

TERMS & CONDITIONS

Event Participation

Booth Compliance: All activations must remain within the designated booth space outlined in this agreement. Booth construction and setup must follow the guidelines provided by American Exposition Services (AES), the official general services contractor. Exhibitors will receive detailed instructions directly from AES.

Trademarks: Event Producer reserves the right to the use of its logos, name, marks, symbols, and other intellectual property. Any use of these without express written permission is a violation of the Agreement with Event Producer and will result in expulsion from the Event.

Placement: Event Producer reserves the sole right to place booths in any location it deems fit, unless placement is stipulated in the contract. If you have a special requirement (i.e. ADA accommodation) please contact the Vendor Manager at eventops@visitsacramento.com.

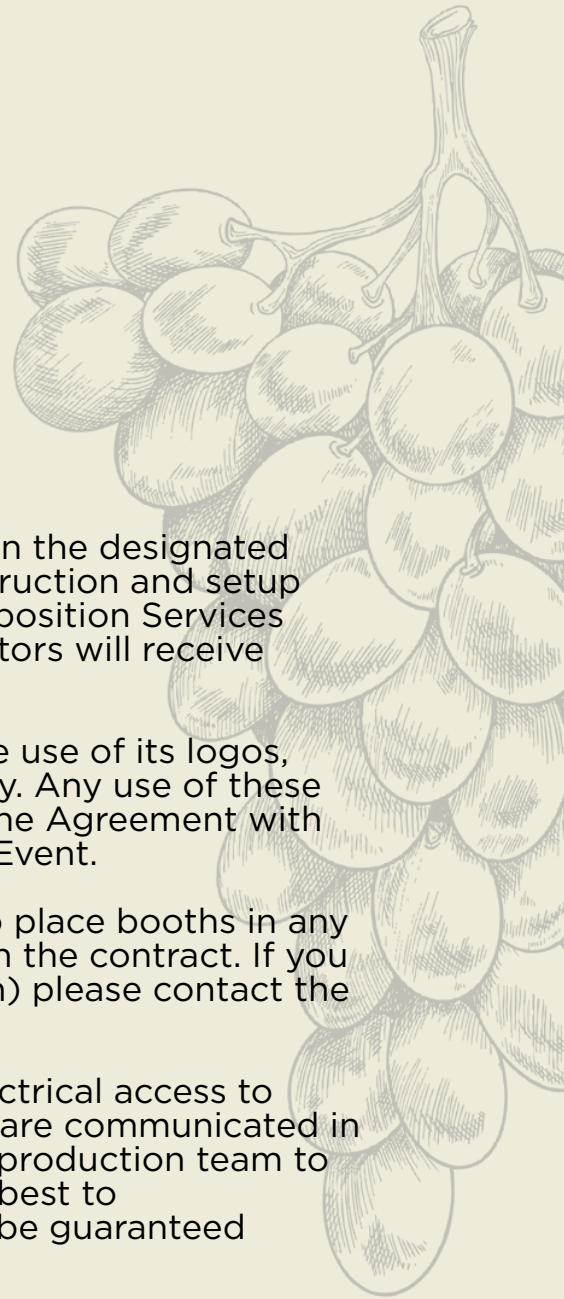
Electricity: Your booth will include the necessary electrical access to support your activation, provided your power needs are communicated in advance. Exhibitors will coordinate directly with our production team to ensure a fully supported setup. While we will do our best to accommodate last-minute requests, support cannot be guaranteed without prior notice.

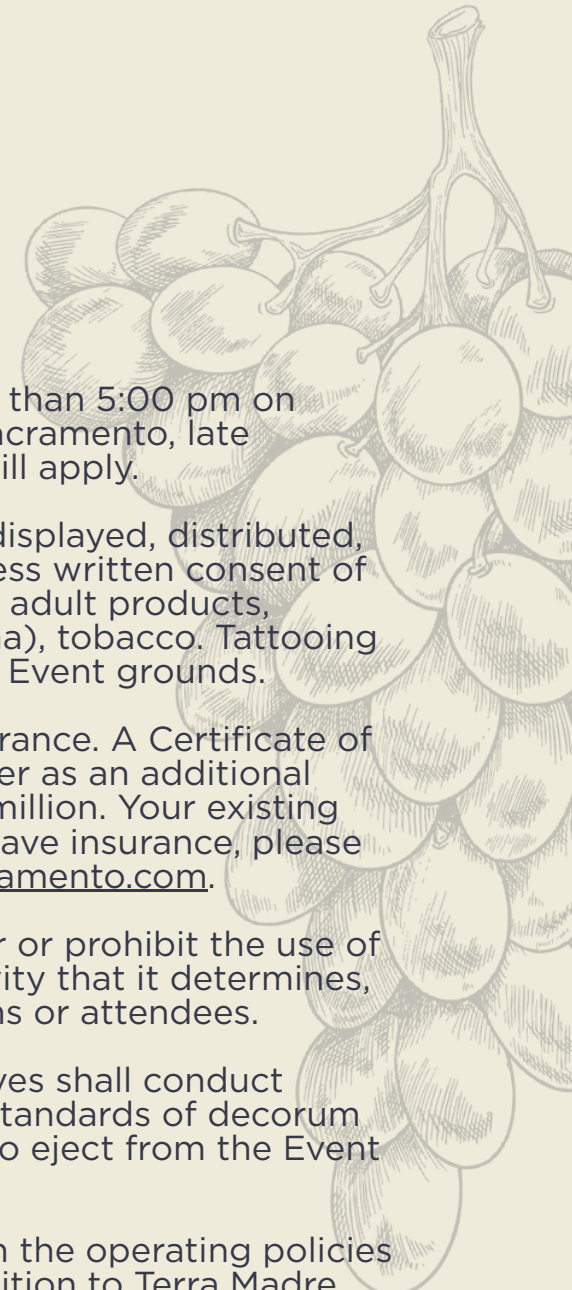
Set-up/Tear-down: Detailed instructions will be available at least one week prior to the Event. Early move out is not permitted, all exhibitors must stay open until the official end time of the Event (this will be strictly enforced by Event Producer Staff). Early tear-down may result in an exclusion from future events.

Garbage: To support a zero-waste event, all waste must be properly sorted into the recycling, compost, and landfill bins provided. Any waste left behind may result in a clean-up fee, in keeping with our shared commitment to sustainability.

Sustainable Serveware: During the event days, exhibitors cannot use plastic plates, cutlery or glasses. Only biodegradable or objects made from natural materials (wood, glass, plant fibers, etc.) can be used.

Parking: Exhibitors may park in various garages in the area for a nominal fee. All vehicles must be removed from the event area prior to doors opening.





Deadlines: The deadline for all exhibitors is no later than 5:00 pm on Friday, August 15, 2025. At the discretion of Visit Sacramento, late applications may be accepted. A late fee of \$250 will apply.

Restrictions: None of the following are to be sold, displayed, distributed, or otherwise present at the Event without the express written consent of Event Producer: alcoholic beverages, bottled water, adult products, marijuana (including “legal” or “medicinal” marijuana), tobacco. Tattooing and/or Body Piercing are also not permitted on the Event grounds.

Insurance: All exhibitors must provide proof of insurance. A Certificate of Insurance must be submitted naming Event Producer as an additional insured with a minimum general liability limit of \$1 million. Your existing insurance policy is usually sufficient. If you do not have insurance, please contact the Vendor Manager at eventops@visitsacramento.com.

Noise: Event Producer reserves the right to monitor or prohibit the use of any electronic equipment, machinery, or other activity that it determines, in its sole discretion, is distracting from other booths or attendees.

Conduct: All exhibitors and all of their representatives shall conduct themselves at all times in accordance with normal standards of decorum and good taste. Event Producer reserves the right to eject from the Event grounds anyone violating those standards.

Venue Compliance: All exhibitors must comply with the operating policies of the SAFE Credit Union Convention Center in addition to Terra Madre Americas event guidelines. This includes—but is not limited to—regulations regarding fire safety, food sampling, electrical use and signage. Exhibitors will receive a summary of applicable venue policies in advance, and it is their responsibility to adhere to these terms. Non-compliance may result in denied access or removal from the event.

Licenses and Taxes: All exhibitors are responsible for obtaining and complying with all necessary licenses, permits, and tax regulations. A Business Operations Tax (BOT) Certificate is required to sell, offer for sale, or display any goods, wares, or merchandise within the City of Sacramento. For more information or to apply, please contact the City of Sacramento Revenue Division at (916) 808-8500. For additional details regarding California Seller’s Permit visit [Temporary Sellers](#) or call 1-800-400-7115.

