

POLICIES OF EXHIBITION

Revised April 2026

Homebrew Con (HBC) is a program of the American Homebrewers Association (AHA). AHA is dedicated to ensuring that our members and event attendees are provided with the highest level of professional development and conference experience. Based on membership feedback and in order to ensure our event a meaningful and unique learning experience, AHA has developed the following Policies for Exhibition.

SHOW MANAGEMENT

Homebrew Con (HBC) is a program of the American Homebrewers Association (AHA). As a program of AHA, exhibitor and vendor policies are guided by AHA leadership. Exhibiting companies (“exhibitors”) must adhere to all policies outlined herein. AHA (“show management” or “association”) may forbid installation or request removal or discontinuance of an exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purposes of the association or these policies. Final judgment on compliance rests with show management.

EXHIBIT APPLICATION AND RESERVATION PROCESS

Exhibits must serve the interests of association members. Submission of application does not constitute or imply approval to participate. Show management reserves the right to determine eligibility of any exhibitor prior to or after execution of the agreement and to decline or prohibit any exhibit or part thereof.

SPACE ASSIGNMENT

Every effort will be made to place booths as close to exhibitor preference as possible; however, placement is not guaranteed. Show management reserves the right to adjust the floor plan as needed.

All questions should be directed to partnerships@homebrewersassociation.org.

PAYMENT

Payment in full is due at the time of reservation request unless otherwise approved by show management.

CANCELLATION

Cancellations must be submitted in writing to partnerships@homebrewersassociation.org. Refunds, if applicable, will follow the official HBC cancellation schedule provided at the time of contracting.

EVENT SCHEDULE

Event Dates: June 19–20

Move-In: Thursday, June 18

Move-Out: Immediately following close of exhibits on June 20

EXHIBIT FURNISHINGS AND EVENT CONTRACTORS

Each booth measures 10' x 10' and includes standard furnishings as outlined in the Exhibitor Kit. Exhibitors are responsible for all additional services and equipment ordered.

Designated contractors will provide services such as electrical, internet, drayage, rigging, cleaning, and catering. Ordering details will be included in the Exhibitor Kit.

EXHIBIT SPACE GUIDELINES

Exhibitor Conduct

Unsportsmanlike, unethical, illegal, or disruptive conduct is strictly prohibited. Exhibitors may not interfere with other exhibitors or event operations. Show management reserves the right to restrict or remove any exhibit deemed objectionable.

DISPLAY GUIDELINES

All exhibits must comply with IAEE display guidelines. Displays must remain within contracted space and adhere to height and visibility restrictions.

USE OF EXHIBIT SPACE

Demonstrations and promotional activities must remain within the exhibitor's contracted space. Distribution of materials outside assigned space is prohibited without prior approval.

Raffles, drawings, or promotional giveaways must comply with applicable laws and be approved in advance by show management.

SETUP AND DISMANTLE

All exhibits must be fully installed and ready prior to the official opening on June 19.

Dismantling may not begin until after the official close on June 20.

All materials must be removed by the designated move-out deadline.

ACCESS TO THE HALL

Exhibitors will have access during scheduled move-in beginning June 18, as well as designated daily access times during the event. Credentials are required at all times.

INSURANCE, LIABILITY AND INDEMNITY

Exhibitors are responsible for maintaining adequate insurance coverage. Show management is not liable for loss or damage to exhibitor property.

Exhibitors agree to indemnify and hold harmless AHA, its employees, agents, and venue partners from any claims arising from exhibitor activities.

COPYRIGHT / INTELLECTUAL PROPERTY

Exhibitors are responsible for securing all rights and permissions for any copyrighted materials used. Exhibitors assume full liability for any infringement.

TRADEMARK

AHA and Homebrew Con (HBC) are registered trademarks and may not be used without prior written permission from show management.

CONDITIONS OF AGREEMENT

These Policies of Exhibition are subject to all applicable facility rules, fire codes, and regulations. Show management reserves the right to interpret and enforce these policies and to make modifications as necessary.

Submission of a booth reservation constitutes acceptance of these policies and forms a binding agreement between the exhibitor and AHA.
