



June 9-10, 2026
Industry City Buildings 7/8
Brooklyn, NY

General Information

Items are listed in alphabetical order for quick reference.

Acceptable Sound Levels

Excessive sound can be offensive and distracting. Each Exhibitor is entitled to an atmosphere that is conducive to conducting business, without excess noise from other Exhibitors. Any audio equipment (i.e., sound system, audio from a video wall, microphones), whether in the booth or as part of a display, may not exceed a sound level of seventy (70) decibels. BCB Brooklyn will be sensitive and responsive to complaints registered by spectators, neighboring Exhibitors, or other personnel, and will have appointees to respond to all complaints. The following rules and regulations will apply to ensure the appropriate business atmosphere of the 2026 BCB Brooklyn Show:

- Self-supported audio equipment must be directed inwardly, toward your exhibit, as opposed to outwardly toward aisles or neighboring exhibits.
- Audio equipment must not violate the height restriction applicable to the booth.
- Decibel levels will be measured from the center of surrounding aisles. In the event audio equipment exceeds the 70-decibel requirement or is determined, by BCB Brooklyn, to affect neighboring Exhibitors negatively, the following procedures will be in effect:
 - **First Notice:** The offending Exhibitor will be notified and asked to comply with the stated guidelines. This notice will be documented.
 - **Second Notice:** The offending Exhibitor will be issued a written caution, noting violation of sound limits has been repeated, and will be instructed to reduce the volume immediately.
 - **Third and Final Notice:** The exhibit's electrical source(s) will be terminated, at Exhibitor's expense, for the remainder of the day. The Exhibitor will be given a 15-minute window of time prior to termination of electrical service, to take necessary precautions for their equipment. The Exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from their failure to adhere to show rules. Electrical service may be reconnected, the following day prior to show opening, at Exhibitor's expense. In addition to decibel measurements, Reed Exhibitions reserves the right to determine an Exhibitor's compliance with or violation of these sound level restrictions. We ask that each Exhibitor monitor their own booth to ensure a professional atmosphere on the show floor for all Exhibitors and attendees.

Air Conditioning and Heating

Air conditioning and / or heating on the show floor is provided during show days and hours only. Air conditioning and / or heating on the show floor is not provided during the move-in and move-out period. Air conditioning and/or heating is not provided for any booths located outdoors.

Alcohol Compliance and Permitting



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Please see separate compliance document for more information about the required permitting. All details and requirements can be found in your Exhibitor Dashboard. Please note that this can take quite a bit of time to obtain and be aware of deadlines pertaining to your needs. For any questions, please reach out to your Customer Success Manager.

Animals in the IC

Animals are not permitted. Except in conjunction with an approved exhibit or as service animals. Animals that are approved at BCB Brooklyn must be on a leash, within a pen or under similar control at all times. The owner will be fully responsible for their animal(s).

Audio Visual

Please see A/V forms.

Booth Cleaning

All Booth Cleaning needs must be ordered directly through Outfit Security & Staffing by calling 347.323.4658 or emailing outfitsecuresoffice@gmail.com.

Booth Security

General security will be provided throughout all event hours and minimal security will be provided overnight. All Booth Security needs beyond what is provided must be ordered directly through Outfit Security & Staffing by calling 347.323.4658 or emailing outfitsecuresoffice@gmail.com.

Catering

Great Performances is the exclusive caterer for BCB Brooklyn. Great Performances is a full-service catering and events company that is a leader in the industry. They can assist you with a wide range of catering needs including mixers & garnish, ice, staff lunches, booth catering, cocktail receptions and private events, staffing, and more.

Display Booth Specifications and Guidelines

- Exhibitor's display booth(s) shall conform to the following specifications:
 - The maximum height of a display booth at the backwall, including any form of lighting system, signage, or header shall be 8ft. All booths must provide walls, no higher than 8 ft, on any side of their booth adjacent to another exhibitor.
 - No exhibit booths shall be allowed to obstruct clear vision to other booths in the same line or adjacent lines.
 - Wing banners are allowed following the height limitations on booth display. Wing banners will be asked to be taken down should they be in violation of height guidelines
 - Hard backwalls must leave a nine-inch clearance at the rear of the booth for access to electrical equipment, etc. Back-to-back hard walls must have eighteen inches between the hard walls.



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- Multi-level and covered exhibits are not allowed at BCB Brooklyn.
- **Certificate of fire proofing must be on display at all times during exhibit hours for any furniture/booth builds not provided by FB Int'l**
- In all cases, BCB Brooklyn shall have the absolute right to require Exhibitor, at Exhibitor's expense, to change, alter, modify or remove all or part of his exhibit or display booth. Grounds for such action shall include, but not be limited to:
 - Lack of aesthetic uniformity or harmony with other display booths at BCB Brooklyn
 - Non-compliance with express restrictions on the dimensions of the display booth or any part thereof, whether contained in the Application & License Agreement for Exhibition Participation, Rules & Regulations Handbook or the Exhibitor Manual.
 - Objectionable noises or odors emanating from the display booth.
 - Objectionable signs or lights in the display booth.
 - Obstruction of aisles or of other display booths. Tables, demonstrations, sampling, putting contests and /or celebrity appearances must be placed a minimum of four feet from the aisle, in booths that are ten feet in depth. For booths greater than ten feet in depth, the set back is a minimum of ten feet.
 - Objectionable clothing or attire, or lack thereof, worn by Exhibitor's personnel, his agents or models.
- Exhibitor shall not store boxes, crates, construction materials or any other materials in or around the display booth area. Any unfinished and / or exposed part of a display booth must be covered at Exhibitor's expense.
- Exhibitor must strictly comply with all fire, safety and electrical regulations of Brooklyn, New York and Industry City. Combustible materials will not be allowed within the Industry City, and no Exhibitor will be allowed to put up or operate any combustible engine, motor or machinery on the premises. All construction materials used in Exhibitor's display booth must be flame proofed. Balloons and/or blimps of any kind are strictly prohibited. Compressed gas cylinders of any kind are strictly prohibited.
- The fastening of screws, staples, nails, signs, decals or other devices and objects to any part of the Industry City's property is strictly prohibited. Exhibitor shall be responsible for any damage it causes to any part of Industry City and is responsible for all cost for repairs of same.
- Photography and / or graphic reproduction of Exhibitor's booths and products displayed therein, without the prior permission of the Exhibitor and BCB Brooklyn is strictly prohibited. Onsite the photographer must check in with the PR team at the Media Registration desk, which is located the lobby of building 5A.

Exhibitor Personnel, Badges, Show Access

- BCB Brooklyn will furnish Exhibitor with 2026 BCB Brooklyn badges for use by Exhibitor's company management, company salesmen, and its distributors, whether domestic or foreign. BCB Brooklyn will also furnish badges for Exhibitor's independent sales representatives whose names were supplied to Reed Exhibitions by Exhibitor. Exhibitor badges are NOT to be issued to



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buyers, source suppliers, ad agencies, importers / exporters, consultants, vendors, business agents / managers, and others who wish to gain admittance for the purpose of making contacts or any other purpose. Exhibitors will receive badges based on the total square footage of assigned booth space as outlined in the Exhibitor Manual. Exhibitor acknowledges that any badges in addition to those allotted as set forth in the Exhibitor Manual shall be provided to Exhibitor at a per badge fee (whether the person attends BCB Brooklyn or not), payable at time of order. Distributor and Independent Sales Rep badges are not included in your Exhibitor badge allotment.

- Misuse of BCB Brooklyn badges is strictly prohibited. Should such a violation occur, the badge will be reclaimed by Reed Exhibitions, and the wearer will be refused further entry into display areas for the duration of the 2026 BCB Brooklyn Show.
- Exhibitor must staff its booth(s) during all show hours of 2026 BCB Brooklyn.
- Exhibitor personnel are permitted access to booth areas at 9:00am on Show days.
- Exhibitor's personnel must wear the official 2026 BCB Brooklyn badge for admission. Security personnel will refuse entry into display areas to all persons not wearing the official 2026 BCB Brooklyn Badge.
- The official 2026 BCB Brooklyn badge is not to be altered in any manner (replaced with business card, company badge or handwritten badge). Any alteration to the 2026 BCB Brooklyn badge may result in reclaiming the badge and refusing the wearer further entry into the display areas for the duration of the 2026 BCB Brooklyn event.
- This event is 21 and over only and a government issued photo ID is required at all times. No persons under the age of 21 will be admitted to the event during show hours, even if they have a valid 2026 BCB Brooklyn badge. IDs will be checked when badges are received and each person must pick up their badge individually. IDs may be checked at any time during the event to ensure badges are not being transferred.

Empty Crates and Booth Installation Deadline

To facilitate the cleaning of aisles during move-in, all crates must be emptied and labeled for removal by 4:30 p.m., Monday, June 8, 2026. All display booths must have begun installation no later than 4:00 p.m., June 8, 2026. For any space not claimed and occupied, or for which special arrangements have NOT been made with BCB Brooklyn in writing by 4:00 p.m., Monday, June 8, 2026, such space shall be deemed to be forfeited and the Exhibitor will pay as liquidated damages 100% of the total contracted display booth fee for which Exhibitor agrees is a reasonable amount under the circumstances. Reed Exhibitions will not be liable for any incurred expenses. Reed Exhibitions reserves the right to assign such forfeited space to any other entity at Reed Exhibitions' sole discretion.

Fire Prevention

Each Exhibitor who does not order a package or booth furniture through our General Services Contractor, FB International, is responsible for procuring flame-test certificates for fabrics or similar materials used at the



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event. A copy of the Certificates must be submitted to show management no later than June 1, 2026. The original(s) must be kept on-site during the event for inspection by the NYC Fire Department in case of an audit.

Floor Covering Guidelines

Floor Covering is not provided in any locations within the event. Floor covering within your booth is allowed provided that it does not damage the floors. **NO TAPE OR ADHESIVE IS ALLOWED ON THE FLOOR.** Floors within your booth space will not be cleaned unless it is specifically requested. Any damages to the floors will include an additional fee, at the exhibitors expense.

Freight in Aisles

Aisles must not be completely blocked by exhibitor freight; all aisles must maintain a path for persons to get to other booths in the aisle.

Glassware/Serving Sizes

Mixed drinks are allowed to be served at BCB as long as no more than 1/4oz of liquor is used. Glassware of any kind will not be provided or recommended as Industry City Buildings 7/8 do not have cleaning facilities. Small tasting cups in 1oz size and 5 oz size will be provided to all exhibitors that will allow you to serve a 1/4 oz sample neat, on the rocks or a mixed drink.

Industry City

- Reed Exhibitions and the Industry City prohibit helium or mixed gas, lighter-than-air balloons of ANY kind.
- No adhesive-backed (stick-on) decals or similar items, except name tags, may be distributed or used.
- Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, floors, painted surfaces or columns unless approved by Reed Exhibitions and Center staff.
- Exhibitor equipment, stock and/or supplies will not be allowed to leave via the front entrances of the facility.
- Freight deliveries will not be accepted by Industry City. See *SHIPPING INFORMATION*, in the Exhibitor Manual for deadlines and locations
- Use of propane or bottled gas is prohibited.
- No holes may be drilled, cored or punched in the Center ceilings, walls or floors.
- No painting of signs, displays or other objects is permitted in the Center.
- Parking in a non-parking areas around IC during move-in/out and event days is PROHIBITED. Violators' vehicles will be towed at owner's expense
- Parking is available at the IC during move-in, show, and move-out for a small fee.
- All types tape on the flooring is PROHIBITED
- Vehicles to be displayed during shows must have battery cables disconnected. The gas tank must be taped shut or have a lockable gas cap and may not contain more than a quarter tank of



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fuel. Prior notice must be given to show management regarding motorized vehicles of ANY type, including, but not limited to, automobiles, boats with inboard or outboard engines, airplanes, helicopters, motorcycles, golf carts, riding mowers and other such conveyances. If a motorized vehicle appears on-site unexpectedly, the exhibitor will be asked to obtain proper permitting prior to the opening of the show.

Insurance

Exhibitor is required to maintain, at its own expense, commercial general liability insurance with a minimum combined single limit of US\$2,000,000, covering bodily injury (including death), personal injury, and property damage liability, extraterritorial coverage, naming Reed Exhibitions, Reed Elsevier, Inc., FB International, Park Street Imports, 1-10 Bush Terminal Owner LP, 19-20 Bush Terminal Owner LP, Jamestown Commercial Management Company, L.P., and their respective lenders, partners, directors, officers, directors, employees, and agents, as their respective interests may appear as "Additional Insured".

Exhibitor shall also maintain the appropriate Workers' Compensation insurance in an amount compliant with at least the statutory minimum, for employees participating in the Exhibition, as required by law. Reed Exhibitions, their officers, directors, employees and agents, and Industry City will not be liable for any injury to any person that may occur in the exhibit area or for the loss of or damage to any material from any cause whatsoever, whether in transit, or before, during or after BCB Brooklyn, regardless of whether Reed Exhibitions furnishes attendants, guards or night watchmen. It is expressly acknowledged that Reed Exhibitions has not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation to do so. The Exhibitor shall indemnify Reed Exhibitions against and hold it harmless from any negligent acts performed by Exhibitor or Exhibitor's officers, directors, employees or agents of Exhibitor or in connection with Exhibitor's use of display space.

- Exhibitor hereby waives any and all claims against Reed Exhibitions, their officers, directors, employees, agents and the Industry City, resulting from loss, theft, damage or destruction to its property or loss from any cause whatsoever (including, but not limited to, damage to its business from delay, mechanical failure, labor trouble, failure to provide space in BCB Brooklyn, or failure to hold BCB Brooklyn as scheduled), or from bodily injuries or personal injury to it, its agents or employees. Exhibitor shall obtain at its option and at its own expense, adequate insurance against such injury, loss or damage.
- Exhibitor assumes full and complete responsibility for any damage or destruction of the property of others, or from Exhibitor's participation during the period of BCB Brooklyn.
- Exhibitors are required to supply a copy of the Certificate of Insurance and it is suggested that Exhibitor have a copy of the Certificate of Insurance at BCB Brooklyn. Please submit your certificate via your Exhibitor Dashboard no later than June 5, 2026.
- Exhibitors using services other than those provided by the Official Service Contractor must inform all Exhibitor Designated Contractors of the insurance requirements and guidelines applying to them as outlined in the Rules and Regulations for the Use of Exhibitor Designated



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Contractors. Exhibitor Designated Contractor personnel will not be permitted on the show floor until these requirements have been met.

Legal Disputes Between Exhibitors Reed Exhibitions cannot and will not intervene in any Legal Disputes between Exhibitors. "Legal Disputes" is defined as any action in litigation; pending litigation, contemplated litigation; inclusive of, but not limited to, disputes arising from: patent infringement claims, trademark infringement claims, copyright infringement claims, unfair competition claims (i.e., unfair trade practices, comparative advertising, misleading or deceptive advertising, misrepresentation, etc.), breach of contract claims, tortious interference claims, defamation claims or any other claims which may be brought as an action at law in the United States or throughout the world. Only bona fide court orders, properly served on Reed Exhibitions, mandating Reed Exhibitions to take action, will enable Reed Exhibitions to act in exact accordance with the terms of such order.

COURT ORDERS SERVED UPON EXHIBITORS CAN NOT AND WILL NOT BE ENFORCED BY REED EXHIBITIONS.

Only the court issuing such order is empowered to enforce such order. Court orders mandating a court appointed official to carry out a court order at the 2026 BCB Brooklyn Show will be carried out by such court appointed officials, **NOT BY REED EXHIBITIONS**. For the service of court orders at show site, Reed Exhibitions will require the following procedures be followed to minimize the potential of a disturbance and to continue the smooth operation of the show:

- All court orders must be presented to Reed Exhibitions prior to serving any show Exhibitor with such order. If court officials are serving court orders, the court officials will also be required to report to Show Management prior to obtaining permission to enter the show floor for the purpose of serving show Exhibitors.
- Reed Exhibitions reserves the right to accompany an Exhibitor, agent or representative (or court appointed official) who is serving court orders upon Exhibitors. Only one agent / representative from the company serving the court order will be allowed to serve other Exhibitors. No other company agents or representatives will be allowed to disturb other Exhibitors or enter other Exhibitors' booths for any purpose consistent with show rules and regulations.
- Service of court orders must be accomplished in a professional, businesslike manner. In the event an Exhibitor or an agent / representative of an Exhibitor serves a court order other than as prescribed herein, Reed Exhibitions reserves the absolute right to escort the offending Exhibitor, agent or representative from the premises, reclaim the persons' BCB badge and refuse entry into the show exhibit areas for the duration of the show. In the event the procedures set forth herein are not followed by an Exhibitor, Reed Exhibitions reserves the absolute right to deny offending Exhibitor from obtaining space at future BCB Events.

Exhibitors who unreasonably request, demand, harass or in any way attempt to persuade Reed Exhibitions to act in any manner which is contrary to and inconsistent with the policy stated herein, may be either removed from BCB Brooklyn at Reed Exhibitions' sole discretion, or may be denied the ability to exhibit at future exhibitions at Reed Exhibitions' sole discretion. Reed Exhibitions encourages all Exhibitors to handle Legal



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Disputes either prior to or subsequent to BCB Brooklyn. BCB Brooklyn is an inappropriate forum for such disputes to take place.

Maintenance Fee

A maintenance fee per exhibitor will be charged according to the table below. This fee covers access to runners, crushed or cubed ice, small 1oz tasting cups or 5oz cups, cleaning of shared spaces during event hours and trash removal prior to each day. The maintenance fee does NOT include cleaning within your booth space, which can be ordered through Outfit Security, see “Booth Cleaning” for more information. This will be charged on your final invoice.

Move-In, Show and Move-Out Schedule

- Reed Exhibitions has implemented a targeted move-in schedule for the 2026 BCB Brooklyn Show. Exhibitors with a raw space booth, and any other display as deemed necessary, will receive specific details and their assigned target time and date for move-in. Target move-in times and procedures will be strictly monitored. Failure to meet assigned target times will result in an off target surcharge over the Exhibitor’s total material handling charges, which will be assessed by the Official Service Contractor to defray increased costs which Exhibitor agrees is a reasonable amount. Exhibitors who send their materials in advance through the Official Service Contractor’s warehouse are considered “ON TARGET” and meet all criteria to avoid a surcharge.
- Move-in dates and hours:
 - Sat. June 6 1:00pm-4:00pm
 - *(Targeted Exhibitors Only, information to follow at a later date.)*
 - Sun. June 7 8:00am-4:00pm
 - Mon. June 8 8:00am-4:00pm
- Installation Deadline: Crates must be labeled as empty by 4:30 p.m., Monday, June 8. After 4:30 p.m., items may only enter the floor by means of hand-carry.
***All exhibitors must be fully installed by 5pm on Monday, June 8th.*
- **Show dates and hours:**
 - Tues. June 9 11:00am - 7:00pm
 - Wed. June 10 11:00am - 7:00pm
 - Exhibitor personnel are permitted access to booth areas at 9:00 a.m. on each Show day.
 - VIP Premium Badges holds are permitted to booth areas at 10:00 a.m. on each Show day.
- Move-out dates and hours:
 - Wed. June 10 7:00pm – 10:00pm
 - Thurs. June 11 8:00am - 12:00pm
 - Exhibitors are prohibited from dismantling or disturbing their exhibits until after the official closing. Product and/or valuable exhibit materials ARE NOT PERMITTED to remain unattended on the show floor following the official close of the show. **Exhibitor must remove all product**



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and valuables from the display prior to leaving the facility following the official close of the show.

No Camera Policy

Personal cameras and videotaping equipment are strictly prohibited in all exhibit areas. Authorized Media personnel and photographers must register for 2026 BCB Brooklyn badges in advance. If you plan to photograph your booth using someone other than the Official Show Photographer, you must make arrangements through the PR team via BCB@weareRHC.com.

No Smoking Policy

Smoking is prohibited in all areas at all times (inclusive of move-in and move-out), including, but not limited to, concourses, restrooms, and concession areas. Smoking or carrying lighted cigars or cigarettes in the elevators of the building is prohibited. All smoking must be 20' away from any entrance of the building.

Official Service Contractor

The Official Service Contractor (FB International) will maintain an Exhibitor Service Center at BCB Brooklyn. Order forms for booth furnishings, labor and other show services will be included in the Official Exhibitor Manual.

FB International is the exclusive contractor for booth packages and install/dismantle labor services.

DO NOT SHIP EXHIBIT MATERIALS TO INDUSTRY CITY PRIOR TO THE FIRST OFFICIAL MOVE-IN DAY. Industry City will refuse to accept and will assume no liability for such shipments, regardless of shipping method(s). All freight and product bound for BCB Brooklyn must be coordinated through the Official Service Contractor.

Personnel Allowed During Move-In / Move-Out

In the interest of safety, only those full-time employees and sales representatives of exhibiting companies and authorized personnel of Exhibitor Designated Contractors directly responsible for the set-up and dismantling of the booth will be permitted in the exhibit areas during move-in and move-out dates and hours, consistent with New York state labor laws. Under no circumstance will family or guests be allowed on the show floor until the official show opening on June 9, 2026 at 11:00 a.m. **Adults under the age of 21 are not permitted** inside the event during show hours.

Raw Space Design Approvals

Any booth who is providing their own booth design/structure and is not ordering a booth package or furnishings through FB International, and who has a booth size of 200 sq ft or larger, **MUST** submit a detailed design including dimensions no later than May 1, 2026 to Johanna.moore@rxglobal.com. The design must be approved by show management in order to be permitted at the event, so be sure to get these in as early as possible to ensure adequate time for adjustments.

Rigging



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Rigging is not allowed.

Restricted & Sacred Indigenous Ingredients

Unless you are an Indigenous practitioner working with full community consent and cultural authority, the following may not be used or promoted for BCB programming, drinks, or visual design:

- White sage (*Salvia apiana*)
- Palo santo (*Bursera graveolens*)
- Peyote, San Pedro cactus, Ayahuasca
- Ceremonial tobacco or other restricted plant medicines
- Any item identified as sacred or protected by Indigenous communities.

These ingredients are not permitted for aesthetic, aromatic, spiritual, or “vibe” purposes, even in small quantities. Respecting their cultural and ceremonial significance is non-negotiable.

Rules and Regulations for the Use of Exhibitor Appointed Contractors and Display Houses

Please note all exhibitors are required to hire labor from FB International for install/dismantle of their stand construction. EACs will be able to supervise setup only. Please see the EAC information packet for more information about EACs.

Sales/Gifting Policies

Sale of alcohol is not permitted at BCB Brooklyn. Sale of other products may be permitted provided that you follow state guidelines regarding taxes and licensing. Please contact us for approval if you are interested in selling product at the event.

Gifting of any kind of liquor products is prohibited at the BCB Brooklyn 2026 Event.

Security at our Events:

The safety and security of our staff, exhibitors and attendees is our priority. We work closely with the venue, corporate security, state, local and federal law enforcement authorities to identify risks, assess them and develop security plans for our events.

We have established a security room at our shows to ensure effective communication and response.

Everyone attending the Show should be aware of the following security measures:

- Security will be onsite at all times to assist you during all aspects of the Show
- Everyone must wear their Show badge at all times. This includes exhibitors, vendors, attendees, guests (speakers, talent, artists), professionals, press, staff, and crew.
- A fully operational security team following our vetted procedures is in place at the Show
- Bag checks may occur at the Show
- Walkthrough or handheld scanners may be used at the Show
- Any CCTV in operation at the Show is monitored and recorded
- Uniformed and undercover security may be in attendance at the Show



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- Uniformed and undercover Police may be in attendance at the Show
- Canine Security and Detection may be used in or around the Show

Everyone attending is requested to:

- Keep personal property with you at all times and do not leave any items unattended
- If you see something, say something. Report anything that looks unusual, suspicious, or out of place to Show staff or security immediately
- Remain patient and courteous during security checks and follow the instructions of Show staff and security at all times
- Properly dispose of your Show badge inside the venue or keep it as a souvenir – please do not sell it to scalpers or throw it away in trash cans outside the venue where it could be picked up
- Carry a valid form of government issued photo ID at all times

Shipping

- All exhibitors operating under a marketing permit should refer to the shipping information from FB International and will need to ship your product through your established US Importer and NY Wholesaler. If you do not have these relationships in place, please contact Park Street. More information regarding International Shipping for alcohol and alcohol-related products can be found in the alcohol compliance document.
- All exhibitors using a catering permit will need to work with the caterer to have their product purchased by the caterer in advance of the show. They will then handle the transportation to the venue. To arrange this, please contact Great Performances. More information regarding International Shipping for alcohol and alcohol-related products can be found in the alcohol compliance document.
- Domestic Shipping (**EXCLUDING LIQUOR**) will require an FB International Shipping label and will require you to complete and submit the appropriate shipping and material handling forms to FB International, as well as pay the corresponding fees. Advance warehouse shipping is recommended to ensure your product arrives on time.
- International Shipping of food items is not recommended due to the strict customs regulations on these products. For any food needs, please contact our caterer Great Performances to arrange for whatever you need.
- For all other items that will be shipped internationally such as booth properties, furniture, marketing materials, etc, please reference the shipping documents provided by our freight forwarding and customs partner, Phoenix International Business Logistics. Be sure that you review these carefully and note the deadlines and requirements to be sure that these items arrive to the event on time.

Special Services



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- Reed Exhibitions provides security guards for the general exhibition areas in the event space at Industry City from the period of move in through the conclusion of move-out.
- Reed Exhibitions will furnish each display booth with the items listed on the booth package sheet. If you are missing anything from that list, please notify a member of show management immediately.
- Unless otherwise provided elsewhere in the License Agreement or by Reed Exhibitions, Exhibitor must obtain all labor, furnishings, electrical service, booth cleaning service, wiring, telephone, security, food and / or beverage, and other supplies and equipment through the Official Service Contractor or Preferred Contractors, or other contractors with prior approval from show management. All charges for such services or materials are the sole and direct responsibility of the Exhibitor. These charges shall not be billed through Reed Exhibitions nor shall Reed Exhibitions assume any responsibility or liability for them.

Storage

Storage of crates and other shipping materials is included in material handling rates. Please see the material handling form for more information. All product/giveaways/etc. must be stored within your booth space and must be hidden from view.

Taxes

All exhibitors and sponsors who are selling product onsite that is not alcohol or alcohol-based must register with the New York State Department of Taxation and Finance and report all taxable sales to the authority post-show. More information can be found [here](#). Products containing alcohol or tobacco cannot be sold within the event.

Theatrical Lighting and Effects

Hanging independent lighting systems, attached to the facility from overhead, are not permitted.

Unauthorized Merchandise

- Reed Exhibitions expressly prohibits the unauthorized sale, display and / or exhibition of merchandise which violates any registered trademark rights, copyright rights, and / or any rights in a person(s) or entity's name, likeness and / or identity.
- Reed Exhibitions shall provide notice to the Exhibitor in the event it is brought to Reed Exhibitions' attention and verified to Reed Exhibitions' objective satisfaction that an Exhibitor violates any of the rights identified in subparagraph A above. Reed Exhibitions reserves the right to ask Exhibitor to produce appropriate documentation verifying that Exhibitor has the right or license to sell the merchandise. In the event Exhibitor cannot produce such documentation, Exhibitor shall be required to remove the Unauthorized Merchandise from Exhibitor's booth immediately.



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- Reed Exhibitions expressly reserves the right to terminate the Application & License Agreement immediately and remove Exhibitor from the show upon Exhibitor's failure to comply with the terms set forth in subparagraph B above.

Use of Copyrighted Music

Exhibitor acknowledges that Exhibitor is solely responsible to obtain all applicable licenses from ASCAP, BMI, and / or any other music licensing agency or directly from the copyright owner in the event Exhibitor uses copyrighted music in connection with Exhibitor's exhibit at BCB Brooklyn. Reed Exhibitions will not obtain any such licenses or authorizations on behalf of Exhibitor.

Use of Exhibit Space It is expressly agreed that exhibit space is assigned subject to the following terms and conditions:

- For purposes of this paragraph, persons means any natural person or any corporation, partnership or other domestic, or foreign, business entity.
- An Exhibitor may lease space from Reed Exhibitions under the definite understanding that its product(s) and / or service(s) are deemed by Reed Exhibitions to be directly related to the bar industry.
- All exhibits in the 2026 BCB Brooklyn Show shall be officially housed in Building 7/8 and courtyard at Industry City. Exhibits are not allowed outside these venues without prior approval of Reed Exhibitions.
- Exhibit space assigned is for the SOLE AND EXCLUSIVE USE OF THE ASSIGNED EXHIBITOR. EXHIBITOR SHALL NOT REASSIGN OR SUBLEASE ITS EXHIBIT SPACE with any person, firm or other entity. No Exhibitor is permitted to show goods other than those manufactured or handled by Exhibitor in the regular course of business. Use of the assigned exhibit space for the display of products of persons other than the Exhibitor is a violation of the Rules and Regulations, and subjects Exhibitor to cancellation of Exhibitor's display space without refund. No person, firm or other entity not assigned space in the IC will be permitted to solicit business in any manner anywhere in the IC or in proximity to the property of the IC.
- Exhibitor shall display its products or services only in the exhibit space assigned by Reed Exhibitions. Exhibitor is expressly prohibited from displaying its products or services in any space, including, but not limited to, aisle space, public space, lobby, parking lot, loading dock, restaurant, or any other space not assigned by Reed Exhibitions.
- If Exhibitor's assigned booth space is separated by an aisle, the booths, numbering at least two (2) on either side of the aisle, must be a uniform and equal number, and the aisle separating the booths must remain clear for foot traffic.
- Distribution in any manner, at any time beginning 11:00 am Tuesday, June 9, 2026 through and including 7:00 pm, Wednesday, June 10 2026, of any product, literature and/or promotional items by Exhibitor personnel or its agents, including models retained by Exhibitor and wearing apparel of an advertising nature, shall be strictly confined to the exhibit space assigned by Reed Exhibitions and/or any official, approved distribution point(s) designated by Reed Exhibitions.



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- Reed Exhibitions has an absolute right to require Exhibitor to change, alter, modify or remove any or all parts of Exhibitor's display including, but not limited to, signs, cards or other printed material, stands, display cases or other physical structures, and any items being displayed by Exhibitor, which Reed Exhibitions, in its sole discretion, deems unsuitable for its Show.

Use of Image / Likeness / Exhibitor Name / Exhibitor Logo

Exhibitor, Exhibitor's employees, agents and representatives irrevocably consent to be identified, photographed, recorded, video recorded and grants to Reed Exhibitions, its subsidiaries, affiliates, successors, assigns and licensees, the right in perpetuity to use only photographs, recordings and / or video tapes which may contain the image, likeness, name or logo of Exhibitor for the promotion of future trade shows operated by Reed Exhibitions in any and all media throughout the world.

Water Access

There is very limited water access in the venue. It is recommended that you arrange for a water container in your booth if you will have extensive water needs. Fill and drain access will not be available at any booths. There are sinks in the courtyard.