

# La Cosecha 2021 Exhibitor Policy and Procedures

1. LOCATION: Hybrid Conference exhibits will be located at:  
Albuquerque Convention Center  
301 3rd Street NW  
Albuquerque, NM 87102  
www.Albuquerquecc.com

2. SPACE ASSIGNMENTS: Space will be assigned with consideration for the level of participation. La Cosecha/DLeNM reserves the right to select and assign spaces, as well as rearrange the floor plan and reassign exhibitors at its sole discretion. Exhibitor shall install and occupy the space assigned in accordance with the La Cosecha COVID19 Safety Protocol rules and the timeline specified.

3. AUDIO VISUAL EQUIPMENT/SUPPORT/POWER:  
Complimentary Wi-Fi is available in all common areas. All A/V equipment, speakers, internet connection, phone lines, etc., must be supplied by or rented by the exhibitor at the exhibitor's own expense.

4. AUDIO VISUAL/ELECTRICAL: Alliance Audio  
(505) 986-1796. Electrical - Kyle Roberts kyle@dlenm.org

Exhibitors are allowed to bring their own AV equipment but may be charged a patch or hookup fee by the in-house audio-visual supplier. If an outlet is not easily accessible there will be a \$25 Electrical Fee assessed. Note: No music or other audio is allowed during general sessions, lunch, or special presentations. Exhibitors operating noise-making devices such as radios, loudspeakers, or televisions shall do so only at a level that will not interfere with fellow exhibitors or participants. La Cosecha will not be responsible for equipment brought or rented by any exhibitor or presenter.

5. EXHIBIT SET-UP AND DISMANTLE: Set-up begins at 9:00 am, Wednesday, November 10th, and must be completed by 1:00 p.m. that same day with designated exhibit hours 1:00 p.m. – 4:30 p.m. Exhibitors may begin to dismantle booths no earlier than 5:00 p.m. on Friday, November 12th.

6. USE OF SPACE: All exhibitors' displays and marketing activities must be contained within the specified boundaries of the booth space provided.

7. REJECTION/RESTRICTION OF EXHIBIT: La Cosecha/DLeNM reserves the right to reject any exhibit that it deems inappropriate or; any products or services of an exhibitor. The contract of any exhibitor may be cancelled in the event of a violation of exhibit regulations. La Cosecha/DLeNM, its officers, directors, agents and members shall not be liable for any loss or damage resulting from any such rejection or disapproval.

8. EXHIBITOR REGISTRATION: All representatives who will be staffing exhibitor booths MUST be registered for the conference. You are only required to pay an additional registration fee if your staff exceeds the number of badges provided (2) and/or you are planning to attend sessions and special events.

9. ACCOMMODATIONS: Please check conference website: [www.lacosechaconference.org](http://www.lacosechaconference.org).

10. SALES ON EXHIBIT FLOOR: Cash or credit sales are permitted. Licenses, sales taxes, payment of sales tax, and other legal business requirements are the responsibility of the exhibitor.

11. CONVENTION CENTER RULES AND REGULATIONS:  
Attaching to Surfaces: Signage and decorations may not be taped, nailed, tacked or otherwise attached to the Convention Center's surfaces or fixtures like walls, elevators, doors, windows, floors, ceilings, etc. Adhesives (approved tape usage): The distribution and use of tape, adhesive-backed decals and stickers on any wall surface, glass or equipment is prohibited in the Convention Center. Only approved tape and adhesive backed materials (non-residue, easily removable) are permitted for use in the center's tile and/or carpeted areas.

12. Licensor and/or service contractors will be billed for any tape residue left on any surfaces or carpet in facility. For flip chart paper, painter's tape can be used to post charts on walls.

13. SHIPPING AND RECEIVING: Exhibitor freight and deliveries are not accepted at the Convention Center. Shipping services for Sponsors and Exhibitors are managed by:

CONVENTION SERVICES OF THE SOUTHWEST  
1921 Bellamah Ave. NW  
Albuquerque, NM 87104  
(505) 243-9889 • Fax (505) 243-8197

14. INDEMNIFICATION/ASSUMPTION OF RISK: Exhibitor shall indemnify Show Management and Facility, and their shareholders, officers, employees, agents and contractors (collectively, the "Indemnified Parties"), against all losses, damages, claims, demands, actions, penalties, judgments and liabilities (including court costs and reasonable attorneys' fees) (collectively, "Claims") that arise from any acts or omissions of Exhibitor or any of Exhibitor's EACs related to the Event, including, without limitation, any activities they may be conducting at the Event, or from any breach by Exhibitor of any term of this agreement.

15. COVID-19. Exhibitor acknowledges that COVID-19 has been declared a worldwide pandemic by the World Health Organization, is extremely contagious and is thought to spread mainly through close contact from person-to-person. Show Management cannot guarantee that Exhibitor's personnel and guests will not become infected with COVID-19 at the Event. Exhibitor shall indemnify the Indemnified Parties against all Claims by Exhibitor's personnel and guests arising out of or related to infection with COVID-19, whether before, during or after attendance at the Event. Show Management may require individuals registered by Exhibitor to acknowledge the risks of COVID-19 infection and waive liability prior to participation at the Event.