



2027 BRFA Sponsorship & Meeting Participation Terms & Conditions

General Terms

By reserving your 2027 BRFA Sponsorship, you agree to these terms and conditions. BRFA reserves the right to update or change these terms.

Payment

Payment for your BRFA Sponsorship must be made in full by March 31, 2027. Check payments should be made out to BRFA and mailed to: BRFA, 4919 Lamar Ave., Mission, KS 66202. If payment is not received by April 5, 2027, we will require a credit card to hold your booth and attendee registration(s). You will not be permitted to access the conference without payment in full. All onsite registrants must pay by credit card at registration.

Refund & Cancellation Policy

Sponsorships are non-refundable. If you need to cancel your attendees for the Annual Conference, please notify the BRFA Central Office BRFA@dc-kansascity.com by March 31, 2027. A \$100 cancellation processing fee will be applied. No refunds for attendees will be given after March 31, 2027.

Benefit Changes and Exclusivity

Sponsorship does not include product-category exclusivity, preferred-vendor status or a guaranteed booth location unless expressly confirmed by BRFA in writing. Any material change to a confirmed sponsorship benefit will be communicated to the sponsor, and any replacement benefit or credit will be agreed upon in writing.

Event Cancellation & Changes

BRFA reserves the right to cancel, postpone, or modify the BRFA Annual Conference due to circumstances beyond its control, including but not limited to weather, emergencies, venue issues, government restrictions, or other unforeseen events.

Code of Conduct

All attendees of the 2027 BRFA Annual Conference are expected to conduct themselves in a professional manner at all times. Avoid inappropriate or offensive language, behavior, or attire. The dress code for our events is business or business casual.

Conduct and Reporting

Harassment, intimidation, threats, disruptive conduct and interference with another participant's access to conference activities are prohibited. Participants must follow reasonable venue and event safety requirements. Concerns may be reported promptly to BRFA staff or the BRFA Central Office at BRFA@dc-kansascity.com; immediate emergencies should be reported to venue security or emergency services.

Right of Removal

BRFA reserves the right to deny entry or remove any attendee or guest who violates these terms or engages in conduct deemed inappropriate by BRFA.

Attendee Information

Any attendee information provided by BRFA may be used only by the sponsoring company for relevant follow-up related to its participation. It may not be sold, rented, published or shared with third parties for their independent marketing. Sponsors must honor opt-out requests and comply with applicable privacy and marketing laws. Access to attendee information does not constitute an attendee's endorsement or agreement to receive unrestricted marketing.

Badge Policy

BRFA Annual Conference badges are required for access to all official BRFA Annual Conference functions and must be worn at all times. Badges are non-transferable and may not be shared.

General Session

As directed by the BRFA Board of Directors and IHOP, some General Sessions may be closed to Sponsors due to the sensitive nature of the content presented during these sessions. BRFA will make every effort to communicate which sessions will be closed prior to the meeting.

Confidentiality and Recording

Nonpublic business information identified as confidential or presented in a session designated confidential may not be disclosed or used outside the purposes of that session without authorization. Audio or video recording, livestreaming and automated transcription, including AI meeting assistants, require prior written approval from BRFA and any additional permissions required by law. These restrictions do not prevent disclosures required by law.

BRFA Annual Conference Conflict Policy

To ensure the success and integrity of the official BRFA Annual Conference agenda, sponsors are prohibited from organizing or hosting social events, meetings, or gatherings that conflict with the scheduled programming of the BRFA Annual Conference agenda. In the event of a scheduling conflict, BRFA will require the event to be rescheduled. For questions on the agenda, please reach out to the BRFA Central Office: BRFA@dcikansascity.com

Pet Policy

Service dogs are permitted in conference sessions and events in accordance with the ADA. They must be individually trained to do work or perform tasks directly related to a person's disability and remain under their handler's control. Service dogs must be harnessed, leashed or tethered unless doing so interferes with their work or the person's disability prevents use of these devices; in those cases, control must be maintained through voice, signals or other effective means. Animals whose sole function is to provide comfort or emotional support do not qualify as service animals under the ADA and are not permitted in conference sessions or events, except where otherwise required by applicable law.