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U.S. TRAVEL  
ASSOCIATION

## Discover America Pavilion Exhibit Standards & Rules



*The Discover America brand, developed and owned by the U.S. Travel Association, is used to brand U.S. Pavilions in the Discover America Pavilion Program in accordance with the terms and conditions set forth by the U.S. Travel Association. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance herewith, shall be made by the U.S. Travel Association in its sole discretion. The logo may not be used in any manner that discredits the U.S. Travel Association or tarnishes its reputation and goodwill; is false or misleading; violates any law, regulation or other public policy, or mischaracterizes the relationship between the U.S. Travel Association and the user.*

*The Discover America brand stands for quality in the marketing of travel to and within the United States. Discover America branded Pavilions guarantee continuity and consistency for the U.S. presence at international travel and tourism events and Exhibitors must adhere to certain guidelines to ensure the high quality and professionalism that the U.S. travel and tourism industry aims to convey at international events.*

*The Discover America Pavilion Exhibit Standards & Rules provide Exhibitors with all the information necessary to properly design, build, and decorate individual Discover America Pavilion exhibits. They should also ensure that all Exhibitors, regardless of booth size or location, occupy an environment that is conducive to having a successful Event.*

### All Exhibitors

- The Discover America Pavilions have a “Good Neighbor Policy” which necessitates that all Exhibitors' activities must be kept within the confines of the Exhibitor's rented booth space. Any activity, including the projection of light or sound, beyond the confines of the rented booth space, or any disturbance or noise must be discontinued in the event that a valid complaint is filed. The accosting of attendees, distribution of literature, samples, or other material outside of rented exhibit space is only allowed with prior written permission from B-FOR International.
- Exhibitors are responsible for obtaining all necessary licenses and permits to use music, photography, or other copyrighted material. Approval must be obtained for any public performance of copyrighted music through sound media, picture/sound media, as well as for instrumental performances and musical presentations, including the screening of films.
- Display material and décor may not be placed at a height exceeding 250 cm/approx. 8 feet without prior written permission from B-FOR International. Exhibitors who want to exceed this height must provide B-FOR International with a floor plan and rendering at least 45 days before opening of the Event for written permission

and necessary arrangements. If Exhibitor fails to comply, B-FOR International has the right to require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense. Failure to comply may result in closure of Exhibitor's booth.

- Any display deemed unprofessional in appearance or offensive, in the sole discretion of B-FOR International, will not be permitted.
- All aisles, passageways, lobbies or exits leading to a fire extinguisher must be left unobstructed at all times.
- All booth construction and preparations must be completed by 6:00 PM the night before the opening day of the Event, or B-FOR International may make provisions to complete construction and/or preparation at Exhibitor's expense.
- Exhibitor may not dismantle its booth, including the removal or packing of individual items, prior to the official closing of Event, and must keep a fully equipped and staffed booth during all opening hours throughout the entire Event. If Exhibitor fails to comply, B-FOR International has the right to make provisions to equip and staff Exhibitor's booth at Exhibitor's expense.

### SpaceOnly Exhibitors

- Exhibitor who appoints its own contractor (EAC) for stand construction within the USA Pavilion must submit booth specifications, including a floor plan and renderings, to B-FOR International for approval at least 45 days before the opening of Event. If Exhibitor fails to comply, B-FOR International has the right to require or make necessary on-site modifications to Exhibitor's booth at Exhibitor's expense. Failure to comply may result in closure of Exhibitor's booth.
- Exhibitor with custom booths must finish all outside back and side walls of its booth in order to ensure the quality of the overall appearance of the Pavilion. If neglected, B-FOR International has the right to have the outside of the booth finished at Exhibitor's expense.

### Turnkey Booth Exhibitors

- Displays, graphics, or decorative material may appear only on the inside of side and back walls of the booth. The outside of the walls must be devoid of all décor or graphics of any kind.
- No signs, display items, or decorative material may protrude into the aisles or extend into neighboring booths.
- No signs, displays, or decorative items may be fixed directly to the booth dividers, the booth counters or the booth overhead signs, except for copy, logotypes, or graphics provided and/or installed by B-FOR International.

*B-FOR International has the right to charge Exhibitor for any damage to the rented booth or material caused by Exhibitor, its agents, partners, employees, contracted labor, or clients.*