



Club Management Association of America (CMAA) Club Business Expo – Exhibitor Terms & Conditions

February 9–10, 2027 • McCormick Place • Chicago, Illinois

By submitting a signed application/contract, the exhibitor agrees to abide by the terms and conditions set forth in this contract. CMAA reserves the right to establish regulations regarding any subject not specifically covered by these terms and conditions and each exhibitor agrees to accept the decisions of CMAA as final.

All events, circumstances, regulations, and/or procedures not covered in these Terms and Conditions may be subject to special consideration and stipulations as deemed appropriate by CMAA, McCormick Place, Cook County, City of Chicago, and the State of Illinois.

1. Eligible Exhibits: Exhibits are limited to club and hospitality-related products and services. The exhibitor agrees to abide by the terms and conditions set forth in this contract. CMAA reserves the sole and exclusive right to determine if a company's product or service is suitable for inclusion in the Show.

CMAA may, at its discretion, prohibit, close, correct, remove, or otherwise eliminate any exhibit, or part thereof, that it determines does not align with the purpose and character of the Show or fails to meet the stated criteria.

If CMAA discovers prior to the event that an exhibitor does not meet these requirements, the exhibitor's participation will be canceled, and no refunds will be issued.

If non-eligible is discovered during the event, the exhibitor will be required to immediately vacate the exhibit hall. No refunds will be issued, and the exhibitor may be subject to additional fees, including but not limited to costs associated with the removal of their booth or damages incurred by CMAA as a result of the misrepresentation.

2. Prohibition of Onsite Sales: The exhibitor agrees not to engage in any direct sales, transactions, or exchange of goods or services for monetary compensation on the trade show floor or within the event venue during the course of the event. Any violation of this provision may result in removal from the event without refund and possible exclusion from future events.

3. Payment Terms: To secure booth space, a signed application constitutes a binding contract. The following payment terms apply:

Before November 20, 2026: A 50 percent deposit is **required at the time of application submission**. The remaining balance is due November 20, 2026.

On/After November 20, 2026: Full payment is required.

- Any unpaid invoices past November 20, 2026, will result in forfeiture of deposits, and the reserved booth space will be released.
- Full payment is required at the time of contract submission.

By submitting your application, you acknowledge and agree to these payment terms and conditions.

Failure to adhere to these payment terms may result in the cancellation of booth space.

4. Exhibitor Cancellations: This agreement is binding upon submission. Any cancellations or changes to an exhibitor's participation must be submitted in writing to [Kelly Springirth](#) and received by CMAA no later than November 20, 2026.

- **Cancellations Before November 20, 2026:** 50% of the total funds received to date will be refunded for cancellations.
- **Cancellations After November 20, 2026:** All payments made to CMAA are non-refundable. Exhibitors will remain liable for full payment of all invoiced fees.
- **Changes/Downsizing Before November 20, 2026:** Exhibitors who choose to downsize their contracted booth space or relocate to booth space of lesser value, prior to November 20, 2026, will be refunded the difference.
- **Changes/Downsizing After November 20, 2026:** Exhibitors who elect to downsize or relocate to booth space of lesser value after November 20, 2026, will not receive a refund for the cost difference in the booth fee.

Please note that the exhibitor may be required to move to a different location if they request a smaller or larger space.

CMAA's Right to Terminate: CMAA reserves the right to cancel this agreement at any time if the exhibitor:

1. Provides false or misleading information;
2. Omits material facts during the contracting process; or
3. Violates any terms and conditions of this agreement.

If any violations are discovered onsite during the event, CMAA reserves the right to require the exhibitor to immediately dismantle their booth and vacate the premises. In such cases:

- No refunds will be issued.
- The exhibitor remains responsible for any additional costs incurred.

If CMAA is forced to cancel the Expo for acts of God, threatened or other acts of terrorism, or other reasons outside the control of CMAA, there shall be no refunds of booth rental fees.

By submitting an application, exhibitors acknowledge and agree to these terms and conditions.

5. Event Cancellations/Changes: If CMAA cancels or significantly changes the schedule or format of the event (i.e. date, location or move to virtual event), exhibitors will have the option to cancel without penalty and will be allowed to apply payments to the 2028 CMAA World Conference & Club Business Expo.

6. Exhibitor Appointed Contractors (EACs) and CMAA's Official Show

Contractor: Freeman is the official contractor for the 2027 CMAA Club Business Expo in Chicago, IL. Should you have a pre-existing contract with another service contractor to install and/or dismantle your booth and wish to use its services at the Show, CMAA requires written notification no later than November 20, 2026. CMAA requires EAC houses to provide a certificate of liability insurance and a written statement acknowledging their understanding of the CMAA Terms and Conditions to Show Management. Exhibitors may hire outside contractors for installation and dismantling of booths but must employ members of appropriate trade unions where required. See Show Contractor and [McCormick Place](#) for more information.

7. Booth Construction: By applying to exhibit, exhibitors agree to adhere to all booth construction requirements as stated in the [Fire Safety Regulations](#) at McCormick Place.

Non-compliance will result in the forfeit of all 2027 Priority Points, and the exhibitor will be responsible for all associated costs required to bring their booth into compliance on-site.

Booth construction must also comply with the International Association of Exhibitions and Events (IAEE) "Guidelines for Display Rules and Regulations (2023 North American Update)" and the rules and regulations of the McCormick Place, City of Chicago, Cook County, Illinois, and the State of Illinois.

Specific requirements are as follows:

All booth spaces less than 400 sq. ft. will be provided:

- Back drape (8 ft)
- Side draping (3 ft)
- Basic one line identification sign
- Listing in the CMAA Guide to the Expo (restrictions apply)
- Five Company representatives show floor access badges (per 100 sq ft)
- Access to the CMAA 2027 World Conference and Club Business Expo app

Aisle/Linear/In-line and Corner Booths:

- Display materials must not obstruct sight lines of neighboring exhibitors.
- Maximum height: 8 ft (allowed only in the rear half of the booth space).
- Height restriction: 3 ft (allowed only in the front half of the booth space).

Split Islands:

- Maximum height: 10 ft (allowed only in the rear half of the booth space).
- Display materials may use full 20 ft width of back.

Island Booths:

- Must allow access from all four aisles.
- All equipment and/or decor over 10 ft must be approved by CMAA.
- Rigging is permitted with written approval by CMAA.

Pavilions:

- Minimum space of 600 sq ft.
- Limited availability
- Rigging is permitted with written approval by CMAA.

For details regarding this booth type, contact Kelly Jo Springirth at 703-299-4271

Additional Requirements:

- **Booth Materials:** All booth materials, displays, and equipment must remain within the booth space assigned in the exhibitor's contract. Materials may not extend into the show aisles or encroach on neighboring booths.
- **Finished Surfaces:** Background surfaces and side dividers must have finished, exposed surfaces. CMAA reserves the right to instruct the Show's official General Service Contractor (Freeman) to finish any unfinished surfaces at the exhibitor's expense.
- **Floor Covering:** All booths must include carpeting or floor covering. If flooring is not provided, CMAA's official General Service Contractor (Freeman) will be required to place carpet at the exhibitor's expense.

Non-Compliance: If an exhibitor fails to adhere to these rules:

1. They will forfeit all 2027 Priority Points.
2. They must pay all costs incurred to bring their booth into compliance (e.g., height adjustments, removal of noncompliant items).

Booth Diagram Submissions:

- Exhibitors may submit their booth diagrams to kelly.springirth@cmma.org for review to ensure compliance.
- If your on-site booth does not match the approved layout and is out of compliance, the exhibitor will be subject to losing a portion or all 2027 priority points.

Electrical Services: All electrical services within the booth space are arranged through Freeman. Freeman has sole discretion over the layout, routing, and installation of electrical lines, cables, and outlets to ensure compliance with safety regulations and venue policies. Exhibitors are not permitted to alter, move, or modify any electrical setups provided by the vendor.

This requirement applies to all exhibitors, even those who do not order electrical services for their booth, as Freeman may route electrical lines through their booth space to service neighboring booths. Any concerns or special requests must be directed to Freeman. Additional information is available within the Service Kit.

8. Marketing Items: Exhibitors understand and approve CMAA's use and reproduction of the company name, trade name, and product names within any listing (print, electronic, or other media) identifying the company's participation at the Club Business Expo.

CMAA shall not be liable for any errors in any listing, descriptions, or for omitting any Exhibitor from lists or materials.

Each Exhibitor will receive a basic listing in the *Club Management* magazine show issue - 2027 Show Guide.

The Exhibitor must be in good standing and committed (signed contract and paid in full) no later than November 20, 2026.

9. Certificate of Insurance: Exhibitors and their Appointed Contractors (EAC) must carry appropriate insurance at their own expense and must provide a copy of this policy to CMAA no later than 30 days prior to the expo. Each exhibiting company must name CMAA (1733 King Street, Alexandria, VA 22314) and the McCormick Place (2301 S Martin Luther King Dr, Chicago, IL 60616) as additionally insured and carry a minimum of \$1,000,000 general liability insurance.

10. Booth Staffing/Activities: Exhibiting companies receive 5 complimentary Exhibitor Staff registrations per 100 sq ft. of booth space (10x10).

Exhibitor booth representatives must be at least 18 years of age and wear name badges provided by Show management identifying the contracted exhibitor at all times. Booths must be staffed during all open expo hours.

Representatives will, at all times, conduct themselves in a business-like, professional manner. Lewd, obscene, disruptive or other inappropriate behavior may result in a representative being banned from the booth and/or the hall or in the shut-down of the exhibit. Nor may Exhibitors display or distribute lewd, obscene, pornographic or otherwise offensive materials in their booths or the hall. CMAA shall be the sole and final judge of what does or does not fall into acceptable or unacceptable behavior and/or content.

Exhibit staff activity is limited to the contracted booth space. Exhibit staff may not actively solicit business from other show exhibitors. Violation of this policy can result in the representative(s) being banned from the booth and/or the hall or in the shutdown of the exhibit. Booth representatives wearing distinctive costumes, carrying banners or signs separately, or as part of their apparel, must remain in their booth. Demonstrations and discussions are limited to the booth space only.

Booth representatives found to be wearing inappropriate clothing will be asked to change or leave and CMAA will not be liable for damage of any kind if such action results in the booth being unattended.

11. Suitcasing Policy: This contract strictly prohibits suitcasing activities. Suitcasing refers to the practice of soliciting business in aisles, public spaces, or other locations within the exhibition venue, including another exhibitor's booth, without proper authorization are in violation of the Exhibition Policy.

Any individual—whether an attendee or exhibitor—found engaging in such behavior will be subject to immediate removal from the event. Violators may also face exclusion from future events.

To maintain the integrity and professionalism of the event, exhibitors are encouraged to promptly report any instances of suitcasing to Show management. All reports will be handled with strict confidentiality and investigated thoroughly. Review the full Suitcasing and Outboarding Policy on cmma.org/expo

12. Expo Hall Security: CMAA will provide security for the expo hall as required by the venue. However, CMAA will not be held liable for any damages or stolen items from individual exhibitor booths. CMAA recommends that all exhibitors lock up or remove from the expo hall any items deemed to be valuable outside of show hours.

13. Show Closing: Exhibits must be removed from the building at the end of the Show no later than the time indicated by CMAA. No displays shall be dismantled before the completion of the Show on Wednesday, February 10, 2027. Early breakdown without CMAA permission may result in the forfeiting of priority points. Any items left in the building after the conclusion of exhibitor move-out will be discarded as trash and exhibitor will be financially liable for any applicable trash/dumpster fees.

14. Additional Functions: No Exhibitor or group of Exhibitors may sponsor a meeting or present information as part of a planned attendee program any time prior to, during or after the 2027 CMAA World Conference & Club Business Expo without prior written approval of CMAA. Nor may any Exhibitor host cocktail parties or similar functions without CMAA approval.

15. Food & Beverage Distribution: Any food and beverage (including alcohol) distributed at the CMAA Club Business Expo must be ordered from [OVGHospitality](http://OVGHospitality.com), the exclusive food & beverage/catering provider as specified by the Event Venue. The exhibitor is responsible for acquiring any required licenses, if applicable. Distribution of outside food & beverage is strictly prohibited.

16. Product Sampling: If your company's products include food & beverage, you may submit a request to sample your food & beverage products from your booth. Requests are managed through OVG Hospitality. Distribution of samples without prior approval is strictly prohibited and will be shut down upon discovery.

Please contact infoovg@mccormickplace.com for more details.

17. Attorney Fees: If CMAA institutes legal action or any other proceeding to enforce this agreement and is the prevailing party; or if CMAA is named a defendant or is a party in any other legal action or proceeding arising out of this agreement between the Exhibitor and CMAA; or of any agreement between the Exhibitor and the Hotel or Convention Center; then CMAA shall be entitled to reimbursement of its attorney fees and all other costs and expenses incurred as a result of such legal action(s) or proceeding(s). The rights and remedies afforded CMAA pursuant to this provision regarding attorney's fees shall be in addition to and not in lieu of any rights and remedies also available to CMAA pursuant to the indemnification provision elsewhere in this agreement.

18. Coordination with Lease: Exhibitor hereby agrees to indemnify, defend and hold harmless CMAA to the same extent that CMAA may be obliged to

indemnify the owner of the building as lessee or licensee of the exhibit hall or space. If there are any inconsistencies between CMAA's lease or license for the exhibit hall or space and this agreement, the terms of the lease or license shall govern. If there are additional rules, regulations or terms or conditions that CMAA must comply with under its lease or license, to the extent they may be applicable to the Exhibitor's booth, those additional rules, etc. are hereby incorporated herein by reference and the Exhibitor agrees to comply with them.

19. Damage to Property: Exhibitors are liable for any damage caused by them or their agents to the building or property of other Exhibitors. Exhibitors may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.

20. Default of Occupancy: Exhibitors failing to occupy contracted space are not relieved of the obligation to pay full space rental fees. CMAA has the right to reassign or use such space in any manner deemed fit if not occupied and/or completed by Monday, February 8, 2027, at 5:00 p.m. making it available to other Exhibitors without releasing the original Exhibitor from its contracted obligations.

21. Indemnification:

1. Exhibitor agrees to indemnify, defend and protect CMAA and the building owners and hold them harmless from any claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of whatever kind which result from any action, or failure to act, or negligence by the Exhibitor or any officers, agents, employees and representative, including but not limited to claims or personal injury, damage or loss of property;
2. Exhibitor hereby assumes the risk and agrees to indemnify and save CMAA (including its agents, officers, directors, attorneys and employees) and the building owners harmless against all liability, damages, expenses, attorneys' fees and cost for injuries to and deaths of persons whomsoever, and damages to and destruction of property whosoever, including property of CMAA and the building owners, growing out of, incident to, or in any manner resulting from the construction, maintenance, operation and presence of the Exhibitor's booth, regardless of CMAA or the building owners' negligence;
3. Exhibitor further assumes the risk of and agrees to indemnify and hold harmless CMAA, the building owner and any officer, agent, director, employee or other representative thereof for any damage, loss, harm or injury to person or any property of the Exhibitor or any of its officer, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause, regardless of CMAA's or the building owner's own negligence and neither CMAA, nor the owners of the building, will obtain insurance against any such damage, loss, harm, or injury.

22. Jurisdiction: Exhibitor agrees to comply with all applicable federal, state, and local laws, ordinances, and regulations, including those related to non-discrimination and accessibility.

23. Music and Copyrights: Exhibitors are responsible for securing all necessary licenses or permissions for the use of copyrighted music or media in their booths. CMAA accepts no liability for copyright violations and the Exhibitor agrees to indemnify CMAA for any resulting claims.

24. Vehicle Displays: Exhibitors displaying vehicles in their booth must comply with venue and local fire and safety regulations. Exhibiting golf carts at McCormick Place requires adherence to safety, labor, and fire regulations, including hiring certified riggers for positioning and ensuring the cart is considered a display item, not a transport vehicle.

Key rules include disconnecting batteries, limiting fuel, and obtaining approval from Show Management for specialized vehicle displays.

Key Rules for Exhibiting Golf Carts

Gas Vehicle Displays

- **Positioning & Labor:** Teamsters and riggers are responsible for the unloading and placement of machinery and heavy equipment.
- **Operating Restrictions:** Exhibitors are strictly prohibited from using motorized vehicles, including scooters, forklifts, or similar motorized equipment, within the facility.
- **Vehicle Display Rules:**
 - **Batteries:** Battery cables must be disconnected and taped.
 - **Fuel:** Fuel tanks must not exceed 1/4 tank or 5 gallons, whichever is less.

- **Gas Caps:** Fuel caps must be locked or sealed to prevent escaping vapors.
- **Keys:** Keys must be removed from the vehicle once positioned.
- **Safety Inspections:** MPEA Security must inspect all motorized equipment for safety.
- **Location:** Vehicles must remain in the designated, approved exhibit space and cannot obstruct access to other areas.

Electric Vehicle Displays

- **Battery Isolation** — Electric vehicles must have their battery disconnected once placed in position. If the battery cannot be disconnected due to its location, the ignition fuse must be removed, or another approved method must be used to prevent the vehicle from being accidentally or intentionally moved while on display.
- **Vehicle Separation** — Adequate separation must be maintained between displayed vehicles to prevent the spread of fire or other hazards.
- **No Operation During Event Hours** — Electric vehicles may not be turned on or operated at any time during event hours.
- **Charging Prohibition** — Vehicle charging is strictly prohibited inside the Halls. All charging must occur in the loading dock or another approved location outside the Halls.
- **Floor Plan Requirements** — Floor plans must clearly indicate the location of all displayed vehicles.
- **Preferred Positioning** — Positioning electric vehicles near dock entrances/exits or at street level is preferred to support emergency access and removal.
- **Suppression Blankets** — An adequate number of certified EV fire suppression blankets must be provided for all displayed vehicles.
- **Fire Extinguishers** — An appropriately sized and certified fire extinguisher must be located near the display area.
- **State of Charge Requirement** — Displayed EVs must maintain a maximum 25% state of charge (SOC) unless otherwise approved by Fire Safety.

25. Freight Deliveries: McCormick Place will not accept any freight prior to the scheduled move-in date. All freight must be delivered via Freeman, the official show contractor. All shipments arriving on-site must be labeled accordingly and consigned to Freeman (See Freeman Service Kit for more details.)

26. Safety Devices and Fire Protection: Exhibitors are fully responsible for complying with national, state and city regulations in provision and maintenance of adequate safety devices and conditions to operate machinery and equipment. Flammable devices, fluids, decorations or display fixture coverings are prohibited. Fabrics, decorative materials, table covers or risers shall be flameproof and subject to Fire Marshal inspection. Fire hose cabinets, service entrances and exit signs must be accessible and in full view.

27. Shipping: Shipping and warehouse information, including labels, timelines, and instructions, is provided in the Freeman Service Kit. Please refer to this kit for all display material shipping needs.

28. Cleaning/Excess Trash Charges: All aisles and public areas are the responsibility of CMAA and will be cleaned daily. Trash receptacles in public areas will be emptied during each day as needed. Exhibitors are responsible for keeping their booth space clean. Those serving food and/or beverages must provide in-booth trash receptacles. Trash left behind will result in removal fees billed to the exhibitor. Cleaning services can be arranged via Freeman. Information and order forms will be provided in the Freeman Service Kit. Any items left in the building after the conclusion of exhibitor move-out will be discarded as trash and the exhibitor will be financially liable for any applicable trash/dumpster fees.

29. Union Labor: Exhibitors must employ union labor for all installation and dismantling activities as required by the McCormick Place labor regulations. [Exhibitor Bill of Rights](#)

30. Show Rules: CMAA reserves the right to interpret, amend, or enforce these Terms & Conditions. Any matters not expressly covered herein are subject solely to CMAA's discretion.

31. CMAA Events Code of Conduct: By registering for or attending this event, you and your company agree to abide by the [CMAA Events Code of Conduct](#).