AMC 2027 Terms and Conditions

The 2027 Annual Meat Conference (Conference or AMC) is sponsored by the Meat Institute and FMI – the Food Industry Association (FMI) (collectively Sponsors).

1. Space Rental Charge:

The exhibit space rental charge is $50.00 (USD) per square foot. The minimum booth size is 120 square feet.

2. Payment Terms:

A minimum deposit of 50% must be received to be assigned exhibit space. Exhibit space reserved with a 50% deposit, and not paid in full, will be placed on a "booth hold," with full payment due within 30 days. Payment may be made by credit card, check, or wire transfer.

Booth packages and Advertising Sponsorship payments are due in full at the time of reserving a sponsorship item.

3. Cancellation of Contract:

If an exhibitor must cancel its request for exhibit space, the exhibitor may receive a fifty percent (50%) refund of the amount paid, provided that the Meat Institute receives written notice of cancellation before January 8, 2027. After January 8, 2027, cancellations are not eligible for a refund. Substitutions without penalty are allowed with other eligible companies. Booth packages are not refundable.

4. Eligible Exhibits:

To exhibit at AMC the company must be a member of Meat Institute or FMI in good standing and must process or distribute meat and/or poultry products or manufacture or distribute equipment or technology, flavoring or ingredients for meat and/or poultry products or packaging, labeling, technology, flavorings and ingredients for retailers and/or their meat and poultry suppliers.

Sponsors reserve the right to determine eligibility of any company or product to participate in the Conference. Sponsors can refuse to rent exhibit space to any company whose display of goods or services is not, in the opinion of the Sponsors, compatible with the educational character and objectives of the Conference.

5. Allocation of Space and Assignment:

Space is assigned on a first-come, first-serve basis for exhibitors that submit both the completed application and payment/deposit. Whenever possible, space assignments will be made by the Meat Institute in keeping with the preferences specified by the exhibitor. Meat Institute, however, reserves the right to determine all space assignments in the best interest of the conference.

6. Subletting of Exhibit Space:

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from the Sponsors.

7. Liability:

Exhibitor agrees to indemnify and hold harmless the Meat Institute, FMI – the Food Industry Association, the Annual Meat Conference, Global Experience Specialists (GES), the Gaylord Texan Resort and Convention Center and their respective Officers, Owners, Members, Parents, Directors, Employees, Agents, Subsidiaries, and Affiliates additional insured with respect to your operations on the premises of the Facility against all claims, losses, suits, damages, judgements, expenses, costs and charges of any kind resulting from the occupancy of space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. Meat Institute, FMI – the Food Industry Association, the Annual Meat Conference, Global Experience Specialists (GES), Gaylord Texan and their respective Officers, Owners, Members, Parents, Directors, Employees, Agents, Subsidiaries, and Affiliates additional insured with respect to your operations on the premises of the Facility shall not be responsible for loss or damage to displays or goods belonging to Exhibitors, whether resulting from fire, storms, acts of God, air conditioning/heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes. All displays or goods brought to the exhibition are displayed at the Exhibitor's own risk and should be safeguarded. Meat Institute, FMI – the Food Industry Association, the Annual Meat Conference, Global Experience Specialists (GES), Gaylord Texan Resort and Convention Center and their respective Officers, Owners, Members, Parents, Directors, Employees, Agents, Subsidiaries, and Affiliates additional insured with respect to your operations on the premises of the Hotel shall bear no responsibility for damage to the Exhibitor's property, or lost shipments either coming in or going out, or for moving costs. Damage to inadequately packed property is the Exhibitor's responsibility. If displays or goods fail to arrive, the Exhibitor is responsible for space costs. The exhibitor is advised to insure against these risks. Show Management is not responsible for disputes between Exhibitor and any official contractor or vendor.

8. Flooring Damage Liability:

Exhibiting Company shall be solely responsible for any damage to the facility flooring arising from cooking activities conducted within the booth. This includes, but is not limited to, stains, burns, or any other forms of damage that result from spills, heat, or other cooking-related incidents. In the event of damage, the Exhibiting Company shall be responsible for the full cost of repair or replacement of the flooring, as determined by the event facility.

9. Exhibitor Insurance for Conference:

Liability insurance is required to be part of the Conference. The Meat Institute has purchased liability insurance for each exhibitor, and it is provided at no additional charge to save exhibitors time and money. A copy of the certificate of insurance will be emailed to each exhibitor by Rainprotection prior to the show. If other vendors require additional liability insurance coverage, exhibitors are required to source and provide that insurance on their own.

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss, or damages arising directly from its negligence.

10. Exhibitor Insurance for Food Sampling:

All booths providing food and beverage samples require a Certificate of Insurance (COI). Food sampling insurance is now included for all AMC 2027 exhibitors at no additional cost. This coverage is provided by the Meat Institute through Rainprotection and is included with the complimentary exhibitor liability insurance.

11. Disability Provisions:

Exhibitor shall have sole responsibility for ensuring that its exhibit complies with the Americans with Disabilities Act and any regulations implemented by that Act.

12. Labor:

Exhibitors are required to observe all contracts in effect between service contractors, Gaylord Texan Resort and Convention Center, and labor organizations.

13. Installation and Dismantling Personnel:

Exhibitors may provide their own exhibit furnishings and may specify their own independent contractor for the installation and dismantling of the exhibit. Exhibitors must notify GES in writing before February 8, 2027, of their intent to use the services of contractors other than those selected by Annual Meat Conference. GES will assess a charge for the late submission of documents. The Exhibitor is responsible for ensuring that any Exhibitor Appointed Contractor supplies GES with a valid Certificate of Insurance naming GES, Meat Institute, FMI – the Food Industry Association, Annual Meat Conference, and Hotel Parties as additional insureds with at least $2,000,000 liability coverage, including property damage.

14. Food Sampling Requirements:

If an Exhibitor is a meat or poultry processing company, that Exhibitor MUST serve their product during the exhibit hours. Seasoning, ingredient, and/or technology Exhibitors do not have to serve food.

15. Conflicting Events During Show Hours:

The Exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of industry professionals from the exhibit hall and welcome reception. All requests for meeting rooms, hotel suites and special function rooms must be approved by the Sponsors. If an Exhibitor cancels its exhibit space, it will automatically lose the opportunity to use approved meeting rooms, hotel suites, or special function rooms.

16. Character of Exhibits:

The general rule of the exhibit floor is "be a good neighbor." No exhibits will be permitted that interfere with other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models, must confine their activities within the Exhibitor's booth space. In addition, Exhibitor agrees that all products, services, and materials displayed by the Exhibitor at the Conference will support the industries represented by Meat Institute and FMI – the Food Industry Association. Meat Institute and FMI – the Food Industry Association reserve the right to act, as necessary and including terminating the contract with the Exhibitor, to restrict any exhibit that is or may become objectionable and Sponsors reserve the right to prohibit or remove any display which, in the Sponsors' judgement, may detract from the general character of the Annual Meat Conference. This reservation includes people, things, conduct, printed material, or anything of a character that might be detrimental to the Annual Meat Conference.

A. Attire. Exhibitor representatives should be conservatively attired to maintain the professional and business like climate of the Conference. Sponsors reserve the right to make determinations on Exhibitor attire. Exhibitors may be asked to alter the attire of its employees, exhibit staff, and/or models. Exhibitor may be asked to remove the individual(s) in question at Exhibitor's sole expense. Exhibitors with questions about compliance with these guidelines should consult the Meat Institute before the show.

B. Sound. Sound videos or movies will be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighboring Exhibitors.

C. Lighting. In the best interest of the Conference, the Sponsors reserve the right to restrict the use of glaring lights or objectionable light effects.

D. Booth Exteriors. The exterior of a display cabinet or structure facing a side aisle, or adjacent Exhibitor's booth must be suitably decorated at the Exhibitor's expense.

E. Noise and Odors. In fairness to all Exhibitors, no noisy or obstructive activity will be permitted during show hours, nor will noisily operating displays, nor exhibits producing objectionable odors be allowed.

17. Display Guidelines:

The International Association of Exhibitions and Events' display guidelines must be strictly observed and will be enforced on the show site through a floor manager. The guidelines will be included in the Exhibitor service kit and have been adopted to ensure that each Exhibitor can effectively use the space assigned without infringing on the rights of neighboring displays. No displays will be permitted that interfere with other displays or impede access to them or the free use of aisles. Pop-up booths and other display equipment are permitted; however, they must fit within the perimeter of an Exhibitor's space.

18. Antitrust:

All individuals from organizations applying to exhibit at the Annual Meat Conference agree to abide by the antitrust statement below. Exhibitor agrees to makes its employees and agents attending the Conference aware of this antitrust statement.

Meat Institute and its Associates believe strongly in competition. Our antitrust laws are the rules under which our competitive system operates. It is the policy of Meat Institute and Associates to comply in all respects with the antitrust laws.

Association meetings or workshops by their very nature bring competitors together. It is expected that all member representatives involved in the Conference, as well as consultants and other participants, will be sensitive to the legal issues and act in compliance with applicable antitrust and competition laws. Accordingly, it is necessary to avoid discussions of sensitive topics that can create antitrust concerns. Agreement to fix prices, allocate markets, engage in product boycotts and to refuse to deal with third parties are illegal under the antitrust laws. At any association meeting, discussion of prices (including elements of prices such as allowances and credit terms), quality ratings of suppliers, and discussions that may cause a competitor to cease purchasing from a particular supplier, or selling to a particular customer, should be avoided. Also, there should be no discussion that might be interpreted as a dividing territory.

An antitrust violation does not require proof of a formal agreement. A discussion of a sensitive topic, such as price, followed by action by those involved or present at the discussion is enough to show a price fixing conspiracy. As a result, those attending an association sponsored meeting should remember the importance of avoiding not only unlawful activities, but even the appearance of unlawful activity.

As a practical matter, violations of these rules can have serious consequences for a company and its employees. Antitrust investigations and litigation are lengthy, complex, and disruptive. The Sherman Act is a criminal statute and may even result in penalties punishable by steep fines and imprisonment. The Justice Department, state attorneys general, and any person or company injured by a violation of the antitrust laws may bring an action for three times the amount of the damages, plus attorney's fees.

If you have questions or concerns at this meeting, please bring them to the attention of the Meat Institute staff.

19. Data Collection:

By signing this space application and contract the exhibiting company authorizes Show Management and Meat Institute to request and receive the company's ordering data for services from official show contractors, for use in obtaining customer service insights about show services.