**Talent 2025: Exhibitor Rules and Regulations**

The purpose of the Exposition component (expo) of Talent 2025 is to provide exhibitors with an opportunity to interact with other exhibitors, attendees, SHRM staff, and volunteers. Those contacts must be conducted in a cordial, professional manner. The rules and regulations contained herein are intended by the Society of Human Resource Management (SHRM) to serve the best interest of the expo, the exhibitors, and the registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors and exhibitor-appointed contractors are bound by these rules and regulations.

For questions, regarding the below should be directed to the Exhibits and Sponsorship Team – [Exhibits@Shrm.org](mailto:Exhibits@Shrm.org)

**A**

**Aisles**

The aisles, passageways and overhead spaces remain strictly under the control of SHRM. No signs, decorations, AV, banners, advertising matter or special exhibits will be permitted in the aisles. Exhibit personnel must conduct all business within the confines of the contracted exhibit space. Uniformed attendants, models, mascots, and other employees must remain in the booth occupied by their employers. All advertising distribution must be made from the exhibitor’s booth space.

**Americans with Disabilities Act (ADA)**

Exhibitors are fully responsible for complying with the Americans with Disabilities Act (ADA) regarding booth space, including, but not limited to, the wheelchair access provisions. Exhibitors indemnify, hold harmless and defend SHRM, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys’ fees and expenses) resulting from or arising out of the exhibitors’ failure or allegations of exhibitors’ failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the US Department of Justice [ADA Information Line](https://www.ada.gov/infoline/) (800-514-0301).

**Animals**

Apart from guide, signal, or service animals, animals are not allowed in the exhibit hall for any purpose.

**Audio/Noise**

Utilization of audio is allowed, if audible only within a 2′ perimeter. This includes live, projected and or recorded audio. Speaker units can be placed within the confines of the booth space but cannot be within 2′ of the aisle. Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc., which may be required for it to broadcast, perform or display any copyrighted materials including, but not limited to, music, video and software. Exhibitors indemnify, defend, and hold SHRM, its officers, directors, agents, members, and employees from and against any and all claims and expenses, including attorneys’ fees and costs, arising out of or related to exhibitor’s breach of this provision.

Public address systems must not interfere with the activities of adjoining exhibitors. Electric or electronic amplification of musical instruments is specifically prohibited.

**Auxiliary Meetings & Competitive Events**

External events that distract from the Talent 2025 are prohibited, including, but not limited to, events that occur during expo hours.

**B**

**Balloons or Flying Objects**

Balloons, including helium, air-filled, or any other type of gas filled balloon, may not be distributed or sold inside the exhibit hall. If distributed outside the facility, they shall not be permitted inside the exhibit hall. If balloons get loose in the exhibit hall, it is the exhibitor's responsibility to retrieve them. Any cost required to retrieve balloons in the exhibit hall is the exhibitor’s additional responsibility.

Drones, hoverboards, skateboards, remote-controlled blimps are not allowed inside MCC.

**Booth Definition & Display Height**

SHRM does not allow End-Cap booths, Towers, or Multi-Story Exhibits.

**Standard or Corner and In-Line Booths:**

Any exhibit space that shares a common back wall and/or side with other exhibits and only one side exposed to aisle. These exhibit spaces can be purchased in a row to a make a 10x20, 10x30, etc. Corner booths have at least one neighbor and are adjacent to an aisle or located at the end of an aisle or row of booths. In‐Line booths have one neighbor on either side of the booth. *Standard 10’x10’ booths will be provided with back drape and side drape which must be utilized.*

* Banners, Displays, Exhibit Construction, Products, or Signage may not exceed 8’ in overall max height.
* Ling-of-Sight: All display material over 5’ may not extend farther out than 5’ from the back half of the booth. A maximum height of 4’ is permitted on the front half of the booth.
* Rigging - Hanging Signs & Graphics: Not permitted

A drawing of a room

Description automatically generated

**Perimeter Booth:**

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit floor rather than to another exhibit.

* Banners, Displays, Exhibit Construction, Products, or Signage may not exceed 12’ in overall max height.
* Line-of-Sight: All display material over 5’ may not extend farther out than 5’ from the back half of the booth.
* Rigging - Hanging Signs & Graphics: Not permitted

A drawing of a booth

Description automatically generated

**Island Booths:**

An Exhibit booth *(typically 20’ x 20’)* with an aisle on all sides of the booth with no adjacent neighbor.

* Banners, Displays, Exhibit Construction, Products, or Signage may not exceed 20’ in overall max height.
* Rigging - Hanging Signs & Graphics: Permitted *(see* ***Rigging – Lighting & Hanging of Signs*** *section for more information)*.
* Must be accessible from all four sides

A diagram of a diagram

Description automatically generated

**C**

**Carpeting/Floor Covering**

Exhibitors are responsible for providing or arranging their own carpeting for the whole of their exhibit booth space.

Soil, water, and garden display must use a protective coating of fire-retardant plastics, Visqueen (minimum 6 mil), plywood, or Masonite to protect the facility floors and equipment. Curbing must be used to retain loose materials and prevent leaks and water seepage. The Exhibitors is responsible for any associated cleaning and/or damage incurred.

**Children**

For safety reasons, anyone under the age of 18 is not allowed to register or attend a SHRM conference. Strollers or infant carriers are not permitted at any time. Only registrants are allowed to be present at the Expo, including move-In and move-Out hours.

**Cleaning**

MCC is the exclusive in-house, this means exhibitor-affiliated contractors (EACs) may not provide any cleaning service to a booth. Please refer to the Exhibitor Services Kit for detail, regarding order forms.

**E**

**Electrical**

The MCC requires that all electrical work inside or attached to disconnect switches, panels, motor control centers, panel boards and other electrical equipment controlled by the MCC, be performed by MCC electrical staff or approved utility services contractors only. Please refer to the Exhibitor Services Kit for approved providers.

**Enforcement of Rules and Regulations**

SHRM Show Management retains the right to remove any exhibitor from the premises who, at SHRM’s sole discretion, engages in inappropriate, undesirable, or abusive behavior. Additionally, the right to restrict exhibits that may be deemed unsuitable or objectionable is reserved. This reservation applies to noise, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the Exposition as a whole.

Booth personnel observed to be soliciting business in the aisles or other public spaces, in another company’s booth or in violation of any portion of the Exhibition Policy, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to Show Management.

*Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room, hospitality suite, restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events.*

**Exhibit Booth Staffing**

**Exhibitors & Exhibitor Appointed Contractors (EAC) – Move-In/Move-Out**

* Exhibitors must order security wristbands for their set-up staff and/or EACs to work in the exhibit hall on set-up days
* The Security Wristband Order form is available in the Exhibitor Service Kit
* Exhibitors should indicate how many wristbands are needed and for which days they are required
* One representative from your team should pick up the wristbands for your staff each day.
* Wristbands will be available at the EAC check-in desk
* Wristbands are not available for EACs for show days
* Security wristbands will not provide access on show days. Any staff member or EAC requiring access to an exhibitor’s booth on show days (Sunday-Tuesday) should be provided with exhibitor badges from their allotment.

**F**

**Fire and Safety Guidelines**

The use of welding equipment, open flames, decorative candles, heat producing products, small tanks of heavier-than-air compressed gas, or smoke emitting devices or material is prohibited. Exceptions may be made with prior approval by the Fire Marshal.

All display materials must be flame retardant according to fire codes. A Fire-Retardant Certificate of the display materials and the exhibitor’s booth construction must be posted or readily available within the exhibit. If smoke detectors are required for exhibit enclosures or for multi-level exhibit booths, or if the Fire Marshal deems necessary, special fire watch coverage will be in effect and billable when the exhibit or show is closed for business.

The use of liquefied petroleum gasoline, combustible or flammable liquids, and compressed gas cylinders or anything else of the like are prohibited, unless approved by Fire Marshal prior to finalized booth schematics and arrival onsite.

**Food & Beverage for Hospitality**

The MCC has an exclusive agreement to provide all catering and concessions. External Food and Beverage items cannot be brought in or distributed, including bottled water or candy. Violations of the policy are subject to penalty fees.

Distribution of food and beverages from the exhibitor’s booth for hospitality is permitted. Further information regarding catering can be found under the “Other Vendor” section of the Exhibitor Service Kit.

**Freight, Material Handling, and Drayage**

The exhibitor is responsible for arranging all shipments, supplies and drayage services. MCC will not accept delivery of show materials or freight prior to the contracted move-in date. Please see the Exhibitor Services Kit for more information.

**G**

**Giveaways and Prize Drawings**

Exhibitors may provide small promotional items to distribute to anyone visiting the exhibitor’s booth to assist visitors in remembering an exhibitor or a service offered. Examples of approved giveaways: pens/pencils, key chains, caps/visors, stress balls, water bottles, T-shirts/polo shirts. Giveaways may only be provided within the confines of the contracted exhibit booth and should be used to enhance meaningful connections with attendees, not detract from the attendee’s ability to talk to representatives.

Exhibitors are allowed to register attendees for prizes drawings.

* All activity must be confined within the exhibitor’s booth.
* No announcements will be made over the public address system.
* Crowding of aisles is a safety hazard and exhibitors may be restricted from doing prize drawings.
* Exhibitors may not hold drawings where attendees must be present to win.

**Graphics**

Signs must be professional quality. Handwritten signs are not permitted.

Use of paper signs shall be limited to index card paper or posterboard, equal to or less than eight square feet in size. Fabric signs are not limited in size but shall be treated as decorative materials.

**I**

**Installation of Exhibits**

Under no circumstances shall exhibitors attempt to move in (or move-out) any exhibit materials or other items through the main entrance areas of the facility without prior approval.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.

MCC does not allow any hard construction activities to be executed on the exhibit floor or within the building, such as, but not limited to, material sawing, painting, wielding, soldering, refinishing, etc. without prior written approval. Do not drill, core, or punch holes in the building. Nothing may be taped, nailed, stapled, tacked, or affixed to ceilings, walls, painted surfaces, fire sprinklers, or fabric walls/air walls – in regard to decorations, signs, banners, and streamers.

The main exhibit floor load limit is 350 pounds per square foot distributed load.

Closed toes shoes must be worn at all times in the exhibit halls and docks.

MCC has a jurisdictional agreement with its union labor partners. Please refer to the Exhibitor Services Kit for details.

**Insurance**

All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry general liability insurance in an amount of at least equal to $1,000,000 in the aggregate and $1,000,000 per claim, or, if greater, such amount as may be required by the convention facility, and shall supply SHRM with a certificate evidencing such coverage and naming SHRM as an additional insured. All Exhibitors are required to waive the right of subrogation by their insurance carriers, if allowed by the insurance carrier, to recover loss sustained under the respective insurance contract for real and personal property. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the Expo. All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry workers compensation insurance.

**L**

**Labor and Contractors (EACs)**

Exhibitors that plan to use outside contracts must notify SHRM Exhibits & Sponsorship Team and Freeman in writing 60 days prior to the Expo. Outside contractors are required to supply verification of liability insurance coverage. All laborers must have local union clearance.

**Lighting and Visuals**

Self-contained visuals are permitted in the confines of the contracted exhibiting booth space *(see* ***Rigging – Lighting & Hanging of Signs*** *section for more information)*.

Exhibitors will not be allowed to project images onto aisles, ceilings, walls, or any space or location outside the Exhibitor’s purchased booth space.

Use of pyrotechnics, oil-based fog/haze, and lasers are not permitted.

**M**

**Marketing Materials Distribution**

Exhibitors with marketing materials – including, but not limited to, leaflets, catalogs, magazines, brochures, pamphlets, and printed materials, are permitted to be distributed from their booths and no other location. Marketing materials may not be distributed in aisles or other communal areas.

Placement of company’s promotion material in any part of the MCC outside of the exhibitor’s booth is prohibited.

**P**

**Prohibited Items & Activities**

In accordance with the MCC healthy and safety guidelines, as our green initiatives, **smoking** (including vapor cigarettes, electronic cigarettes, and smokeless tabaco) is prohibited in all indoor areas and no closer than 25 feet from any entrance in designated smoking areas only.

Confetti, glitter, or rice are prohibited without prior approval by MCC and may result in cleaning fees.

**R**

**Rigging – Lighting & Hanging of Signs**

* Rigging of Lights & Hanging Signs, Banner, and Graphics is allowed over Island Booths to a 20’ max (top of the sign to the floor). Rigging is not permitted over Standard or Corner and In-Line Booth or Perimeter Booth.
* Labor must be contracted for rigging through Freeman. Please refer to the Exhibitor Services Kit for details.

**S**

**Security**

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times during Talent 2025. SHRM provides 24-hour security guard service for the perimeter of the Exhibit Hall, but neither the guard service nor SHRM are responsible for loss of or damage to any property. Deliveries or removal of equipment are only permitted during move-in and move-out. SHRM recommends that you do not leave valuables in your booth unsupervised.

**Selling Products, Samples, or Services**

Selling of products, services or solutions for cash, check or credit card are strictly prohibited on the Expo floor. Contracts and orders may be written for future delivery of products or services.

**Storage and Dismantling Exhibits**

Storage of all advertising and supporting marketing materials must be accommodated on or under the tables provided. No packing containers, wrapping materials, or display materials may be stored under tables or behind booth. Access storage is available through Freeman.

Exhibitors are responsible for arranging the disposal of their booths through Freeman.

Dismantling hours and dates are specified in the Exhibitor Service Kit. Packing of exhibits prior to the close of the Expo is strictly prohibited. Early tear down is a blatant violation of SHRM Show Management rules and regulations. Any such premature action is cause for expulsion from future shows and/or penalty from Show Management of up to $3,500. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits.

**Sublease**

Sharing of exhibit space is strictly prohibited. All signs, displays, and products in a booth must be related to the Exhibitor’s company only.

**Survey**

Written approval from SHRM in order to conduct any survey at Talent 2025. Requests must be received and approved by the Exhibits & Sponsorship Team - [Exhibits@Shrm.org](mailto:Exhibits@Shrm.org), at least two weeks prior to the start of Talent 2025. SHRM reserves the right to decline any survey it sees as inappropriate.

**V**

**Videotaping and Photographs**

The taking of photographs and/or video recording is permitted within the exhibit hall provided that the subjects being photographed or videotaped do not object. If an objection is raised, you will be asked to discontinue immediately. Show management reserves the right to limit photo/video access when considered inappropriate.

**Vehicles**

Island booth space required

All vehicles must meet Fire Marshal approval for display and location. MCC Security will check to verify all vehicles for display have met all rules below. MCC vehicle verification is a billable cost. Vehicles on display must adhere to the following rules:

* Perimeter Booth: Maximum height: 20’
* Hanging signs/rigging is only permitted for above vehicles in perimeter spaces.
* Other Booths: Maximum height: 16’
* Exhibitors must obtain approval prior by General Service Provider – Freeman, prior to the finalization of booth schematics
* Vehicle keys must be left with Freeman
* 3 feet of clear access or aisles must be maintained around the vehicle
* No part of the vehicle – including doors – may extend into aisles.
* Freeman must be used to spot vehicles during move-in and move-out
* Vehicle must remain in space after show closing until Freeman notifies the exhibitor
* Vehicles shall not be moved during the show and will remain turned off while freight doors are closed.
* Fuel tank openings shall be locked or sealed in an approved manner to prevent the escape of vapors
* No more than one-quarter tank of gas or five gallons, whichever is less
* A drip pan under the vehicle’s drive train (motor to differential)
* Refueling is prohibited in the facility, on the docks and outside premises
* Batteries shall be disconnected in an approved manner.
* Electric vehicles must have their battery disconnected once placed in position. If unable to disconnect the battery due to battery location, then the ignition fuse must be removed. Electric vehicles are at no time allowed to be turned on during event hours.

See the next page for terms and conditions.

**Terms & Conditions**

1. **Character of the Expo.** The Expo, sponsored by the Society for Human Resource Management (SHRM), is a professional show dedicated to human resource management. SHRM reserves the right to determine the eligibility of any company, product or service, and the right to cancel or terminate this Agreement and/or restrict, prohibit or evict any Exhibitor or product at any time, if, in the opinion of SHRM, the company/Exhibitor, product, or service detracts from the character of the Expo, disparages SHRM (or its services or products), violates any of the following Terms and Conditions, or is otherwise harmful to SHRM (or its services or products) or the Expo in SHRM’s sole discretion. In the event of such cancellation by SHRM prior to the move-in date of the Expo, SHRM will refund the total fee for the booth space (also referred to herein as “Exhibit Fee”). In the event of cancellation, restriction, prohibition, or eviction by SHRM on or after the move-in date of the Expo, SHRM is not liable for refunding the Exhibit Fee or any other costs incurred by the Exhibitor. If Exhibitor cancels, without cause, on or before February 24, 2025 SHRM in its sole discretion, may choose to bar Exhibitor from participation in future Expos. In particular, and without limitation, excessive audio/ visual attention-getting devices or effects and offensive odors are prohibited. No copyrighted, recorded, or live music may be played or performed in connection with the exhibit. SHRM together with Exhibitor are referred to herein as the “Parties”, individually as a “Party”.
2. **Terms of Payment.** A deposit of 50% of the total fee for the booth space (also referred to herein as “exhibit space”) is due with each contract (25% of the booth space rented is nonrefundable). Full payment for exhibit space is due on or before February 24, 2025. After February 24, 2025, full payment must accompany all contracts. All cancellations and requests for refunds must be in writing. Cancellations received before December 17, 2023, will result in SHRM retaining 25% of the booth space rented. Cancellations received between December 17, 2024, and February 24, 2025, will result in SHRM retaining 50% of the total fee for the booth space. No requests for refunds will be granted after February 24, 2025. In the event Exhibitor cancels on or after February 24, 2025, any outstanding balance must be paid in full and SHRM shall retain all amounts previously paid by the Exhibitor. SHRM reserves the right to resell the exhibit space without notice or refund after February 24, 2025. SHRM reserves the right to deny or cancel exhibit space to companies that have overdue account balances with SHRM or any of its affiliates. This Section 2 shall survive any cancellation or termination of this Agreement
3. **Exhibit Space Assignments** are made on the basis of priority, availability and need, with all assignments made in the best interest of the Expo. SHRM reserves the right to alter an Exhibitor’s assigned space if it is deemed necessary in the best interest of the Expo. Before exercising its discretion, SHRM will consult with the Exhibitor.
4. **Limitation on Room Drops**. Exhibitor may not make any room drops at hotels within the SHRM room block without permission of hotel and SHRM; permission may be conditioned on payment of a fee or may be denied within the discretion of hotel or SHRM.
5. **Displays and Exhibits in Public View** are required to be appropriately finished on all sides and surfaces. If such surfaces remain unfinished at the start of the Expo, SHRM may authorize the official contractor to effect the necessary finishing and the Exhibitor will be required to pay all costs involved.
6. **Exhibit Operation.** Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Hazardous and nuisance-causing giveaways are prohibited. Damage to property caused by an Exhibitor will be paid for by that Exhibitor. Do not paint, tape, nail, screw, drill or tack anything to the walls, columns, floor or ceiling of the building, adjoining displays or the official contractor’s display material.
7. **Each Exhibitor Shall Indemnify** and hold harmless SHRM and the Expo location for all liability in any way related to Exhibitors’ exhibit or any act or omission of Exhibitor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guests, Exhibitors, their agents and employees and including loss or damage to personal property.
8. **Force Majeure**. The Parties’ performance under this Agreement is subject to acts of God, war, government regulation, terrorism, threats of terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, breach by Expo location, damage to the Expo location, disease, epidemic, pandemic, or any other emergency of a comparable nature beyond the Parties’ control, making it impossible, illegal or which materially affects a Party’s ability to perform its obligations under this Agreement (each, a “Force Majeure Event”). In the event of a Force Majeure Event, the affected Party shall not be considered in breach of the Agreement or of any obligation(s) hereunder to the extent that its performance of such obligation(s) is prevented or impaired by the Force Majeure Event.
9. **Cancellation of Expo.** If SHRM should be prevented from holding the Expo for any reason beyond SHRM control including, but not limited to, a Force Majeure Event, then SHRM has the right to cancel the Expo or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit fees less a proportionate share of the Expo cost incurred.
10. **Nonexhibiting Companies, Organizations and Individuals** that supply products and services to SHRM Exhibitors or that supply products or services to SHRM attendees are prohibited from soliciting or otherwise marketing their products and services at the Conference and at the Expo.
11. **Not Assignable by Exhibitor**. This Agreement may not be assigned by the Exhibitor absent the written consent of SHRM.
12. **Governing Law and Jurisdiction.** This Agreement shall be governed by the internal laws of Virginia. The parties hereby submit to the exclusive jurisdiction of the state and federal courts in Virginia governing any disputes concerning this Agreement, and further agree that they are subject to personal jurisdiction in Virginia in any such dispute.
13. **Merger Clause**. The Parties agree that this Agreement and any other Agreement referred to herein contain the complete agreement between the parties and supersede any prior understandings, agreements or representations by or between the parties, written or oral, that may have related to the subject matter hereof in any way.
14. Attorney’s Fees. In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney’s fees.
15. **Cancellation and Termination by SHRM**. SHRM may cancel and terminate this Agreement, pursuant to Section 1 above. This Agreement may also be cancelled and terminated at any time by SHRM for convenience, without cause upon fifteen (15) days’ written notice to the Exhibitor.
16. **OFAC**. Exhibitor represents and warrants that Exhibitor is and has not in the past five (5) years been (i) an individual or entity designated on any export control- or sanctions-related list maintained by any government, including, but not limited to, the U.S. Department of the Treasury’s Office of Foreign Assets Control, the U.S. Department of State, and the U.S. Department of Commerce; (ii) located, organized, or resident in a country or territory which is the subject of or target of any export control- or sanctions-related law; or (iii) owned or controlled, directly or indirectly, by such individuals or entities in clause (i) or (ii).
17. **Authority**. Each Party hereby represents and warrants that (i) it is a duly authorized and validly existing entity, (ii) it has full power, authority, and legal right to make, enter into, execute and deliver this Agreement and to perform the obligations contained herein and (iii) it has obtained any and all necessary consents or approvals to make these representations and warranties and to enter into this Agreement.
18. **Amendments to Rules and Regulations**. SHRM will have the full power in the interpretation and enforcement of all contract regulations contained herein, and in the SHRM Exhibitor Manual. The ruling of SHRM shall be final in all instances with regard to use of any exhibit space