

# Exhibitor Policies 2025

As a condition precedent for participation in the Midwest Arts XPO, all exhibitor registrants agree to and accept the terms and conditions of the 2025 General Policies. Exhibitor further accepts and agrees to the Exhibitor Policies.

Exhibitors who are not in compliance with the General Policies and Exhibitor Policies, including display and set-up guidelines, and do not comply when asked to do so by XPO staff, may be removed from the 2025 Midwest Arts XPO, at Midwest Arts XPO's sole discretion, and may be excluded from future Midwest Arts XPOs.

## Marketplace Exhibit Hall Guidelines

**Exhibitor booth purchase is non-transferrable.** Exhibitors are limited to purchase of no more than two (2) booth spaces.

### Exhibit Hall Display and Set-up

All signs, banners, and other promotional materials or display items must:

- Not interfere with or obstruct other exhibit spaces.
- Be no taller than 8 feet and adhere to the guidelines set forth for your specific exhibit space package purchased at XPO registration.
- Be placed within the interior of your assigned exhibit space and not be displayed, distributed, or handed out in any other location nor affixed to the exterior draping, facility's walls, ceilings, floors, columns, or any other surface.

Exhibitors may not remove or move their booth side railings unless they are located on a corner aisle or have written consent from the neighboring booth and approval from XPO staff.

Aisles and lounge spaces within the Marketplace may not be incorporated as part of an exhibit space.

Exhibitors may not block fire pulls, fire sirens, or fire extinguishers in or near their exhibit spaces.

**NEW! Connection Lounge Space** -This space is not a traditional booth meeting space in the Marketplace Exhibit Hall. The Connection Lounge is reserved for conference registrants paying a daily fee for use of this space for meeting. Connection Lounge space can only be secured through the attendee registration process and NOT through the exhibitor booth purchase system. The space comes with a round table and four chairs. Registrant **MUST stay within the marked footprint. No additional furnishings are permitted within the marked footprint space. Registrant may not obstruct another registrant's view.**

**Permitted Décor for Connection Lounge Space:** A table top display is permitted as long as the display does not obstruct another exhibitor's view. **NO** pop-up banners are permitted in this area. No electrical service is available.

### Marketplace Exhibit Hall Hours

Tuesday, September 16, 2025 1:15pm - 5:15 pm

Wednesday, September 17, 2025 1:15pm- 5:15 pm

Thursday, September 18, 2025 10:30 am- 12:00 pm

1:15 pm- 3:00 pm

Exhibitor Load-Out: 3:15 pm- 4:15 pm

## **Promotion and Performance**

While conducting business in your exhibit space, throughout the entire Midwest Arts XPO venues and the offsite locations for the Opening and Closing Events, exhibitors and artists are expected to:

- Be in street/business clothes, not costumes or attire representing a persona, character, or performance.
- Refrain from presenting any kind of character portrayal, costumed model, or live performances outside of formally established performance spaces.
- Distribute flyers only from within your exhibit space, upon designated information tables, or from inside formally rented showcase spaces. Strolling distribution of material or showcase advertisement is prohibited.
- Distribution of materials or placement of showcase flyers, postcards or marketing materials in hotel common areas or affixed to any hotel space is strictly prohibited.

Exhibitors are not permitted to promote artists, services, or merchandise that are not a part of their own regular or established product line(s) or artist roster.

## **AV +Tech**

Audio/visual equipment used for demonstration/playback purposes must be equipped with headphones, positioned within the exhibit space following the exhibit space height restrictions as outlined in your setup guidelines, and positioned such that playback can be accessed by viewers within your exhibit space. No more than two TV/monitor/screens are allowed per exhibit space.

## **Safety + Prohibited items**

The use, display, or storage of compressed gasses, flammable liquids, or dangerous chemicals is prohibited. Candles and open flame devices are not permitted within any of the Midwest Arts XPO venues.

The use of helium balloons is not recommended and requires prior written approval by XPO staff.

All curtains, drapes, decorations, and decorative or constructive materials must be non-combustible or flame retardant. Documentation affirming non-combustible or flame-retardant properties must be available on site.

Empty crates, boxes, or storage containers may not be stored in any public area or location that would block an aisle.

Any additional activities within your exhibit space, including drawings, giveaways, and interactive activities, must be reviewed and approved by XPO staff at least two weeks prior to the start of the XPO. Approval is not guaranteed.

## **Agreements**

### **Food and Beverage**

The Baird Center retains the exclusive right to provide and control all food and beverage services in the building. Outside food is not allowed.

### **Decorator + Exhibitor Services**

Exhibitor agrees to contract any exclusive services, such as furnishings, utilities, and labor, through the XPO decorator or the Baird Center.

## Agency Registration

Agency Registration includes full business privileges. An Agency Registrant may **not** stake claim to a specific location or set up any display or promotional materials anywhere in the Marketplace or XPO facilities outside of their XPO booth. Although meetings with presenters may be convened in a Marketplace lounge, Agency Registrants may not solicit presenters in the Marketplace.

Agencies doing business at MAX or within any XPO facilities must be registered and purchase booth space or Connection Lounge space within the Marketplace. "Suitcasing" is strongly discouraged and is considered to be against ethical guidelines.

### Suitcasing

Agencies or artists who attend the conference with the intent to do business and not purchase space in the Exhibit Hall Marketplace but hold meetings in locations outside the Marketplace is considered "Suitcasing". It's an unethical business practice and is strongly discouraged. Agencies or Artists doing business at MAX or within any XPO facilities must be registered and purchase booth or Connection Lounge space or within the Exhibit Hall Marketplace.

### NAPAMA

Midwest Arts XPO adheres to the ethical guidelines of the North American Performing Arts Managers and Agents [Code of Ethics](#) and expects all registrants to do the same.

## Load-in + Load-out

**Load-in: Monday, September 15, 2025 12:30 pm – 4:00 pm**

**Tuesday, September 16, 2025 9:15 am- 1:15 pm**

**Load-out: Thursday, September 18, 2025 immediately following the final Marketplace session 3:15 pm – 4:15 pm**

- Exceptions to the above load-in and load-out times are made only when a request has been made in writing to and approved in writing by XPO staff prior to September 1, 2025.
- Exhibitors will be allowed to enter the Marketplace 15 minutes before each Marketplace session.
- Set-up and tear down while the Marketplace is open is strongly discouraged. Please respect your colleagues and do not set-up or strike while your neighbors are trying to conduct business.

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Approved by Affirmation, Heartland Performing Arts Inc.,  
Board of Directors