

## Tabletop Display Rules – 2026 FHEA Fall Expo

- Acceptance of application does not mean endorsement by conference management of the applicant's service or product.
- Conference management has the authority to prohibit an exhibit from continuing, if at any time, the purpose or the character of the expo is jeopardized by the conduct of the exhibitor. In the event of an exhibitor discontinuation order, conference management will not be liable for any refund of the table rental fee or other incurred expenses. Conference management reserves the right to approve all promotional demonstrations and/or handouts to be used by exhibitors.
- The display, advertising, demonstration and/or use of any real, toy, mock, reproduction, simulated or replicated gun, weapon and/or ammunition of any type whatsoever is prohibited at the FHEA Trade Show. Any person, member, exhibitor, speaker, and/or guest violating this rule will be asked to leave the FHEA Expo and may be prohibited from attending all future FHEA Meetings in any capacity.
- No alcoholic beverages are to be served by vendors during the day while educational sessions are in progress.
- The dress code is business casual for all conference and FHEA Expo Hall events. Jeans and shorts are discouraged. Professional business attire is strongly encouraged.
- Registration and attendance at FHEA events, including events in the FHEA Expo Hall, constitutes an agreement by the registrant for FHEA's use and distribution (both now and in the future) of attendees' images or voices in photographs, videotapes, electronic reproductions, and audiotapes for FHEA's promotional use only.
- The purpose of the FHEA conference is education. The strength, reputation, and support of the conference are the result of our commitment to professional development. Any entertainment contracted by exhibitor/sponsor is subject to approval by conference management. While service firms and businesses are free to make business contacts, hospitality suites, either on site or off premises, are strictly prohibited in that **any private party must not conflict with conference events and must not begin until 30 minutes after the end of conference events.** Failure to abide by this policy will result in a sanction of prohibition of attendance of all employees or affiliates with the violating company at the annual conference, including by not limited to, registration and attendance, exhibitor status, or sponsorship of any conference events.
- Conference management has total authority of interpretation and enforcement of these terms and conditions and reserves the right to amend them at any time for the benefit of the expo. Exhibitors and their representatives who violate these terms and conditions or who in the opinion of the conference management, conduct themselves unethically, may be dismissed from the expo without refund or other appeal and may be excluded from participation in future FHEA conferences.

## Tabletop Display Guidelines

The following Display Guidelines have been established by the FHEA, Show Management, and Westin Cape Coral. These guidelines were created to promote continuity and consistency among tabletop exhibitors and follow industry tabletop exhibitor standards.

Tabletop displays are considered "static displays" and do not necessarily always require staffing, especially if representatives would like to participate in the FHEA Continuing Education classes. Displays will be in the ballroom and ballroom foyer where all networking breaks and the expo reception will take place.

- Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

- **Floor standing banners are not permitted in front or on the side of the tabletop. Any pop-up banner MUST be placed behind your table. Measurements of floor displays must not exceed eight (8) feet in height and 8 feet in width. The space behind the table also includes room for your provided chairs.**
- **Exhibitors are encouraged to display promotional items on the tabletop. Table displays must not exceed five (5) feet in height and four (4) feet in width.**
- **No equipment displays are permitted unless the equipment fits on the tabletop or occupies only the space ordinarily used for a tabletop display. Equipment may not extend beyond the assigned tabletop area.**
- Please do not leave valuables overnight or when the expo is closed. No security will be provided in the expo.
- The FHEA has arranged for complimentary basic wireless internet. Any power needed must be ordered from the hotel and paid for by you.
- Exhibitors may be asked to remove any display items not in compliance with these guidelines. Storage will not be provided. Please place any items under your skirted table display.
- No tapes, adhesives, or any items are to be used to hang or attach signs to display materials to the hotel walls.
- Conference management reserves the right to modify at any time the location, size, and display limits of a display area where such modification is for the overall benefit of the expo or as required by the Pinellas County Fire Marshal.

## Shipping

If shipping is required, exhibitors will need to schedule the delivery to the hotel. The hotel is not responsible for any arrangements or expenses associated with the shipping of materials, merchandise, exhibits, or any other items to and from the hotel. **Shipments should not arrive any sooner than three days in advance of the set-up** and the shipping label should include the following information:

Westin Cape Coral Resort at Marina Village  
 Attention: Onsite Contract Name to collect the shipment; FHEA, November 7 – 10, 2026  
 5951 Silver King Blvd.  
 Cape Coral, FL 33914

Applicable handling charges by the hotel (based on weight; currently \$15 per box up to 20 pounds and up to \$35 per box over 50 pounds; pallets will incur additional charges) include:

Receipt of shipment  
 Secure storage unit event set-up

Outbound shipping (freight and handline charges are not included): packages must be delivered to the hotel front desk for shipping out at the conclusion of the FHEA Expo.

Any outgoing shipments must be fully packed, taped, and labeled for pick-up.