

National Wood Flooring Expo 2026 (“Expo”)

Exhibitor Rules & Regulations

The company listed in this Exhibitor Application (“Application”) applies for exhibit space (“Exhibit Space”) at the National Wood Flooring Expo 2026 (“Expo”). The National Wood Flooring Association (“NWFA”) agrees to review the company’s Application and to allow or to deny participation in the Expo consistent with Expo eligibility requirements, policies, and at the discretion of the NWFA. If this Application is approved by NWFA, the Application, together with these Exhibitor Rules and Regulations (“Rules and Regulations”) and the NWFA Bylaws, policies and procedures, shall serve as a contract between NWFA and the company listed on this Application (“Exhibitor”).

2026 DATES: April 22-23

LOCATION: Orange County Convention Center | West Concourse | 9800 International Drive | Orlando, FL 32869-1509

BOOTH PACKAGE INCLUDES:

- Booth size 10'x10'
- One identification sign
- 8’ High back wall drape and 3’ high sidewalls
- Drape color to be announced.
- Two black plastic contour chairs
- Aisle carpet only (**flooring required, but not included in booth package**)
- Expo website and mobile app marketing opportunities: the online interactive system includes a welcome message, company contact information, three products with graphics, and company product/service.
- Eleven dedicated trade show hours
- Opportunity to provide 30-minute product demonstrations on the show floor in one of two Exhibitor Demonstration Theaters. Space is limited.
- Sponsorship opportunities that include branding, events, signage, and digital options.
- Pre-Expo attendee and exhibitor mailing list three weeks prior to Expo; Post-Expo attendee and exhibitor mailing three weeks post-Expo.
- *Your company receives one complimentary exhibit staff badge per 100 sq ft, followed by one exhibit staff badge at \$25 per 100 sq ft. Additional exhibit staff badges will be \$199 each. All exhibit staff are encouraged to participate in Expo events including networking receptions and education sessions.*
- Only employees of the exhibiting company are entitled to register as an exhibit staff member. NWFA will review and reclassify anyone who is registered under an exhibiting company that is not listed within the NWFA member company roster or otherwise establishes their employment with the exhibiting company. Individuals who are not employed by an exhibiting company must register under the Attendee Registration category. Please note that any misuse of exhibitor badges is prohibited. Forms of misuse include (without limitation) allowing someone else (who is not an employee of the exhibiting company) to use a badge of an employee of the exhibiting company, counterfeit badges, copying or tampering with a badge. NWFA may confiscate any badges of anyone suspected of violating this policy. Please note this policy applies both during show hours as well as non-show hours.
- NWFA membership is required to receive NWFA member booth rate and membership dues must be paid no later than August 29, 2025.

EXHIBIT SPACE

If approved by NWFA, the Exhibit Space shall be used solely by the Exhibitor whose name appears on this Application and it is agreed that the Exhibitor will not sublet or assign any portion of same or share the Exhibit Space allotted with another Exhibitor, individual, business or firm unless approval has been obtained in writing from NWFA. If the Exhibit Space is shared, NWFA may remove the Exhibitor and assess violations to Exhibitor, which may affect future participation in the Expo. Exhibit Space is assigned after a completed Application with full payment is received by NWFA, has been approved by NWFA, and is subject to availability of space preferences, special needs and compatibility of Exhibitors. If, during the Expo, the Exhibitor is in violation of these Rules and Regulations, NWFA has at any time the right to regain the immediate possession of any Exhibit Space, and no refund shall be provided to Exhibitor. Further, NWFA reserves the right to interpret these Rules and Regulations and to determine eligibility of any company or product for inclusion in this Expo.

PAYMENT

To guarantee Exhibit Space a 50% deposit of booth fee is due at time of booth application submission by credit card. The balance is due by Friday, December 5, 2025, and the final payment can be paid by credit card, check, ACH or wire transfer. Before making payment by credit card, please ensure that your company has not previously made a payment to NWFA as if your company must seek a refund due to duplicate payments made to NWFA, such refunds are subject to a fee of \$50.00 administrative fee to cover the additional merchant processing fees incurred by NWFA. When final payment is received and if NWFA has approved the Application, Exhibit Space will be confirmed. NWFA's processing of payment shall not be deemed to constitute NWFA's approval of the Application and if such Application is not approved by NWFA, NWFA will refund the payment in full. Exhibitors who paid fees by credit card may not challenge cancellation fees charged to such credit card for cancellation fees as set forth in this provision.

CHILDREN ON THE SHOW FLOOR

For the safety of children of Exhibitors and attendees, no one under the age of 16 will be allowed on the Expo floor at any time during move-in and move-out hours. During Expo hours, only children with name badges will be permitted provided they are under close parental supervision. Children are not allowed to use display equipment at any time. Exhibitors or attendees with children in violation of this policy or with children deemed unsupervised as determined by NWFA must forfeit their Expo passes and must exit the Expo immediately.

CANCELLATION AND NO-SHOW POLICY

All cancellations must be in writing. NWFA reserves the right to consider an Exhibitor's downsizing of Exhibit Space as a cancellation of original space and purchase of new Exhibit Space. Accordingly, the Exhibitor may be required to move to a new location after requesting downsized space. **Cancellations received on or before October 20, 2025, will receive 50% refund of the booth total. On or after October 21, 2025, there is no refund, transfer to future Expos or NWFA programs.**

Any Exhibit Space unoccupied on or before Tuesday, April 21, 2026, at 8:00 p.m. Eastern Time will be regarded as a "no-show." The Exhibitor will be deemed to have cancelled the Exhibitor Application and Contract and the Exhibit Space, must forfeit their Expo passes, must exit the Expo immediately and shall not be entitled to a refund. NWFA reserves the right to determine sanctions imposed on Exhibitor as a result of a no-show including, but not limited to, the prohibition of Exhibitor at any future NWFA event.

WOOD FLOOR LOOK-ALIKE PRODUCTS

The Wood Flooring Expo is a real wood flooring trade show. All wood flooring displayed in Exhibit Space or used as part of the Exhibit Booth must be a real wood product. NWFA reserves the right to have all non-wood flooring products removed from Exhibitor's Booth at any time during set-up or show hours. Wood flooring look-alikes include Laminate, LVP and SPC. The Exhibitor profile on Expo website/mobile app should also promote real wood products only.

EXHIBIT SPACE DESIGN & FLOOR LAYOUT

NWFA reserves the right to assign, designate or change Exhibit Space locations. The aisles belong to NWFA unless otherwise noted. Neither exhibits nor advertising material will be permitted to protrude into the aisles. **End cap Exhibit Space is not permitted** as the back wall blocks the line of sight to other in-line Exhibit Spaces in the same aisle. NWFA reserves the right to control and prohibit any disturbing noises produced by an Exhibitor. No part of any **in-line** Exhibit Space may be more than eight (8') feet high without written permission from NWFA. The side wall displays, pipe racks and the like may be eight (8') feet high from the back wall to five (5') feet in depth and may not be more than four (4') feet high for the remaining five (5') feet out to the aisle. Any unfinished exposed portion of an Exhibit Space must be draped at the expense of the Exhibitor.

Carpet, and solid or engineered hardwood floor covering is required in all Exhibit Spaces. The carpet or hardwood floor covering must fill the full dimensions of the Exhibit Space. Carpet will be installed by the NWFA official contractor at the Exhibitor's expense if the Exhibit Space is without carpeting and/or alternate floor covering on or before 8:00 p.m. on Tuesday, April 21, 2026. If an exhibitor uses something other than carpet tape suggested by NWFA's official contractor and the adhesive does not come off exhibit hall floor, the exhibitor will be invoiced for the cost of **cleaning the Orange County Convention Center concrete floor by the NWFA's official contractor.**

Exhibitor shall comply with all applicable laws and regulations including, but not limited to, those relating to health and safety, as well as NWFA directives relative to number of persons in their Exhibit Space, social distancing, face coverings, and any other directives issued by NWFA to Exhibitor.

BANNERS & CUSTOM EXHIBITS

Banners may only be hung over Exhibit Space that is 20' x 20' or larger and to a maximum height of twenty (20') feet (from floor to top of banner) with a minimum clearance of ten (10') feet (from floor to bottom of banner); advance approval from NWFA is required for all banners. All custom construction and Exhibit Space designs must be approved by NWFA in advance for all Exhibit Spaces over 400 s/f. No Exhibit Space shall be allowed to obstruct clear vision of other Exhibit Spaces in the same line or adjacent lines of sight **unless it is an island display**. In the case of island Exhibit Spaces, if a solid wall is to be part of the display, or any free-standing unit above eight (8') feet high, or any multi-level construction above eight (8') feet high, an Exhibit Space rendering must be submitted to NWFA for approval of such construction in advance. All designs must be received and approved in writing by NWFA by February 6, 2026. Unless otherwise noted, NWFA follows trade show industry standards for Exhibit Space design and installation, as developed by the International Association of Exhibitions & Events (IAEE).

INSTALLATION & DISMANTLE

Exhibits may be installed beginning on Tuesday, April 21, 2026, at 8:00 a.m. Eastern Time and must be completed by 8:00 p.m. on Tuesday, April 21, 2026. Exhibit Space dismantling will begin following the closing of the Expo, Thursday, April 23, 2026, at 3:00 p.m. No dismantling will be permitted before closing time, and no Exhibitor shall have the right to pack or remove articles on display prior to Expo closing on Thursday, April 23, 2026, at 3:00 p.m. Eastern Standard Time

without the prior approval of NWFA. **Exhibitors who tear down early forfeit all seniority standings in the booth selection process, lose seniority points and jeopardize Exhibitor's ability to participate in any future NWFA Expos and events.**

SOUND & LIGHTING

NWFA maintains an 85-decibel sound level for all Exhibitors. This level has been identified as being a safe level for trade show demonstrations by the Occupational Safety & Health Administration (OSHA). NWFA reserves the right to closely monitor sound usage and, where necessary, restrict the music and other audio demonstrations in an Exhibitor's Exhibit Space at its discretion. NWFA's actions can include, but are not limited to, reviewing and adjusting all sound system and loud-speaker placements within an Exhibit Space, restricting sound levels within Exhibit Space and restricting demonstrations within an Exhibit Space regardless of an Exhibitor's contracted arrangements with celebrities appearing in an Exhibitor's Exhibit Space. All Exhibitors planning to have an audio demonstration within their Exhibit Space must submit complete details to NWFA, including a description of the demonstration(s), the frequency of demonstrations and the location of sound systems (specifically loudspeakers). Any Exhibitor which intends to conduct a demonstration(s) must be submitted to NWFA in writing on or before February 6, 2026, for NWFA's review and if acceptable, approval.

If a complaint is registered against Exhibitor and NWFA determines, after inspecting Exhibitor's Exhibit Space, that Exhibitor is not in compliance with these Rules and Regulations, NWFA may cancel the Exhibitor's Exhibit Space demonstrations, to terminate all electrical power to an Exhibit Space for the remainder of the Expo, to close down the Exhibit Space, and/or to eject the Exhibitor from the Expo. Exhibitors which intend to use specialty lighting, video presentations and promotional lighting projected on Exhibit Space walls, ceiling or floor spaces must obtain the prior written approval of NWFA on or before February 6, 2026.

REMOVAL OF GOODS

For security reasons, Exhibitors are not allowed to deliver merchandise to customers from the Expo floor before Thursday, April 23, 2026, at 3:00 p.m. Exhibitors that need to remove items from their Exhibit Space, such as shopworn items, may only do so by presenting a release slip, signed by a NWFA representative, to the security guard at the main entrance. Removals normally will be authorized only at the end of an Expo Day.

CHARACTER AND CONDUCT

The use of any method(s) to gain an advantage over a competitor, including but not limited to the use of such competitor's tools or products, is strictly prohibited. Any Exhibit Space personnel or Exhibitor activities which NWFA deems to be outside the character and purpose of NWFA shall be subject to immediate termination of its Exhibit Space without any refund for the Exhibit Space.

PHOTO RELEASE

NWFA occasionally uses photographs, videos and audio recordings of the Exhibitors and the Exhibit Space personnel in promotional materials. By virtue of participation in the Expo, Exhibitor, on behalf of its Exhibit Space personnel, automatically agrees to usage of its Exhibit Space personnel's likeness in such materials with no remuneration to Exhibitor or its Exhibit Space personnel.

EXHIBITOR PHOTOGRAPHY, RECORDINGS, WEBCASTING

No photography and/or videotaping will be permitted by Exhibitor without prior written authorization by NWFA. Exhibitor shall not live stream or otherwise broadcast any portion of the Expo without the prior written consent of NWFA.

ANIMALS

No animals are permitted in the Orange County Convention Center other than service animals.

FREIGHT & WAREHOUSE SHIPMENTS

Instructions concerning freight and warehouse shipments will be available within the Exhibitor Console. Do not ship exhibit freight to the Charlotte Convention Center prior to the first official move-in day, as there will be no one available to receive any shipments. Exhibitors must adhere to procedures detailed in the GES Exhibitor Service Manual. Exhibitors are responsible for coordination and payment of all their freight to and from the Expo site. If an Exhibitor's freight is still at the Expo site at the end of the published hours for Expo to dismantle, the Expo's decorator, GES, will place that freight with a freight carrier at the expense of the Exhibitor.

INTERNATIONAL FREIGHT

Exhibitors who are shipping materials to the Expo from outside the U.S. are responsible for securing a Freight Broker and all costs, permissions, duties, taxes, etc., involved in shipping materials.

INDEMNIFICATION AND INSURANCE

Exhibitor agrees to indemnify, defend and hold NWFA, its directors, officers, agents, representatives and employees, and each of them, the Orange County Convention Center and other Expo vendors and their respective employees and agents harmless against all claims, losses, damages, liabilities, costs, and expenses (including attorneys' fees), damages to persons or property and governmental charges or fines arising out of or caused by: (i) the installation, removal, maintenance, occupancy or use of the Expo premises or a part thereof; (ii) the performance or the breach of any term of the Exhibitor Application and Contract, these Rules and Regulations, applicable laws and regulations, or directive of NWFA; or (iii) the negligence, gross negligence or willful misconduct of Exhibitor, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Application and Contract.

A Certificate of Insurance (COI) will be required from each Exhibitor naming NWFA and its agents and the **Orange County Convention Center (OCCCC) | West Concourse | 9800 International Drive | Orlando, FL 32819 as additional insured on the policy effective during the period of activity.** Coverage must be for comprehensive general liability insurance of at least \$1,000,000 per personal injury and \$500,000 in property damage for each occurrence and full compliance of Workmen's Compensation.

The Certificate of Insurance must be received on or before **February 6, 2026**. Please mail the certificate to **NWFA | 14 Research Park | St. Charles, MO 63304** or email to events@nwfa.org. If the Exhibitor fails to provide the certificate of insurance by the above date and time, Exhibitor will be deemed to have forfeited its Exhibit Space and shall not be entitled to a refund of its payment for such Exhibit Space.

ACCESS TO PERSONAL DATA

In connection with its participation in the Expo, Exhibitor may have access to the personal data of members of NWFA or participants in the Expo. Exhibitor agrees that it shall be solely responsible for compliance with any applicable data protection laws and regulations in connection with such data including, but not limited to, the California Consumer Privacy Act ("CCPA") and the European Union's General Data Protection Regulations ("GDPR").

SECURITY

NWFA shall provide 24-hour perimeter security of the Exhibit Space, but NWFA does not guarantee, nor insure the Exhibitor against loss of any kind for its Exhibit Space by any reason thereof. NWFA, the official service contractor, and the Charlotte Convention Center do not maintain insurance covering an Exhibitor's property. It is the sole responsibility

of the Exhibitor to obtain the appropriate amount and type of insurance to cover its property, agents or employees from theft, damage by fire, accident or any other cause. NWFA will not be responsible for any injury that may occur at Expo and/or any Exhibit Space, and/or to Exhibitor's employees, contractors, or agents, or for the loss of, or damage to, any material from any cause whatsoever, whether in transit to or from, and/or during the Expo, regardless of whether NWFA furnishes attendants, guards or night watchpersons.

FORCE MAJEURE

Exhibitor acknowledges and agrees NWFA may cancel, delay, shorten, modify in format for any reason including those beyond its control including, but not limited to, acts of God, shortage of commodities or supplies to be furnished by the facility, infectious or communicable diseases, governmental authority, terrorism, threats of terrorism, or war in the United States. Exhibitor understands and agrees that all losses and damage which it may suffer as a consequence thereof are its responsibility and not that of the NWFA, its directors, officers, employees or agents. Exhibitor understands that it will lose all monies it has paid to NWFA for Exhibit Space in the Expo (no refunds will be given), as well as other costs and expenses it has incurred including, but not limited to, travel to the show, set up, lodging, freight, banners, décor, and employee wages.

Exhibitor agrees to indemnify, defend, and hold harmless NWFA, its officers, directors, employees, agents, and each of them, from any and all loss which Exhibitor may suffer as a result of the cancellation of or changes to Expo caused in whole or in part by any reason outside the control of NWFA. Further, Exhibitor releases NWFA, its directors, officers and employees and/or agents from any and all claims including, but not limited to, lost profits, out-of-pocket costs and consequential damages. The terms of this provision shall survive the termination or expiration of the Application and Contract for Exhibit Space.

EXHIBITOR ACTIVITIES

Display or demonstration items outside the Exhibit Space or scheduling of private functions, cocktail parties, special events, etc., during the period of set up, Expo days or dismantle will be permitted only with the prior written permission of NWFA. Exhibitors must submit to NWFA a description of any program intended to be held at, or in conjunction with or outside of its Exhibit Space in Orlando. A written request from Exhibitor regarding such activities is due to NWFA on or before February 9, 2026. Neither hired models nor Exhibit Space personnel may walk the aisles of the Expo representing or promoting a company product. No canvassing, advertising, displaying, demonstrating or distributing items and/or literature will be permitted outside the Exhibitor's Exhibit Space without permission of NWFA. No materials or signs shall be posted, nailed or tacked to drapes or walls of hotel hallways or the Expo area. No printed material will be allowed to be delivered to or placed under hotel guestroom doors without NWFA's consent.

EXHIBITOR'S RESPONSIBILITY

Exhibit Space must be staffed at all times during regular Expo published hours. An Exhibitor of the Expo and its affiliated agents or employees may not enter another Exhibitor's Exhibit Space without the latter Exhibitor's permission. Exhibitors shall abide by and observe all laws, rules and regulations of the federal, state and city governments, as well as the convention and trade show facilities. This includes regulations regarding labor jurisdictions. All decorations and electrical wiring and fixtures must comply with local fire laws; state and local fire regulations must be followed. Exhibitors planning to serve food and/or beverages from their Exhibit Spaces must contact NWFA. All food and beverages must be purchased by the exclusive food and beverage provider for the Orange County Convention Center.

EXHIBIT SPACE ACCESSIBILITY

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their Exhibit Space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infoline.htm.

LIMITATION OF LIABILITY

IN NO EVENT SHALL THE ORANGE COUNTY CONVENTION CENTER, NWFA, AND THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "NWFA PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS' FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND AGREEMENT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND AGREEMENT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE NWFA PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT THE NWFA PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT SPACE FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE NWFA PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT SPACE FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY NWFA PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

MEMBER LIST

NWFA does not sell its member list, and such list shall be deemed the confidential information of NWFA. WARNING: No other individual or organization is authorized to market or sell attendee lists; beware of companies which appear to be authorized by NWFA attempting to sell such lists. Any Exhibitors which are deemed by NWFA to be using its member list shall receive a cease-and-desist letter from NWFA prohibiting any further use of its member list.

SPONSORSHIP

Any sponsor of the Expo is required to be an Exhibitor and must abide by the payment terms set forth in these Rules and Regulations unless otherwise determined by NWFA.

RULES & REGULATIONS INTERPRETATIONS & CHANGES

NWFA reserves the right to interpret, change or modify these Rules and Regulations as well as the location, date or time related to the Expo, as deemed appropriate by NWFA. All Rules and Regulations stated herein will be in effect until further notice. Any violations may impact Exhibitor's ability to exhibit in future NWFA events.