

## The HFA Show Terms & Conditions and Code of Conduct

By completing this registration, I acknowledge and agree to the following terms:

### **Participation & Liability Waiver**

As a registered attendee of the Health & Fitness Association (HFA) event (The HFA Show), taking place at the San Diego Convention Center from March 16–18, 2026, I understand that I may participate in various activities and/or classes. I certify that I am in good physical condition and have no impairment or ailment that would prevent or make it medically inadvisable to engage in such activities. I assume full responsibility for any injuries or damages that may occur to myself, my property, or my family members while participating in the event.

I agree to forever release, indemnify, and hold harmless HFA, San Diego Convention Center, FREEMAN, and all contracted vendors and venues (“Participating Parties”), including their owners, employees, agents, and assigns, from any and all claims, costs, damages, expenses, or liabilities arising from my participation in this event.

### **Media Consent**

By registering or attending, I grant HFA permission to use and distribute my image and/or voice, captured during the event, in marketing materials, websites, photographs, video, and audio recordings without any right to compensation.

### **Recording Policy**

Audio or video recording of any part of the event is strictly prohibited without prior written approval from HFA.

### **Use of Artificial Intelligence (AI) Tools**

To protect the intellectual property of our speakers and preserve the integrity of the event, the use of AI-powered tools or applications (e.g., transcription, recording, summarization, or note-taking software) during sessions is strictly prohibited unless explicitly authorized in writing by HFA in advance. Attendees found in violation may be subject to removal from the session and/or event without refund.

### **Data Sharing**

HFA does not sell or rent attendee lists. Registration data (excluding email addresses) may be shared with event exhibitors and sponsors. By providing my email address, I consent to receiving event-related communications from HFA.

### **Age Policy**

The HFA Trade Show is a business-to-business (B2B) event designed for professionals in the health, fitness, and wellness industry. To maintain a professional environment and ensure the safety of all participants:

- **All attendees, exhibitors, and participants must be 18 years of age or older.**

- **Minors under 18 are not permitted** on the trade show floor at any time, including during move-in, show hours, or move-out.
  - This policy applies to all areas of the event, including keynotes, educational sessions, networking functions, and any official HFA activities.
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## Code of Conduct

HFA events are professional B2B (business-to-business) gatherings for individuals affiliated with the health, fitness, and wellness industries. The event is not open to the general public.

### Our Commitment

HFA is committed to creating a safe, inclusive, and respectful environment for all participants regardless of gender, identity, race, religion, disability, or other protected status. All attendees, speakers, sponsors, exhibitors, contractors, media, and partners are expected to abide by this Code of Conduct.

### Prohibited Conduct

Harassment, threats, or discriminatory behavior toward any individual or group will not be tolerated.

Firearms, weapons, ammunition, hazardous materials, illegal substances, and replica weapons are strictly prohibited at all official venues.

All bags are subject to search and screening.

### Dress Code

Participants must wear business, business casual, or fitness attire suitable for a professional setting. Attire that is sexually revealing, appears to be undergarments, imitates law enforcement/military uniforms, or could be perceived as threatening is not permitted. Show management reserves the right to determine acceptable attire and may ask attendees to change or leave the event if found in violation.

### Badge Policy

All participants must wear their official HFA-issued badge at all times. Badges are non-transferable and may be revoked for violations of this Code.

### Suitcasing

“Suitcasing”— soliciting business at an event without a contracted exhibit space — is strictly prohibited. This includes working the aisles, meeting in public venues, or hosting unofficial gatherings to promote products or services.

Business may only be conducted within contracted exhibit booths. Attendees found soliciting in public areas or other exhibitors' booths may be removed and banned from future HFA events.

Soliciting business outside of a contracted exhibit space—whether in aisles, public areas, or offsite locations—is strictly prohibited and considered “suitcasing.” To protect the value of the event and our exhibitors, any attendee found engaging in this activity may be removed and barred from future HFA events. Exhibitors are encouraged to report violations to show management.

Attendees observed soliciting business in the aisles or other public spaces, or another company's booth, will be ejected from the event and may be banned from future events at the HFA's sole discretion.

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Participants may contact HFA show management by emailing [events@healthandfitness.org](mailto:events@healthandfitness.org). Please remember that notifying HFA show management does not constitute or replace notification to local law enforcement. This policy does not replace rules posted by HFA venue owners or any rules that are part of HFA's contracts with its vendors, exhibitors, and/or sponsors.

Participants asked to stop any behavior in violation of this code are expected to comply immediately. This code provides general guidelines and cannot cover every possible type of unacceptable behavior. HFA reserves the right to apply corrective action to instances other than the specific examples noted. Event participants violating these rules may be sanctioned or expelled from the event and any and all future events without a refund at the discretion of HFA management.

HFA reserves the right to take any action that is reasonably necessary, in the sole judgment of HFA, for the protection of the event, HFA employees and contractors, and event participants including, but not limited to, exhibitors and/or attendees. This policy may be modified at any time and for any reason, including to reflect changes to the law.

By submitting my registration, I agree to comply with all terms and conditions of this agreement.