REASONS, THIS WILL BE STRICTLY ENFORCED.**
- 10a. CHILDREN UNDER 12 ARE PROHIBITED FROM ATTENDING THE SHOW, unless in a stroller or carrier.
- 10b. DOGS (other than service animals) ARE PROHIBITED BY SAN MATEO HEALTH AUTHORITIES AND THE BUILDING MANAGEMENT, AS WELL AS, FMNC/GGAA. **SERVICE ANIMALS MUST BE UNDER THE CONTROL OF THE HANDLER AT ALL TIMES.**
11. Anyone reported removing any equipment from another booth without permission will be fined. All requests for equipment must be submitted to FMNC staff at the registration booth.

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## **EXHIBITOR RULES AND REGULATIONS continued**

12. Any member not attending a mandatory membership meeting will be fined \$50 for the first offense, \$100 for the second offense and possible expulsion for the third offense. Any exceptions must be submitted to the President of FMNC or the Executive Director in writing. This will be strictly enforced.

13. FMNC is a salesperson's organization and preference will be given to salespeople in booth assignments over manufacturers, importers or off-price merchandise.

14. Exhibitors shall not conduct themselves in any manner which will bring discredit to FMNC, whether at the show itself or on the hotel property.

15. Flyers or other materials may not be distributed at the show without written approval from the President or Executive Director. That includes putting flyers on tables in the lounge areas.

**16. NO SHOW BOOK LISTING, ADVERTISEMENT OR BOOTH SIGNAGE SHALL ADVERTISE PRICE IN ANY WAY, INCLUDING OFF-PRICE, DISCOUNTED % OFF OR ACTUAL PRICES.**

17. Any complaint or constructive suggestions regarding any phase of the operation of the show must be submitted in writing to the President or Executive Director of FMNC. There will be a place at the front Registration desk for any communications.