



the *EW*® conference

Feb. 5–7, 2022
Clearwater Beach, Florida

EW®
Essentially Women
A division of VGM & Associates

The logo for Essentially Women, featuring a stylized "EW" monogram in a serif font above the words "Essentially Women" in a sans-serif font, with the tagline "A division of VGM & Associates" below it.

Exhibitor Rules And Regulations

Exhibitor Booths

- 10x10 space
- Each booth comes with the following:
 - 2 exhibitor badges
 - 6-foot draped and skirted table
 - 2 folding chairs
 - 1 wastebasket
 - 1 ID sign
- Additional exhibitor badges: \$100 each
- CEU badges for exhibitors: \$100 each



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Exhibitor Rules and Regulations

Booth Eligibility

Booth space will be assigned first to EW participating vendors. Essentially Women® shall have the sole right to determine the eligibility of exhibits, including but not limited to: companies, products, systems, services, booth graphics, printed matter distributed at the conference, souvenirs, giveaways, costumes and booth personnel attire, and all other exhibition features and activities.

Exhibitor- Or Sponsor-Hosted Events

Any type of hospitality suite or event or private function scheduled by an exhibitor or sponsor, held either on-site or any other venue, may not begin until the conference

and exhibition has officially closed and does not conflict with the EW conference (3 p.m. Saturday, Feb. 5, through 5 p.m. Monday, Feb. 7). Any activities that would fall between these hours need to be pre-approved by Nikki Jensen at nicole.jensen@vgm.com. Any violations may result in exclusion from future EW exhibitions and speaking opportunities.

Damage To Property

The exhibitor is liable for any damage caused to building floors, walls, or columns; to standard booth equipment; or to another exhibitor's property. The exhibitor may not apply paint, lacquer, adhesives, stickers, or other coating to building columns and floors or to standard booth equipment.

Signage/Decoration

Decorations cannot be attached (taped or nailed) to the exhibit room walls. Please contact the official show contractor/decorator regarding attaching anything to the pipe and drape or to hang signs from the ceiling.

Admission Of Exhibitors/Attendees/Guests/Children

EW requires a conference badge for everyone who enters the Exhibition Hall. Security will enforce this requirement during move-in, show hours, and move-out. Children under the age of 18 will not be permitted in the Exhibition Hall during setup or dismantle. Children may visit the exhibition during show hours when accompanied by an adult wearing a badge.

Event Cancellation

Essentially Women will not be liable for failure to hold the exhibition as scheduled. Essentially Women shall refund to the exhibitor its booth space rental payment previously paid, minus a share of costs and expenses incurred by EW, in full satisfaction of all liabilities of EW and facility to exhibitor.

Termination By Essentially Women

Essentially Women may terminate the agreement at any time for any reason, and upon such termination, shall be liable only for the amount actually paid to Essentially Women by the exhibitor for renting exhibit space at the event.

Exhibit Or Sponsor Registration Cancellation Policy

Exhibit space or sponsorship is reserved upon receipt of completed application and full payment. Written notice of cancellation directly to Nikki Jensen at nicole.jensen@vgm.com is required.

A 50% refund will be granted for written cancellations received before Dec. 1, 2021. No refunds after this date. Exhibit booth space and sponsorships must be paid in full by credit card upon receipt of the registration. If any registrations are unpaid, full payment must be remitted at the time of registration at Focus Conference.

Literature Distribution

Canvassing outside of your exhibit space is prohibited. Any person doing so will be requested to discontinue canvassing immediately. Circulars, catalogs, magazines, invitations, folders, and signs may be displayed or distributed only within the exhibitor's booth and must be related strictly to the approved products and/or services on display.

Noise Level

Amplified music or vocal presentations are permitted if not audible in neighboring booths. Blinking or flashing lights that are distracting to neighboring exhibitors on either side, behind the booth, or across the aisle must be discontinued.

Use Of Exhibit Space

All products exhibited must be listed in exhibitor registration form. No exhibitor shall assign, sub lease, or share the whole or a portion of their assigned space. Exhibits and staff must fit within the space rented.

Tradeshow Contractor

Essentially Women has contracted with a tradeshow contractor for the event. Any costs associated with shipping, freight, or additional tradeshow booth items should be handled directly with them. The tradeshow contractor is not a subsidiary of Essentially Women, VGM & Associates, or VGM Group, Inc. All official notices regarding the tradeshow that do not relate to shipping or freight should be directed to Nikki Jensen at nicole.jensen@vgm.com.

Insurance, Liability, And Taxes

Exhibitor Insurance

Essentially Women does not provide any type of insurance coverage for the property or personnel of exhibiting companies. An exhibitor shall, at its own expense, secure and maintain appropriate insurance for personnel during travel and event and property during shipping to and from the event, through the entire event, and move-in and move-out.

Liability

Essentially Women nor its managers and members, VGM Group, Inc., the representatives and employees of the official service contractors, or Sheraton Sand Key Resort and its employees shall be responsible for injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever prior, during, or subsequent to the period covered by the exhibitor's contract. It is agreed by the parties that the nature of the facility, the presence and circulation of a

large number of people, and the protection against unauthorized removal of property from the booth occupied by the exhibitor shall be the exhibitor's responsibility.

Taxes, Laws, Licenses

Exhibitor agrees to abide by and observe all federal, state, and local laws, codes, ordinances, rules, and regulations and those of the facility (including any union labor work rules). Exhibits must meet all required fire regulations; those that do not pass inspection will be ordered closed until all fire hazards are corrected or removed. Exhibitor shall be solely responsible for obtaining all licenses, permits, or approvals under federal, state, or local laws applicable to its activities at the event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, royalties, or other fees, charges, levies, or penalties that become due to any governmental authority in connection with its activities at the event.

Signed and acknowledged by:

Signature: _____

Print Signature: _____

Title: _____ Company: _____

Date: _____

Please return this form to Essentially Women at essentiallywomen@vgm.com.

Email us with any questions:
essentiallywomen@vgm.com





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