

# AFP 2025 RULES & REGULATIONS FOR EXHIBITORS

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## 1. EXHIBIT LOCATION

The exhibit hall, attendee meals, and sessions will take place at the Boston Convention & Exhibition Center located at 415 Summer Street, Boston, MA 02210.

## 2. FUNCTIONS AND RECEPTIONS

Exhibitors shall not host events during official conference hours that are outside of the convention center licensed by AFP and hotels reserved by AFP in connection with the conference, including hospitality suites and function space.

OFFICIAL CONFERENCE HOURS (local time)	
Sun, October 26, 2025	9:00 a.m. – 9:00 p.m.
Mon, October 27, 2025	7:30 a.m. – 6:00 p.m. – Events may start at 6:15 p.m.
Tue, October 28, 2025	7:30 a.m. – 5:30 p.m. – Events may start at 5:45 p.m.
Wed, October 29, 2025	7:30 a.m. – 11:00 a.m.

*Note: Conference Hours are subject to change at the sole discretion of AFP.*

## 3. EXHIBIT HALL RULES

- a) No one under the age of 21 is permitted to attend any conference function or is permitted in the exhibit hall at any time.
- b) Closed-toed shoes are required during set-up and dismantle.
- c) All booth displays shall be governed by and adhered to by the policies of the International Association of Exhibitions and Events (IAEE). ***AFP limits all island booth spaces to a maximum height of 24 feet, no exceptions.*** All other booth space configurations shall follow the IAEE guidelines accordingly. AFP reserves the right to alter the exhibit hall floor plan to ensure continuity of the display area.
- d) Exhibitors are subject to the [Boston Convention & Exhibition Center Exhibitor Guidelines](#).

### EXHIBIT HALL HOURS (local time)

Sun, October 26, 2025	6:00 pm. - 7:30 p.m.
Mon, October 27, 2025	9:00 a.m. – 5:00 p.m.
Tue, October 28, 2025	9:00 a.m. – 5:30 p.m.

#### **4. PROHIBITED CONDUCT**

- a) Exhibitors/Sponsors (or any conference attendee) are prohibited to utilize areas other than their assigned exhibit space, at the AFP conference or any event or venue contracted by AFP. Prohibited conduct includes, but is not limited to, marketing, sales, distribution of promotional materials, "working" or "selling" the aisles or any other activities conducted outside your assigned exhibit space.
- b) Except for official AFP activities, no exchange of monies consisting of, but not limited to, cash, credit cards, checks, or signing of purchase orders or contracts is allowed within the confines of the exhibit hall during the conference.
- c) Booth substitutions are not accepted for exhibiting companies except when a merger or acquisition occurs.
- d) AFP prohibits exhibitors from using balloons anywhere in the exhibit hall.
- e) Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted to maintain a business-like atmosphere.
- f) No nails or bracing wires used in erecting displays may be attached to the building without written consent of the Director of Engineering at the convention center and AFP. All property destroyed or damaged by exhibitors must be replaced in its original condition by the exhibitor or at the exhibitor's expense.
- g) The logo for the Association for Financial Professionals is trademarked and cannot be used by any exhibitor in any manner (including on a booth or in promotional materials) without the express written permission of AFP.
- h) Except for signage within the approved limits of exhibit space, signs are not allowed in any of the conference facilities (convention center or hotels) unless approved in advance by AFP Show Management.
- i) Exhibitors/Sponsors are prohibited from dismantling their booth prior to the official closing of the exhibition hall. Booths should remain intact, clean, and free of crates and/or boxes until the show concludes. Early dismantling may be subject to a fee.

#### **5. EXHIBIT BOOTH EQUIPMENT**

- a. Standard booth spaces shall be draped in a black 8' high backdrop and 36" high side rails. Exhibitors shall also receive an exhibitor identification sign as part of a standard booth. AFP does not allow the drape color to be replaced with any other color.
- b. Carpet: AFP shall provide the aisle carpet in tuxedo (subject to change). Each exhibitor is required to have carpeting in their area. Carpeting may be supplied by the exhibitor or rented from AFP's Official Service Contractor.
- c. Hanging Signs: only island booths are allowed hanging signage, with a height restriction of 24ft from the top of the sign to the floor.

## 6. CUSTOMIZED BOOTHS

Any exhibitor with a custom booth design including dimensions that **do not meet the [IAEE Guidelines for Display Rules and Regulations](#)** must email their booth drawings to [exhibiting@afponline.org](mailto:exhibiting@afponline.org) **for approval by September 25, 2025**. The exhibitor may be asked to provide additional documentation depending on the design. Failure to submit by the deadline may result in delays in the approval process with the building and fire marshal. Any issues resulting from failure to comply are the responsibility of the exhibitor. No refunds will be given if the booth is not approved due to noncompliance.

## 7. EXHIBITOR APPOINTED CONTRACTOR (EAC)

Exhibitors must submit an online EAC Form and a Certificate of Insurance (COI) if they are planning to use an Exhibitor Appointed Contractor. A link to this form shall be available in the Exhibitor Services Kit. **These forms must be submitted by October 10, 2025.**

The COI should include the following within the "Description of Operations" section: conference name, exhibitor name/booth number, dates the EAC will need access to the booth, and the Association for Financial Professionals, AFP's Official Service Contractor, and Boston Convention & Exhibition Center listed as "Additional Insured". See example below.

### COI Example:

**AFP 2025 (October 26-29, 2025)**

**Booth #:**

**Exhibitor:**

**Additional Insured: Association for Financial Professionals, AFP's Official Service Contractor (TBD), and Boston Convention & Exhibition Center**

## 8. TALENT/ENTERTAINMENT VENDORS

All badge requests for talent and entertainment vendors who require access to exhibit booths must be submitted via e-mail to [exhibiting@afponline.org](mailto:exhibiting@afponline.org) and must be **submitted for approval by October 15, 2025**. The primary booth contact is required to register talent and entertainment vendors using the exhibitor registration portal.

- a. Exhibitor must provide the following information via e-mail to [exhibiting@afponline.org](mailto:exhibiting@afponline.org).
  - i. Talent vendor or entertainment companies
    1. Name
    2. Address
    3. Phone number
    4. Website
  - ii. First and last name and email of person the badge will be assigned to.
- b. Individual(s) may not be an employee of the Exhibiting company and shall be there only to entertain attendees visiting your exhibit booth during the conference.
- c. Individuals do not have access to special events, keynote sessions, or concurrent sessions.
- d. Each exhibitor is limited to three (3) talent/entertainment badges.

## **9. FOOD AND BEVERAGE IN YOUR BOOTH (CATERING SERVICES)**

Any food or beverage (including liquor being raffled off) dispensed or given away at booths or functions must be purchased from the convention center exclusive caterer. This includes liquor, bottled water, popcorn, cookies, etc. Exhibitors may receive an additional charge for any outside food or beverage vendors. Additional details will be provided as they become available.

## **10. NON-FLAMMABLE MATERIALS**

All materials used in the exhibit hall, ballrooms or any other room of the convention center, must be non-flammable and conform to the fire regulations of the convention center. Electrical wiring and equipment installation must conform to the applicable regulations of the convention center. Materials not conforming to such regulations shall be removed immediately at the exhibitor's expense. It is strictly against fire codes to block or lock any fire exits.

## **11. STORAGE**

The convention center, hotels and AFP have no facilities for the storage of exhibits. All shipments for an exhibit must be directed to the official general contractor. Shipments that arrive prior to show time shall be directed to the local general contractor's warehouse for storage and shall be delivered, at the exhibitor's expense, to the exhibitor's booth at show time. Exhibitors may only store in their exhibit space a one-day supply of distribution materials (brochures, etc.). Exhibitors requiring accessible storage on site must make arrangements prior to the conference with the general contractor. Show management may remove, at the exhibitor's expense, any materials that are improperly stored in or adjacent to an exhibit.

## **12. DISCARDED EXHIBIT MATERIALS**

Any exhibitors who discard their displays or any type of "bulk" material not considered normal refuse must make arrangements for its removal at their own expense. If the convention center and/or hotels have to remove these materials, the exhibitor shall be charged directly.

## **13. SECURITY PROVISIONS**

- e. AFP shall provide perimeter security service and exercise reasonable care for exhibitor's displays, equipment and materials. Uniformed security guards shall patrol the exhibit areas at the convention center during the period of installation, during the show and during dismantling.
- f. Provisions have been made for the convention center to check the locks on all doors, consistent with fire regulations, to minimize any problems when the show is closed. The security guards shall patrol the entire exhibit hall area and call to the attention of AFP any and all infractions of rules or potential security risk.
- g. The convention center has been requested to provide all their employees with identification badges or uniforms to avoid allowing any persons other than the night clean-up crews into the exhibit area when the show is closed. All drayage and decorating personnel shall be identified. In each case, this has been discussed with service management so that we may avoid any unauthorized personnel in the area during installation, during the show and during dismantling. All exhibitors and attendees are required to wear their official conference badges at all times. Anyone without proper ID shall be refused admittance into the exhibit hall. This security check is for your protection.
- h. Exhibitors agree that the provision of such security service constitutes adequate discharge

of all obligations of AFP to supervise and protect exhibitor's property within the exposition. Exhibitors have the option to hire booth security to protect their exhibits, using the official security agency for the conference.

- i. Exhibitors are reminded that this is an open booth show and that the primary responsibility for the safeguard of the exhibit and equipment rests with the exhibitor. Neither the AFP, the convention center, the security contractor, the general contractor, nor any of their officers, agents, representatives or employees assumes any responsibility for such property at any time.

#### **14. ADDITIONAL BOOTH SECURITY**

Exhibitors desiring the added protection of a booth guard for their exhibit during all or part of the conference may do so, by reaching out to the AFP preferred security agency. Contact and order form information shall be provided in the Exhibitor Service Kit.

#### **15. DEADLINES**

Exhibitors are expected to adhere to all deadlines set forth by AFP. Failure to meet deadlines as outlined in this kit may result in exclusion from conference materials and possibly result in the inability to exhibit at the show. No refund