

Show Participant Giveaway Guidelines

These rules apply to all Show Participants conducting giveaways, contests, sweepstakes, or raffles (collectively, “Giveaways”) at the event.

1. Pre-Approval Required

- All Giveaways must receive prior written approval from Marketplace Events. Such approval may be withheld in Marketplace Events’ sole discretion.
- Show Participant must submit the following to the Show Manager for review at least ten days prior to the event: (1) a description, (2) official rules, (3) method of entry, and (4) prize details. Failure to do so may result in Marketplace Events closing down the Show Participant’s booth, in accordance with our booth space terms and conditions.

2. Free Giveaways (No Purchase Necessary)

- Approved Giveaways must be free to enter; no payment, purchase, or donation may be required.
- Entry must be open to all attendees, subject to disclosed eligibility criteria.
- Collection of basic contact information (e.g., name/email) is permitted with proper disclosure.

3. No Pay-to-Enter Raffles

- Paid entry raffles are prohibited.

4. Location & Conduct

- All Giveaways, including the selection of winners, must be conducted within the Show Participant’s booth space during the operating hours of the event.
- Activities must not disrupt other Show Participants or event operations.

5. Prizes

- The total value of all prizes offered in a Giveaway, across all winners, must not exceed \$4,000, unless Marketplace Events has provided written approval for a larger prize value. The regional VP and General Counsel must provide such approval.
- Prizes must be clearly described, including the approximate value.

6. Official Rules

- Show Participant shall maintain written official rules available onsite and display them prominently at the point of entry.
- Rules must include eligibility, entry method, prize details, and winner selection process.

7. Legal Compliance

- Marketplace Events may require changes or revoke approval at its discretion.
- Show Participant is solely responsible for complying with all applicable laws and regulations. Marketplace Events' approval of a Giveaway or its requirement that an Show Participant modify a Giveaway does not constitute legal advice and may not be relied upon as such.
- Show Participant is solely responsible for complying with all applicable tax reporting and withholding requirements. If located in the United States, Show Participant shall collect any required taxpayer information from winners, including IRS Form W-9, and issue any required tax forms in accordance with applicable law.

8. Liability

- Show Participant assumes all responsibility for the Giveaway, including compliance and fulfillment.
- Show Participant shall indemnify and hold Marketplace Events and the event facility harmless from any claims related to an Show Participant's Giveaway.