



45th CEBA Conference & Expo

2025 Exhibitor Selection Overview

CEBA assigns exhibit space based on a points system that awards members for annual participation in the CEBA Expo, CEBA membership and sponsorship spend at the annual Conference. The goal for the system is to ensure the selection process is seamless and more efficient for exhibitors, while supporting the growth of the expo.

How will the exhibit space selection process work?

Expo space selection will be divided into 5 priority tiers before sales open to the membership at large. Each of the priority tiers will include roughly 10 companies all of whom participated in 2024. Once past exhibitors have been assigned their spaces, general exhibit space sales will open. Companies choosing to sponsor for 2025 will be eligible to select exhibit space in Tier 1. Tier 1 will prioritize sponsors by points total. Exhibitors will be required to submit their applications by the priority space deadline to qualify for early selection. Before each tier opens a new map will be distributed to companies, who will have 3 days to submit their updated preferences. Their assignments will be communicated when applications are distributed.

The points systems will focus on three areas:

1. Years of continuous participation in the CEBA Expo over the past 10 years. Each year of participation is 1 point.
2. CEBA Membership (going back 10 years). Each year of membership is 1 point.
3. Historical sponsorship spend at the annual CEBA Conference & Expo (going back 10 years). Each \$5,000 equates to 1 point.

**If companies are tied for points, priority will be assigned based on time/date application is received.*

Timeline:

The selection process will take place over the months of June and July 2025. Selection specifics outlined below. Priority space selection applications will be due by end of your tier. If applications are received after the due date, your company will be assigned at the top of the next tier. You are welcome to submit your application early. In the event your space preferences are already selected, we'll follow up with you to get the new preferences.

- **Tier 1 (Sponsor Tier) – June 11-13:** Tier 1 companies will be asked to provide their top 4 to 5 spaces along with application submission.
- **Tier 2 – June 16-18:** On June 16, companies in Tier 2 will be sent an updated expo map with reserved spaces marked. Space preferences will be due no later than end of day June 18.
- **Tier 3 – June 19-23:** On June 19, companies in Tier 3 will be sent an updated expo map with reserved spaces marked. Space preferences will be due no later than end of day June 23.
- **Tier 4 – June 24-26:** On June 24, companies in Tier 4 will be sent an updated expo map with reserved spaces marked. Space preferences will be due no later than end of day June 26.
- **Tier 5 – June 27-July 1:** On June 27, companies in Tier 5 will be sent an updated expo map with reserved spaces marked. Space preferences will be due no later than end of day July 1.
- **Tier 6 – July 7:** After July 7, all CEBA Members will have the ability to reserve space (if available) in the CEBA Expo. The expo map will be made public on the CEBA Conference & Expo website at this time.

Application Submissions

Applications should be submitted to Holly Coughlan at hcoughlan@gcca.org. If you are interested in booking a sponsorship to select exhibit space, or if you have any questions about the exhibiting or sponsoring, please contact Holly Coughlan at +1 703 373 4300 ext. 234 or hcoughlan@gcca.org.



Exhibit Space Application – Priority Selection

CEBA Conference & Expo

3-5 November 2025 | Las Vegas, NV | Caesars Palace

Please confirm that the following information is correct, as it will be used to contact you regarding operational aspects of the exhibit. If changes are necessary, please make all edits directly on the form.

Company Name _____

Exhibit Contact _____ Title _____

Street Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____

Email _____

EXHIBIT SPACE INFORMATION: One (1) attendee registration is also included in the exhibit fee. Additional attendees from exhibiting companies must register. Each expo location consists of one (1) 6-foot draped table and chairs. The exhibit hall is fully carpeted. **The CEBA Expo is a table-top show.** Exhibitors typically bring 1-2 pull up banners of pop-up displays to place behind or on their table-top locations (past pictures available upon request). 10ft wide pop-up booth displays are not permitted unless request is submitted in writing to show management prior to event. Approval is based on size, dimensions, and location in expo.

EXHIBIT SPACE FEE:

Exhibit Space: \$4,800 (Member)

Please rank below your top 5 table-top space preferences from the floorplan.

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

Companies from whom we desire separation: **cannot guarantee requests.**

1. _____ 2. _____ 3. _____ 4. _____ 5. _____

PAYMENT DEADLINES AND CANCELLATION POLICY: This application will not be valid without payment. Following receipt of the application, an invoice will be issued. Payment is due upon reservation of exhibit space. Exhibitors who cancel less than 90 days prior to the exhibit will be responsible for the full cost of their space. Exhibitors who cancel more than ninety (90) days out will be responsible for 50% of their exhibit space. If an exhibitor fails to appear without prior notification, they will be responsible for the full cost of the exhibit space.

Authorized Signature _____ Date _____

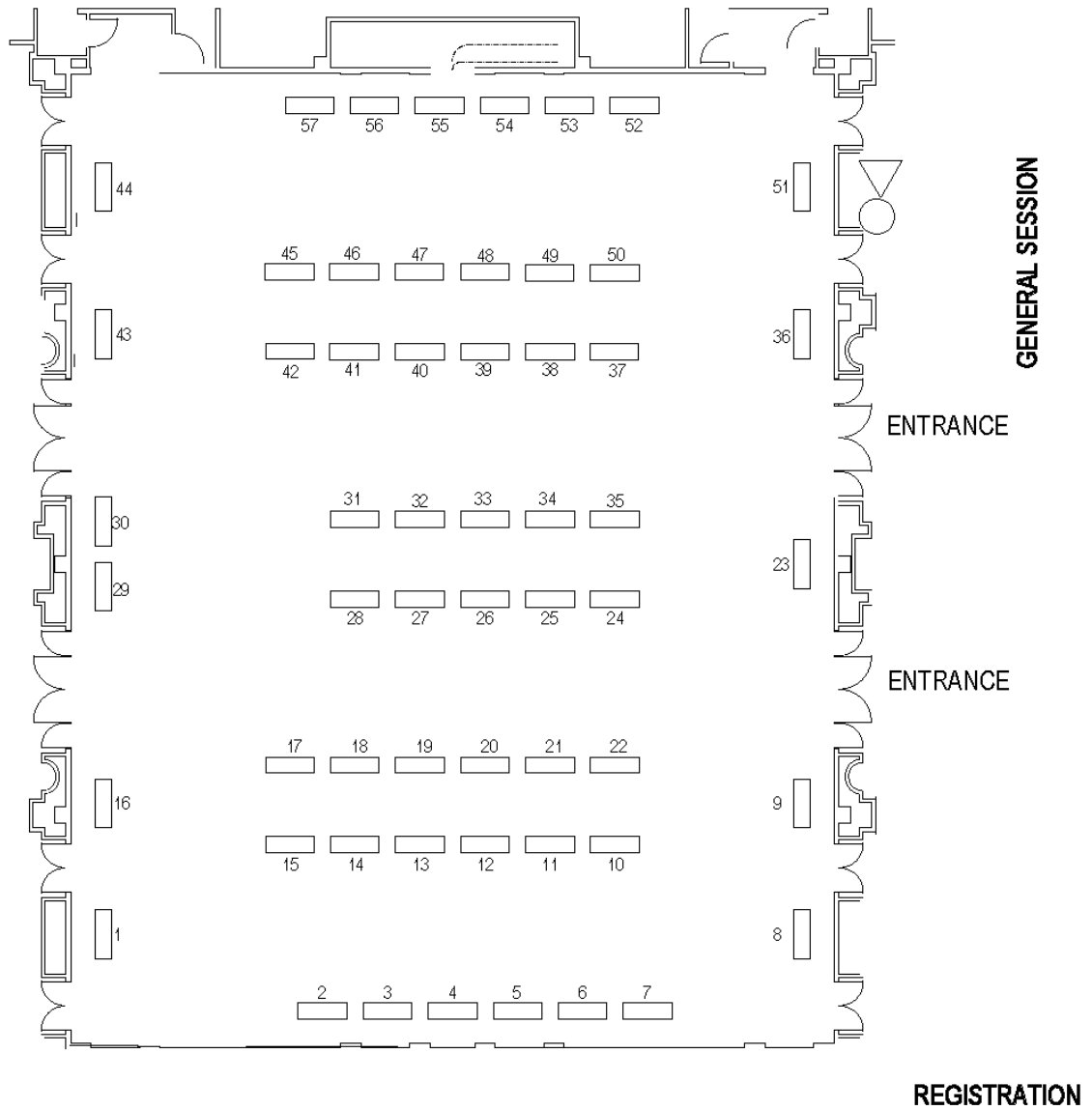
Return completed application to:

Email: hcoughlan@gcca.org

Keep a copy for your records.

For Management Use Only

Expo Number: _____



2025 CEBA Expo

GENERAL EXHIBITOR RULES

1. **MANAGEMENT; PRINCIPAL PURPOSE:** The word "Management" as used herein shall mean the CEBA and all officers, members, committees, agents or employees acting for it in the management of the Conference/Exposition. The word "Center" as used herein shall mean the 22nd European Cold Chain Conference Location that is the site of the Conference/Exposition.

2. **SUB-LEASING:** Exhibitor may not sub-let his space, nor any part thereof, nor exhibit, offer for sale, give as a premium, or advertise articles not produced or sold in his own name, except where such articles are required for the proper demonstration or operation of Exhibitor's display, in which case such articles shall be limited to other exhibiting companies articles and their identification shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. If a non-exhibiting company's article is displayed in a table-top in violation of these provisions, immediate removal of the article will be required, at the exhibitor's expense. Exhibitor may not permit in his table-top non-exhibiting companies' representatives. Rulings of the Management shall, in all instances, be final with regard to use of any exhibit space.

3. **DEFAULT IN OCCUPANCY:** Any Exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space. If not occupied by the time set for completion of installation of displays, such space may be repossessed by Management and reallocated or re-assigned for such purposes as Management may see fit.

4. **ELIGIBLE EXHIBITS:** Management has sole right to determine the eligibility of any company or product for inclusion in the exhibition. Exhibitor may not promote products or services that compete with the products or services of Management, including, but not limited to, conferences, seminars, and/or expositions relating to the temperature controlled construction & logistics industry, without the prior written consent of Management. Any Exhibitor engaged in the business of conducting or offering conferences, seminars, expositions, publications and other services or products similar to those offered by Management shall be required to submit all products and/or services it intends to promote at the Exposition to Management for approval by 60 days prior to the date on which the exposition is being held. Only those products and services approved in writing by Management may be promoted at the Exposition. Any Exhibitor who fails to submit its products and/or services to Management for approval in accordance with this section automatically forfeits its rental fee and is not authorized to participate as an Exhibitor at the Exposition.

5. **PAYMENT DEADLINES AND CANCELLATION POLICY:** **PAYMENT DEADLINES AND CANCELLATION POLICY:** Exhibitors who cancel less than 90 days prior to the exhibit will be responsible for the full cost of their space. Exhibitors who cancel more than ninety (90) days out will be responsible for 50% of their exhibit space. If an exhibitor fails to appear without prior notification, they will be responsible for the full cost of the exhibit space.

6. **LIMITATION OF LIABILITY:** Exhibitor agrees to make no claims for any reason whatsoever against Management and the Conference/Expositions display service for loss, theft, damage, or destruction of goods; nor for any injury to himself or employees while in the exhibition quarters; nor for any damage of any nature, including damage to his business by reason of failure to provide space for his exhibit; nor for any action of any nature of Management, display service, nor for failure to hold the exhibition as scheduled.

7. **TABLE-TOP CONSTRUCTION, DEPTH AND HEIGHT LIMITATIONS:**

Standard exhibits typically consist of pull-up banners, table-top displays, and products samples that can either fit on or behind the table-top area. The table-top exhibit space provided that includes a 6 foot draped table and chairs is not designed to accommodate full sized exhibit displays (10ft x 10ft booth). To feature a 10ft wide display, the reservation of two table-top spaces are required or approval from CEBA is required. No display may have fins or side extensions of any kind that interfere or obscure the view of the adjoining table-tops. No exhibit will be permitted which interferes in any way with adjoining table-tops.

8. **INSTALLATION/SHOWING/DISMANTLING:** Hours and dates for installation, exhibiting, and dismantling shall be those specified by Management. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before conclusion of the dismantling period as specified by Management.

9. **DAMAGE TO PROPERTY:** Exhibitor is liable for any and all damage caused to building floors, walls, or columns, or to standard table-top equipment, or to other exhibitors' property. Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard table-top equipment.

10. **ATTENDANCE:** Management shall have sole control over admission policies at all times. Children under the age of 16 shall not be permitted on the Exhibit floor.

11. **EXHIBITOR REPRESENTATIVES:** Exhibitors table-top representatives shall be restricted to employees of exhibiting companies. Table-top representatives shall wear "EXHIBITOR" badge identification, furnished by Management, at all times. Management may limit the number of table-top representatives at any time as well as the total number of table-top representatives during the Conference/Exposition. All Exhibitors' company personnel other than those working in table-top are to register as attendees at Show. One conference registration pass comes with the table-top purchase. Additional representatives are required to purchase a full conference pass to participate in the event.

12. **DECORATION:** Management shall have full discretion and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecoration of any item or of any table-top which Management deems inconsistent with the Principal Purpose of the Exposition or inappropriate for any reason, and no liability shall attach to Management for costs that may devolve upon Exhibitor thereby. Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to exhibitors in adjoining table-tops. If such surfaces remain unfinished, Management shall authorize the official decorator to affect the necessary finishing and Exhibitor must pay all charges involved thereby.

13. **EXHIBITOR REPRESENTATIVES' RESPONSIBILITY:** Exhibitor agrees to indemnify Management and display services against and holds it harmless for any claims arising out of the acts or negligence or willful misconduct of Exhibitor, his agents or employees.

14. **ADMITTANCE DURING NON-SHOW HOURS:** All Exhibitors company personnel will be permitted to enter the exposition one half hour before the scheduled opening time each day of showing, and will not be permitted to remain in the exposition after the closing hour each night. Exhibitors having special problems that require additional time must check at Management office on the previous day for permission to remain after closing hour.

15. **FAILURE TO HOLD EXPOSITION:** Should any contingency prevent holding of the Exposition, Management may retain such part of Exhibitor's rental as shall be required to recompense it for all expenses incurred up to the time such contingency shall have occurred.

16. **FLOOR LOAD:** Under no circumstances may the weight of any equipment or exhibit materials exceed the hall's maximum floor load. Exhibitor accepts full and sole responsibility for any injury or damage to property or person resulting from failure, knowingly or otherwise, to distribute the load of his exhibit material in conformity with the maximum floor load specifications.

17. **INFLAMMABLE MATERIALS:** No inflammable fluids or materials of any nature, including decorative materials, the use of which is prohibited by Federal, state or city fire regulations, may be used in any table-top.

18. **LOTTERIES; CONTESTS:** The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only on written approval from Management.

19. **NOISE AND ODORS:** No noisy or obstructive work will be permitted during open hours of the exposition, nor will noisily operating displays, nor exhibits producing objectionable odors, be allowed. In the event of a dispute, it is the prerogative of Management to make a determination if a given activity is unacceptable, and consequently, must be stopped.

20. **OBSTRUCTION OF AISLES OR TABLE-TOP:** Any demonstration or activity that results in excessive obstructions of aisles or prevents ready access to nearby Exhibitors table-top shall be suspended for any periods specified by Management.

21. **REJECTED DISPLAYS:** Exhibitor agrees that its exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives, with or without giving cause. If cause is not given, liability shall not exceed the return to Exhibitor of the amount of rental unearned at the time of ejection. If an exhibit or Exhibitor is ejected for violation of these rules or for other stated reasons, no return shall be made.

22. **SAFETY DEVICES:** Exhibitor agrees to accept full responsibility for compliance with Federal, state, and city regulations in the provision and maintenance of adequate safety devices and conditions for the operation of machinery and equipment, and for assuring that attendees remain a safe distance away from such machinery or equipment.

23. **SAMPLES; SOUVENIRS:** Samples, souvenirs, publications, etc., may be distributed by Exhibitor only from within its table-top. The distribution of any article that interferes with the activities in or obstructs access to neighboring table-tops, or that impedes aisles, is prohibited.

24. **SIGNS; SIGN COPY; ILLUMINATION:** Electric flashers or signs involving the use of Neon or similar gases are prohibited. Should the wording on any sign or area in Exhibitors table-top be deemed by Management to be contrary in any way to the best interests of the exhibition, Exhibitor shall make such changes as are requested by Management. All signage must remain within the confines of the table-top.

25. **EXHIBITOR DISCUSSIONS; COSTUMES; PROMOTION:** Exhibitor's representatives may conduct discussions, answer questions, explain their products or services, or engage in sales or order taking, but such activities shall not be conducted in any manner, which is inconsistent with, or derogates from, the Principal Purpose of the Exhibition. Exhibitor shall cease any activity determined to be inconsistent with the Principal Purpose of Exhibition immediately upon notification by Management to do so. Exhibitor shall not engage in any activities in the aisles or in table-tops other than its own. No signs shall be displayed nor shall public announcements be made concerning sales, prices or conditions of sale. Exhibitor's representatives wearing distinctive costumes, or carrying banners or signs separately or as part of their apparel must remain in their own table-tops. Table-top representatives may not wear clothing that Management deems scanty or excessively revealing.

26. **SOUND AMPLIFYING; REPRODUCING EQUIPMENT; NOISE LEVELS FOR OPERATING EQUIPMENT:** Exhibition Management shall be the sole arbiter of acceptability of sound levels and may require reduction of sound level or elimination of sound reproducing devices in those cases where in the judgment of Exhibition Management such sound is in violation of these standards or otherwise objectionable.

27. **EQUIPMENT HOOK-UPS:** Hook-ups to Exhibitors' equipment will be completed on a first-come basis to exhibitors having mailed in advance orders. The Center will refuse to supply electrical power to unsafe display equipment.

28. **GIVEAWAYS:** Hazardous or nuisance-causing promotional giveaways, including noisemakers and other items of carnival nature, may not be distributed at the Conference/Exposition.

29. **DISMANTLING OF TABLE-TOP(S):** Exhibitors will not be permitted to dismantle their table-top(s) prior to the close of the Conference/Exposition. This rule will be strictly enforced.

30. **AMENDMENT TO RULES:** Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Management. Management may amend these rules at any time, and all amendments so made shall be binding on Exhibitor equally with the foregoing rules and regulations.

31. **AGREEMENT TO RULES:** Exhibitor, for himself and his employees, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management. Management, at its discretion, reserves the right to (1) eject any Exhibitor violating its rules or decisions from the exposition without any refund whatsoever of Exhibitors rental fee; (2) restrict or limit the offending Exhibitors participation at future Management expositions; or (3) take any other action Management, in its discretion, deems to be an appropriate response to the violation. Exhibitor agrees to be bound by Management's decision. Exhibitor agrees to indemnify and hold harmless Management from any and all damages, charges, loss and/or expense arising out of a failure by Exhibitor to comply with these rules and any amendment thereto.

32. **CENTER RULES:** Exhibitor, for himself and his employees, agrees to abide by and comply with all of the rules and regulations of the Conference/Exposition Center.

33. **PHOTOGRAPHS:** No photographs of individual exhibits may be taken without the express permission of the Exhibitor. Management reserves the right to confiscate any photographic equipment, photographs, and negatives used in violation of this section.

34. **ALCOHOLIC BEVERAGES:** The presence and consumption or use of alcoholic beverages in the exposition table-top is prohibited unless authorized in writing by Management.

35. **PERFORMANCE OF COPYRIGHTED MUSIC:** Exhibitor is solely responsible for securing all ASCAP, BMI and other licenses or permission necessary to perform copyrighted musical works in the Center. Exhibitor agrees to indemnify and hold Management harmless for any claims arising out of or in connection with Exhibitors failure to secure the necessary licenses or permission for performance of these works.

36. **COMPLIANCE WITH LAWS:** Exhibitor shall comply with all applicable federal, state and local laws, codes and regulations, and shall be solely responsible for obtaining all permits and paying all taxes associated with Exhibitors use of the table-top and Exhibitors activities during the Conference.