

**FASHION MARKET OF NORTHERN CALIFORNIA**  
**SHOW RULES AND REGULATIONS**

1. To share a booth with another salesperson, exhibitor does not have to share lines in common, but must pay a Show fee and booth fees to FMNC. If lines are shown in common, the exhibitor may pay an Associate fee.
2. All lines, exhibitors and exhibitor's personnel must be registered with the show office. The member to whom the booth is assigned is responsible at all times for any and all persons in the booth.
3. Salesmen or saleswomen who are not officially exhibiting in the show are NOT permitted on the show premises during the show or official show function except by invitation. **This applies to members and non-members alike.**
4. Buttonholing is that act by an exhibitor of stopping a retailer in any area other than in his booth for the purpose of encouraging, by word or action, that retailer to purchase that exhibitor's product or service. **BUTTONHOLING IS PROHIBITED AND SUBJECT TO FINE.** Second offense within three shows is subject to expulsion from the FMNC show.
5. All booths must be open and manned during official show hours.
6. **ABSOLUTELY NO SAMPLES SOLD DURING SHOW.**
7. Each booth must have an official show sign prominently displayed in their booth. Handmade signs will be removed. No advertising material can be attached to the show sign or laid on the floor.
8. Members are not to contact building management for the purpose of registering any complaint or request to the operations of the FMNC show. The complaint or request must be submitted in writing and given to any Board member of FMNC staff.
9. Music and televisions are allowed in the booth area but **EXTERNAL SOUND IS PROHIBITED.** This is a professional courtesy to other exhibitors near your booth.
10. It is a violation of show policy for any person to enter the booth of any exhibitor in the absence of that exhibitor without the permission of that exhibitor. **DUE TO SECURITY REASONS, THIS WILL BE STRICTLY ENFORCED.**
11. **ALL EXHIBITORS MUST CHECK INTO THE SHOW BY 6:00 p.m. Friday, or notify the FMNC STAFF OF ARRIVAL TIME. BOOTHS WILL BE RESOLD IF FMNC IS NOT NOTIFIED. NO EXCEPTIONS. BOOTH FEES WILL NOT BE REFUNDED.**
12. **CHILDREN UNDER 12 ARE PROHIBITED FROM ATTENDING THE SHOW. THERE WILL BE A \$100 FINE TO ANY EXHIBITOR BIOLATING THIS REGULATION.**
13. Anyone reported removing any equipment from another booth without permission will be fined. All requests for equipment must be submitted to FMNC staff at registration booth and pay any appropriate rental fees.

14. Any member not attending a mandatory membership meeting will be fined \$50 for the first offense, \$100 for the second offense and possible expulsion for the third offense. Any exceptions must be submitted to the President of FMNC in writing. This will be strictly enforced.
15. FMNC is a salesperson's organization and preference will be given to salespeople in booth assignments over manufacturers, importers or off-price merchandise.
16. Exhibitors shall not conduct themselves in any manner which will bring discredit to FMNC.
17. Flyers or other materials may not be distributed at the show without written approval from the President or Executive Director.
18. Exhibitors cannot display or exhibit non-apparel and accessory related merchandise or systems without written approval from FMNC.
19. No show book listing, advertisement or booth signage shall advertise price in any way, including off-price, discounted % off or actual prices.
20. Any complaint or constructive suggestions regarding any phase of the operation of the show must be submitted in writing to the President or Grievance Committee of FMNC.

### **DISPLAY RULES**

1. You are prohibited from stapling, pinning, taping, or otherwise attaching materials to booth frame or canvas in any way that will cause damage. Wire and metal cannot touch the metal frame. Plastic fasteners and nylon string are acceptable alternatives.
2. DISPLAYS ARE NOT PERMITTED ON THE OUTSIDE WALLS OF END BOOTHS.
3. **If you are designated an "end" booth, your end wall frame will not have a fabric panel. If you choose to have the frame with fabric, you must pre-order on the equipment form provided in booth assignments. NO REQUESTS FOR FABRIC ADDITIONS WILL BE PROCESSED ON SITE. YOU MUST ORDER IN ADVANCE.**
4. THE SAM MATEO EVENT CENTER WILL BE CLOSED AT 9:00 P.M. ON FRIDAY. YOU MAY NOT ENTER THE BUILDING AFTER THE POSTED TIMES. **NO EXCEPTIONS.**
5. **Each booth is supplied with a booth number which must be prominently displayed. Booth numbers are recycled after each show. If the booth number is missing at the end of the show, the exhibitor will be charged a \$20.00 replacement fee.**
6. The FMNC will collect all exhibitor signage after each show. Do not remove your signage. You will be charged for new signage if your exhibitor signage is missing.
7. All display materials must be FIREPROOF. Any booth found using unacceptable (meaning not approved by Fire Dept. Regulations) materials will be dismantled immediately.
8. **NO PART OF ANY DISPLAY SHALL EXTEND BEYOND THE FRONT BORDER OR TOP OF THE BOOTH.**
9. Papering of booths is not allowed at this time.
10. All display materials (including nylon string) must be removed after the show. Any damage created by you or your employees will be charged back to you.
11. Exhibitors are not to remove any equipment (including booth numbers) from exhibitor booth. Aisles are to remain clear at all times. Metal support bars in each booth must remain in place to maintain the structural integrity of the booth system. **NO EXCEPTIONS**
12. All exhibitors are to take down their hanging rods and brackets or shelves and brackets at the end of the show and place on the table for pick-up by show decorators