

2020 EWSRA ON SNOW DEMO SHOW RULES & POLICIES

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On Snow Demo Show Rules are implemented in conjunction with On Snow Demo Renewal Information, and general EWSRA Policies & Show Rules.
All Reps and those assisting with move-in must wear and display ‘Exhibitor’ credentials.

The EWSRA On Snow Demo at Stratton is a “Rep Only Show”. Vendors are not allowed to exhibit.

Contracting Member Rep must be personally present during all demo hours.

1. Space Assignments - All space will be assigned by Show Management and the Demo Committee, which in its sole discretion shall foster the best interest of traffic flow, needs, and overall quality of the events. While no guarantees can be offered, every reasonable effort will be made to accommodate member space requests, contingent upon compliance with the established September 30, 2020 renewal date and deadline terms. *Members, who do not comply with the deadline, are subject to all late penalties outlined in the EWSRA Show Rules and Policies.*

2. Subletting Space - Subletting space to any individual is strictly prohibited. Fines will be imposed on violators and space will be subject to immediate shutdown for the remainder of the event.

3. Space Limits - The following base policy will be used when assigning space at the alpine event (further details provided in Demo Rep Information):

Van Limits (Alpine): 10 x 30 ... 2 per member rep, maximum three (3) vans per company

Lottery Van Space (Alpine): 10 x 30 ... One (1) Lottery Request per company based on availability and subject to total van space limits per company

Booth Limits (Alpine): 8 x 8 ... 2 per member rep, maximum two (2) booths per company

All space will be assigned to members in accordance with base policy. Members may not use separate, additional, and/or subsidiary company names, brands, and/or labels in an effort to secure more space than the base policy states.

PLEASE NOTE: If vans are not on property and ready for scheduled move-in time, member rep will forfeit their assigned space, and be issued a \$500 fine. Once forfeited, on-hill placement will be at the discretion of Stratton Mountain and EWSRA Show Management.

4. Lottery Space – Lottery space will be determined based on space availability and member compliance with established renewal date and deadline terms. Total company van space may not exceed van space limits of 3 vans per company (inclusive of lottery van space, if available).

5. Authorized Products: Alpine / Telemark Skis, Snowboards, Boots, Poles, and Bindings; Wax/Tuning Machines; Goggles/Eyewear; Helmets; Boot Heaters; Cameras and Footbed Systems. **All boot heaters and footbed systems must be located in the reps existing boot booth. If open booths are available after all boot companies have been assigned space, then footbeds / heaters may be assigned their own booth space.)**

All demo and display products must be registered with show management prior to demo opening. Members are required to advise show management of any product changes prior to the demo opening, or as soon as the change is known to member. Demo space that houses product(s) not consistent with original registration and/or space assignment is strictly prohibited. Only those products listed in the “Authorized Products” section may be displayed and demoed. These products must be registered on the On- Snow Demo contract.

6. Equipment Tuning – The “on-hill access gate” to Stratton Mountain base area will be open on each morning from 6:30 a.m. – 7:30 a.m.. All vehicles used to bring product back to your space must be off the base area by 7:30 a.m... Any rep with a vehicle that is still up in the base area after 7:30 a.m. will be fined. At the end of the day the gate will be open from 5:00 p.m. – 6:00 p.m. to move your product off hill for tuning. This is for the safety of everyone attending the demo along with Stratton Mountain guests.

Contracting Member Rep is responsible for making sure assistants, company personnel and guests understand and comply with all Demo Show Rules and Policies. Violations and fine(s) will be charged directly to member rep with whom individual is registered.

7. Demo Format - The On Snow Demo is not a writing show. Company sponsored functions, showings, or displays of any kind held on Stratton Mountain any time on Tuesday, February 2nd thru Thursday, February 4th and/or during demo show hours are strictly prohibited. Company sponsored parties of registered demo member reps are welcome on Tues., Feb 2nd and Wed, Feb 3rd beginning at 4:00 pm.

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Any member showing his/her lines and/or making his/her services available either alone or in concert with others in an unauthorized location(s) on demo location premises at the same time as the On Snow Demo is being held, will immediately be suspended from the organization. Showing out of condos & hotel rooms is strictly prohibited.

8. Insurance Certificate – A \$1,000,000 (minimum) Certificate of Insurance must be provided for each and every product you plan on showing and/or demoing. This includes every product listed in the “Authorized Products” list. No Exceptions. Space will not be assigned unless a valid Certificate accompanies Renewal. All policies must be endorsed naming Stratton Corporation and EWSRA as additionally insured. **SAMPLE CERTIFICATE PROVIDED UPON REQUEST.**

Commercial General Liability Insurance

- \$1,000,000 General Aggregate Limit

Proof of Workers Compensation Insurance & Employer’s Liability Insurance

Proof of Automobile Liability Insurance

Certificate Holder and Additionally Insured: EWSRA and Stratton Corporation

9. Assistants & Principals -

Preregistered: First 5 badges (including member rep) in included in the show fee. \$25.00 after initial 5 per rep.

Onsite: \$25.00 per person regardless of position or length of stay. All on-site registrants will be required to provide a business card printed with individual’s name and company. No Exceptions!

Member reps from other associations attending the EWSRA On Snow Demo must register with EWSRA member rep and pay the \$50 show fee plus \$25 for any assistants that they bring with them.

EWSRA Member Reps are responsible for ensuring assistants, tech reps, principals, and company personnel understand and adhere to show rules and policies. Penalties for violations of show rules or policies will be charged directly to the member rep with whom individual is registered. Deadline for pre-registration is January 24, 2021.

10. Guests - EWSRA members who are not registered to participate in the demo as exhibitors or assistants are welcome to attend as non-exhibiting guests. Cost - \$50 per day.

11. Unauthorized Demo Entrance and/or Registration - Any member, assistant, tech rep, company personnel, principal, or guest who attempts to register and/or provide entrance for any individual into the On Snow Demo by any means other than what demo show rules/policy states will be fined. The fine and violation will automatically be charged to applicable member(s).

Obtaining unauthorized entrance and/or registration includes, but is not limited to:

- a) Holding and/or transferring badges to or for attendees,
- b) Allowing any individual access into one’s booth/show space without appropriate name badge ID,
- c) Allowing any individual(s) to demo product without appropriate name badge/passport ID.

12. Show Management Right of Refusal - Show management reserves the right to refuse admittance to any individual(s) who refuses to pay the applicable registration fee, who is not officially exhibiting, assisting or participating in the On Snow Demo, and/or does not have proper credentials and therefore does not qualify for show/event attendance.

13. Banners - Banner placement *anywhere* on Stratton Mountain base lodge complex is strictly prohibited. Banners found will be removed without notice.

14. Property Disclaimer - It is understood that the Eastern Winter Sports Reps Association, Inc. will not be responsible for exhibitor’s demonstration equipment, sample lines, personal property, displays, and/or vehicle(s).

15. Pet Policy - Pets are not permitted at the On Snow Demo.

16. Generators – Use of generators on-hill is allowed, however placement of generator should be “behind” exhibiting van not on either side of van. Consideration must be given to neighboring reps / companies.

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17. Clean Up – All Reps are required to clean up their own space at the conclusion of the demo. *Anything brought in must be taken away.* Stratton personnel will provide trash bags. Anything that cannot be disposed of in these bags must be removed. Stratton Corporation will charge reps not cleaning up their space.

18. On-Site Grievance Procedures - On-site grievances must be delivered in writing to the Executive Director and/or the On Snow Demo Committee on the same day the grievance occurs. Written grievances must include date, filing member(s) name and signature(s), a full explanation of the charge(s), and the name(s) of all charged member(s). *Verbal or incomplete written grievances will not be addressed.*

Upon receipt of written grievance, the On Snow Demo Committee will promptly investigate by speaking directly to the charged member(s). After hearing, viewing, and considering all facts presented, the On Snow Demo Committee will immediately render a decision as to what, if any, further action is necessary.

Should the On Snow Demo Committee determine corrective action is necessary; the On Snow Demo Committee will immediately deliver a written warning to each member charged and/or registered within the affected space. The EWSRA Executive Director will keep a copy of the grievance and warning. Each charged member rep will have until 6:00 pm of that same day to completely correct the situation. If the situation is not corrected and/or resolved according to stated terms, the following additional action will be taken and member(s) will be prohibited from participating in the remainder of the demo,

1. All space registered to member(s) will immediately be shut down for the remainder of the demo,
2. Member(s) must immediately remove all equipment, displays, exhibits, vehicles for the remainder of the demo,
3. Member(s) will receive written fine via certified mail.

19. Demo Breakdown: Any rep breaking down any part of his/her van or booth prior to the close of show will be fined. Last product out on the final day of the show (Thursday, February 4th) is 3 p.m.. No one may begin moving vehicles on or off hill until 5 pm Thursday, February 4th unless Stratton Mountain personnel indicate that the base area is clear of guests and have therefore opened the on-hill gate. Failure to adhere to these policies will result in a fine based on the structure below. Member rep that contracted space is responsible for all actions by assistants, sub-reps, other association reps and company personnel/principals that are registered under his/her name.

Violators of Demo Show Rules, EWSRA Show Rules & Policies, or EWSRA By-Laws are subject to the following:

<i>First Offense</i>	Subject to loss of seniority and \$500.00 penalty for each infraction,
<i>Second Offense</i>	Subject to loss of seniority and \$1,000.00 penalty for each infraction,
<i>Third Offense</i>	Subject to suspension of all membership privileges, including seniority and participating in EWSRA sponsored trade shows/events.

This copy, dated 9/2020 supersedes any and all previous copies of Demo rules.