

National Outdoor Recreation Conference – Sponsor/Exhibitor Terms and Conditions

[Harbor Side Convention Center](#), Duluth, Minnesota • May 11-14, 2026

1. CONTRACT FOR SPACE

The contract for space, the formal notification of space assignment, and full payment of rental charges, together constitute a contract between the Exhibiting Organization, hereinafter known as the Exhibitor, and Society of Outdoor Recreation Professionals, hereinafter known as the Show Management, for the right to use space at the National Outdoor Recreation Conference (NORC), hereinafter referred to as the Show, in the year designated in this contract. The contract is based upon the plan of exhibits, rates shown thereon, and general information contained on the [NORC website](#) and sponsor grid, all of which are to be considered along with details on the front and back of this form as part of the contract. Payment is due in full upon receipt of this contract in order to be placed in line to choose your table location. Once available, all measurements shown on the floor plan are approximate and the Show Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any Exhibitor or Exhibitors thereby affected. The Show Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

2. CANCELLATION OF BOOTH SPACE

Cancellation of space will result in the loss of monies after a certain date. After February 11, 2026 there will be no refunds of any monies. In the event that the exposition is not held for any reason beyond the control of Show Management, the rental and lease of space to the Exhibitor shall be cancelled and all monies received by Show Management shall be returned to the Exhibitor less all legitimate expenses incurred for advertising and promotion. Return of such monies will terminate the liability of Show Management. See the cancellation timetable below for policies involving partial credit for cancellations.

Cancellation Timetable:

Deadline Before Show	Percentage Credited
180 days	50%
120 days	25%
Less than 90 days	0%

3. BOOTH PACKAGE

All Exhibitors will receive the following: an 8' x 10' exhibit space (VIPs at \$5k+) with a 6' skirted table and 2 chairs. Additional items are available for purchase via the convention center, including electricity. If you wish to purchase any additional booth items (furniture, electric, wifi), you can do so via the [convention center's website](#).

4. INSTALLATION AND DISMANTLING OF EXHIBITS

Delivery of freight, installation of exhibits, and completion of erection of exhibits will take place on the dates hereinafter shown. Exhibitors are welcome to adjust the items within their own exhibit space to fit their exhibit needs. The exhibits must be ready by Monday, May 11, 2026 at 1:00 p.m. Booth Exhibitor set-up starts on Sunday, May 10, 2026 from 3:00 p.m. to 7:00 p.m. through Monday, May 11, 2026 at 1:00 p.m. Refer to the [convention center's website](#) for freight delivery options. Freight will not be delivered to booths during show hours. Exhibitors can choose to hand deliver their own freight but must be able to bring through the event center's front doors and be considerate of others needing to use the front doors. Dismantling may not begin for Exhibitors until the close of the exposition on the final show day (Thursday, May 14, 2026 from 12:00 p.m. to 5:00 p.m.). Please note that concurrent sessions will still take place that afternoon. View the [exhibitor kit](#) for parking instructions or if you are hand delivering booth materials.

5. BOOTH ASSIGNMENTS

Booth Exhibitors will be assigned their booth location in the order their contract is received. Sponsors at the \$5,000 level and above will be given priority no matter when their contract is received. Show Management reserves the right to relocate Exhibitors for any reason.

6. EXHIBIT HALL SHOW DATES AND TIMES (SET-UP AND BREAKDOWN NOTED IN ITEM #4)

The Show will take place at the [Harbor Side Convention Center](#) at 350 Harbor Dr, Duluth, MN 55802 (Note: All times subject to change.)

First show day, Monday, May 11, 2026	1:00 p.m. to 7:30 p.m.
Second show day, Tuesday, May 12, 2026	8:00 a.m. to 4:30 p.m.
Third (and final) show day, Thursday, May 14, 2026	8:00 a.m. to 12:00 p.m.

*Field Workshops take place Wednesday, May 13, 2026, with the majority of attendees being offsite most of the day.

7. DISPLAY RULES AND USE OF SPACE

All demonstrations, distribution of circulars, or other promotional activities must be confined to the limits of the exhibit space, and must not interfere with adjacent exhibitors or intrude on aisle space. If additional space is needed, please contact Show Management for accommodations. Demonstration of equipment that requires the use of space outside of the 10'x10' exhibitor space must be approved by Show Management at least 60 days prior to the opening of the show (\$5,000 sponsors and above have the opportunity to display large pieces of

equipment). Exhibitors shall not assign, sublet, or share the space allotted without the knowledge and consent of Show Management.

8. EXHIBIT BOOTH STAFFERS

Exhibitor representatives manning the exhibit will be owners, employees, or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by Show Management, or a badge provided by the Exhibitor. Such badges will be supplied upon presentation of the list of personnel by the Exhibiting Organization prior to show time (Show Management will reach out to all Exhibitors requesting booth staffer names). Exhibit booth staffers are not required to purchase a registration if just manning a booth.

9. SALES

Exhibitors are allowed to sell items at their booth with the exception of food and beverage (including giveaways). This is a restriction of the exhibit facility and is strongly enforced. Tastings are allowed but must follow Minnesota Department of Health guidelines and be portions of two ounces or smaller (view the [Food Service Guidelines for Exhibitors](#) for complete details). If an Exhibitor wishes to provide tastings, Show Management must be contacted in advance.

10. ADVERTISING AND PROMOTION

Show Management reserves the right to use Exhibitor's name in any advertising, promotion, or marketing associated with the Show. Show Management does not, however, guarantee Exhibitor inclusion in such materials (due to print deadlines or other unforeseen circumstances).

11. THE AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitor is required to comply with all provisions of the ADA, including, without limitation, arranging Exhibitor's exhibit so as to be accessible to all persons covered by the ADA.

12. ASSUMPTION OF RISKS; RELEASES

Exhibitors expressly assume all risks associated with, resulting from, or arising in connection with participation at Show including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God/natural disaster, or otherwise. Exhibitors have sole responsibility for their own property or any theft, damage, or other loss to such property (whether or not stored in any courtesy storage area). Exhibitor waives any subrogation claims that Exhibitor insurer may have. Neither Show, Show Management, or the exhibit facility accepts responsibility, nor is a bailment created for property delivered by or to the Exhibitor. Neither Show, Show Management, or the exhibit facility shall be liable for, and Exhibitor hereby releases Show, Show Management, or the exhibit facility from and covenants not to litigate Show, Show Management, or the exhibit facility with respect to any and all risks, losses, damages and liabilities described in this paragraph.

13. INDEMNIFICATION

Exhibitors shall indemnify, defend (with legal counsel satisfactory to the Show), and hold the Show, its affiliates, and the exhibit facility harmless from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from, or arise out of or in connection with: (a) Exhibitor participation or presence at Show; (b) any breach by Exhibitor of any agreements, covenants, promises or other obligations under this contract; (c) any matter for which Exhibitor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret, or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from Exhibitor actions; (f) harm or injury (including death) to Exhibitors; and (g) loss of or damage to Exhibitor property, Exhibitor business, or Exhibitor profits, whether caused by negligence, intentional act, accident, act of God/natural disaster, theft, or otherwise.

14. CONTACT

Candace Gallagher
NORC Conference Coordinator
candace@americantrails.org
(530) 645-3096

