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ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

- 1) Introduction**
- 2) Policy/Code Reference**
- 3) Exhibitor Eligibility/Requirements**
- 4) Exhibit Space Assignment/Priority Points/Cancellations and Changes**
 - a) Accumulation of Priority Points
 - b) Mergers and Acquisitions
 - c) Loss of Priority Points
 - d) Booth Fees
 - e) Cancellations and Changes
- 5) Exhibitor Badges/Registration**
 - a) Badge Access – Session/Events
 - b) Visitor Wristbands
- 6) Hours/Location/Shipping/Labor**
 - a) Exhibitor Move-In
 - b) Exhibition Hours
 - c) Exhibitor Move-Out
 - d) Shipping
 - e) Union Labor
- 7) Conduct of Exhibitors**
 - a) General Conduct
 - b) Solicitation/Distribution of Advertising Materials
- 8) Demonstrations and Booth Activities**
 - a) Demonstrations
 - b) Booth Activities
 - c) In-Booth Demonstrations/Theaters
 - d) Giveaways/Promotional Items
- 9) Events Held by Exhibitors/Non-Exhibitors**
 - a) Restriction on Activities Outside Exhibit Hall
- 10) Exhibit Hall Guidelines and Policies**
 - a) Exhibit Hall Admission Policies
 - b) Conduct of Exhibits
 - c) Exhibitor Liability Insurance Requirement
 - d) Exhibitor Appointed Contractors (EAC)
 - e) Occupancy/Deliveries/Dismantle
 - f) Staffing of Booth
 - g) Food and Beverage Distribution
 - h) Photography/Video Recording
 - i) FDA Disclosure Requirements
 - j) Safety Regulations
 - k) Booth Accessibility/ADA Compliance
 - l) Security/Credentials
 - m) Animals
- 11) Character and Construction of Exhibits**
 - a) Appearance of Exhibit Space and Care of Premises
 - b) Floor Covering/Carpet Requirements
 - c) Hanging Signs
 - d) Variance Requests
 - e) A/V Usage
 - f) Lighting
 - g) Sharing of Exhibit Space
- 12) Official Program Listing**
- 13) Advertising**
 - a) Use of Event Name, Logo, and Artwork
- 14) Additional Rules and Regulations/Amendments/Authority of AAPM&R**
 - a) Compliance
 - b) Sanctions for Noncompliance with Guidelines

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

AAPM&R Annual Assembly Guidelines and Policies

1. Introduction

AAPM&R recognizes the International Association of Exhibitors and Events (IAEE)'s guidelines as the industry standard and has adopted many of its principles. All industry and non-industry members participating in the AAPM&R Annual Assembly and all events, Academy sponsored or not, associated with or held in conjunction to the AAPM&R Annual Assembly, including the PM&R Pavilion, Job Fair, Product Theaters, Satellite Symposia, etc. are to be aware of all laws, both state and federal, AAPM&R policies, and codes adopted by AAPM&R and are to comply with all laws, policies, and codes. AAPM&R reserves the right to make decisions on any situations or matters not included in this document and to amend the policies at any time.

2. Policy/Code Reference

- Accreditation Council for Continuing Medical Education (ACCME)
www.accme.org
- Advanced Medical Technology Association (AdvaMed)
<http://advamed.org>
- Centers for Medicare & Medicaid Services (CMS)
www.cms.gov
- Council of Medical Specialty Societies (CMSS)
www.cmss.org
- US Food and Drug Administration (FDA)
www.fda.gov
- International Association of Exhibits and Events (IAEE)
www.iaee.com
- Pharmaceutical Research and Manufacturers of America (PhRMA)
www.phrma.org

3. Exhibitor Eligibility/Requirements

All exhibits and related demonstrations and presentations shall serve the interests of AAPM&R members and the event's industry. AAPM&R reserves the right to accept or decline, in its sole and absolute discretion, an application for exhibit space and to determine the eligibility of any exhibitor for inclusion in the event. Space applications will be accepted or declined based upon availability of exhibit space, the proposed products and/or services of the exhibitor and other criteria established by AAPM&R in accordance with the Academy's vision. AAPM&R reserves the right to determine eligibility of exhibitor for inclusion in the show prior to, or after, execution of the agreement. If an application is not accepted by AAPM&R, any deposit will be returned to the applicant. AAPM&R reserves the right to remove or prohibit any exhibit in whole, or in part, or any exhibitor or representatives that in its opinion are not, or whose conduct is not, in keeping with the character and purpose of the trade show.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

4. Exhibit Space Assignment/Priority Points

Booth assignments are made based on a priority point system. After the initial space draw, booths are assigned on a first-come, first-served basis. Exhibitor points are cumulative and carried over from one participating year to the next.

a) Accumulation of Priority Points

Priority points are earned in the following ways:

- 1 Point for each year of participation
- 1 Point for each 10' x10' booth space

Exhibitors will receive additional priority points by meeting the levels defined in the Corporate Recognition Program.

<http://www.aapmr.org/about-aapm-r/corporate-support/benefit-levels-and-recognition>

- 5 Points for Platinum
- 3 Points for Gold
- 2 Points for Silver

b) Mergers and Acquisitions:

Priority points are not combined when two companies merge. AAPM&R will use the highest point value obtained from one of the principal companies involved in the merger and use that number moving forward.

c) Loss of priority points:

- No points are awarded if booth space is cancelled.
- Violation of AAPM&R guidelines and policies may also result in loss or reduction of priority points.
- Early exhibit tear-down may also result in loss or reduction of priority points

d) Booth Fees

All booths are based on the standard 10'x10' (100 sq. feet) configuration with multiples of the same (i.e., 10'x20', 20'x20', etc.).

Per Booth	Onsite	Early Bird (before March 1)	Standard (after March 1)
10'x10' Inline	\$2500	\$2650	\$2800
10'x10' Corner	\$2700	\$2850	\$3000
Island	\$3000	\$3150	\$3300
Turnkey**	\$3,700 per booth	\$3,800 per booth	\$3,900 per booth

AAPM&R reserves the right to adjust the booth pricing at any time.

**Turnkey booth package fee includes; booth fee, standard or counter height skirted table (depending on the package), 8' back drape, 3' side drape, standard carpet to fit, 2 side chairs or barstools (depending on

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

the package), 1 wastebasket, 1-7"x44" identification sign, and 1 electrical outlet. Complimentary profile and product categories in the *Official Program* (if submitted by the required deadline). Booth identification on the Interactive Floor Plan. Complimentary staff badges (see Exhibitor Badges/Registration section for more information.)

Standard Booth fee includes:

- Booth space
- Pipe and drape, 8' back wall and 3' side rail drape for standard spaces
- Standard 7"x22" identification sign
- Complimentary profile and product categories in the *Official Program* (if submitted by the required deadline)
- Booth identification on the Interactive Floor Plan
- Complimentary staff badges (see Exhibitor Badges/Registration section for more information)

Exhibiting company has the responsibility to secure/ship/place/remove any/all booth needs, including, but not limited to: Booth furniture, electrical, rigging, lead retrieval system, audio visual, catering, carpet, floral, telephone/internet services from the approved vendors included in the Exhibitor Service Kit supplied by the designated decorating contractor, GES.

Please note carpeting and furniture are not included in the standard booth fee, but are required in your booth.

Save money by taking advantage of the early bird pricing and deadline dates from each vendor partner.

e) Booth Cancellations and Changes

Written notification of cancellation of the contract, or reduction of space, must be received by AAPM&R. If space is cancelled or reduced prior to February 1, 2017, a full refund less a \$500 administrative fee will be granted. If space is cancelled between February 1 and April 1, 2017, 50% of the total rental fees for the canceled or reduced space will be retained by AAPM&R. If space is canceled or reduced on or after April 1, 2017, the exhibitor shall remain liable to AAPM&R for the total rental fee for the space. Any space not claimed or occupied by 2 pm, Thursday, October 20, 2017, may be reassigned by the Academy without refund.

AAPM&R reserves the right to cancel the event if conditions warrant. In the event of such a cancellation, exhibit booth fees will be refunded after deduction of such amounts as may be necessary to cover expenses incurred by AAPM&R in connection to the PM&R Pavilion. However AAPM&R is not responsible for any travel or lodging expenses incurred due to cancellation of the event. If for any reason exhibitor must cancel its conference registration, the exhibitor must also cancel housing arrangements separately, if applicable AAPM&R is not responsible for hotel no-show fees or any travel or lodging expenses.

❖ Deadline to Cancel Booth Space, Less \$500 Administrative Fee	2/1/2017
❖ Early-Bird Discount Deadline for Booth Space	3/1/2017
❖ Deadline to Cancel Booth Space, Less 50% and \$500 Administrative Fee	4/1/2017

If the exhibitor downsizes/reduces space, it may be required to move to a new booth location. Notification dates and percentages of penalty fees for reduction of exhibit space are the same as for canceling exhibit space. Penalty fees are assessed on the amount of the reduced space.

Cancellation or downgrade requests received after 4/1/2017 will not receive a refund, credit or price adjustment.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

5. Exhibitor Badges/Registration

Exhibitors are encouraged to register in advance online. A link to the online portal as well as a user name and password will be sent to exhibitors in advance of the Annual Assembly. Each 10'x10' booth is entitled to 3 complimentary badges. Additional badges (3 per 10'x10' and 10 per island) may be purchased at \$100 each (nonrefundable), not to exceed your original allotment. Exhibitor badges are personal and nontransferable. Each representative of an exhibiting company must wear the official badge at all times during the meeting. Badges are required for entry into the Exhibit Hall at all times. Badges are not transferable and will be confiscated if worn by others than the person to whom it is issued. The clear view of the official AAPM&R badge shall not be obstructed. Therefore, business cards or any other materials are not to be used in AAPM&R badge holders.

Booth Size	Number of Badges** Allotted	Additional Badges Available for Purchase
10'x10'	3	3
10'x20'	6	6
10'x30'	9	9
20'x20' (and larger)	10	10

All badges after requested allotment is exhausted will be charged the full registration fee. No exceptions.

**Additional badges are awarded through the IRC Program

Exhibitor badges provide access to:

- Exhibit Hall
- Non-ticketed educational sessions
- Scientific poster sessions

An exhibitor badge does **not** provide access to receptions such as the President's Reception and the Resident's Reception; however exhibitors are welcome to purchase tickets to the President's Reception in advance. Details will be provided before the 2017 Annual Assembly and PM&R Pavilion.

Organizations are welcome to register for the meeting as full meeting registrants; however, the intent is that a registrant will act as a registrant for educational purposes and not for commercial purposes. Therefore, organizations that register as full meeting registrants are required to wear their badges at all times. An "Industry Ribbon" must also be worn. View of the name and organization may not be blocked. Any organization that is found using educational courses for commercial purposes may be asked to leave the meeting, without refund, and/or may lose priority points. If participating verbally in any educational meeting space, the attendee must first identify themselves by name and company prior to making any comment.

Exhibit Only Badges

Exhibit Hall only badges (for use on the Exhibit Hall only) may be purchased by individuals for \$150 each. Exhibit Hall only badges may be encouraged for local customers and clients who would like to view an exhibitors' products or services in person. Exhibit Hall only badges can be purchased through the [main registration system](#). These

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

badges do not allow access to educational sessions, poster sessions, or any other AAPM&R event. Registrants can pick up the wrist bands at the attendee registration counter.

6. 2017 Location/Dates/Hours/Shipping/Labor

The site of the event is the Colorado Convention Center, located at 700 14th St, Denver, CO 8020. The current dates and hours are listed below. *(Times are subject to change.)*

a) Exhibitor Move-In:

- Tuesday, October 17th 2017 8 am – 4 pm
- Wednesday, October 18th 2017 8 am – 4 pm

Exhibitors requiring additional setup hours are required to submit the request in writing to Conventus Media by September 15, 2017 at pswift@conventusmedia.com for approval. Any space not claimed or occupied by 10 am, Thursday, October 19, 2017 may be reassigned by AAPM&R. No refunds for unclaimed space will be allowed.

b) Exhibition Hours

All exhibitors must staff their booth during posted hours.

- Thursday, October 19, 2017 12:30 pm – 7:00 pm
 - **Welcome Reception on the show floor 5:00 pm – 7 pm**
- Friday, October 20, 2017 9:00 am – 5:30 pm
- Saturday, October 21, 2017 9:00 am – 2:00 pm

c) Exhibitor Move-Out:

- Saturday, October 21, 2017 2:30 pm – 7:00 pm

The dates and hours of operation of the event are determined by AAPM&R who reserves the right to change the dates of operation and the hours of operation for the event. Exhibitors will be notified of any changes but are strongly encouraged to check AAPM&R's website (www.aapmr.org) for the latest information.

d) Shipping

Shipping information will be provided in the Exhibitor Service Kit, which will be available online in June 2017. Please make sure to note the shipping deadlines listed on the Exhibitor Kit. AAPM&R strongly encourages exhibitors to make return shipping arrangements prior to the dates of the exposition.

AAPM&R is not responsible for missed deadlines or additional fees for incurred by exhibitors. AAPM&R should not be held liable for items lost, stolen, or damaged during shipping or storage.

e) Union Labor

Exhibitors shall be bound by all contracts in effect between service contractors, the Colorado Convention Center, and labor organizations.

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ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

7. Conduct of Exhibitors

a) General Conduct

- Exhibitors will conduct themselves in a courteous and professional manner at all times within the Exhibit Hall. AAPM&R reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical and otherwise appropriate manner.
- Sales orders may be taken in the exhibitor's booth. Exhibitor is responsible for compliance with all state, local and federal laws.
- No canvassing or distribution of materials outside of an exhibitor's own rental space is permitted. Entry into other exhibitors' booths without permission is prohibited. Unsportsmanlike, unethical, illegal or disruptive conduct, such as tampering with another party's exhibit or engaging in corporate espionage is strictly prohibited.
- Attendants, models, and other employees must confine their activities to the contracted exhibit space. Examination, copying, or photographing of other exhibitors' equipment or materials without permission is prohibited.
- Any exhibitor's promotional or marketing materials found posted within the hotel or convention center or left in education rooms will be discarded.

b) Solicitation/Distribution of Advertising Materials

No exhibitor may call or invite a visitor out of one exhibit and into their own. Exhibitors must remain within their own exhibit space in demonstrating products, distributing literature, product samples, or other materials; other areas of the hotel and convention center or the aisles may not be used for this purpose.

Canvassing any part of the Exhibit Hall or meeting rooms by anyone is strictly forbidden. Anyone doing so will be escorted from the AAPM&R Annual Meeting. Canvassing or distributing of advertising material by an exhibitor will not be permitted outside of the exhibitor's allotted booth space. Distribution of any literature through the official AAPM&R hotels is not permitted. Exhibitors may only use AAPM&R or Assembly logos provided by AAPM&R in connection with any product or advertising material and are required to maintain AAPM&R brand standards.

9. Demonstrations and Booth Activities

a) Demonstrations

Demonstrations by exhibitors should contribute to the attendee's knowledge in a professional way. Demonstrations and adequate space should be available within the confines of the individual exhibitor's booth. Promotion of demonstrations is restricted.

b) Booth Activities

AAPM&R reserves the right to ask an exhibitor to immediately cease any demonstration or booth activity not deemed appropriate.

The following booth activities and promotional practices are not permitted (this list is not exhaustive):

- Interference with normal traffic flow
- Infringement on neighboring exhibits or entering non-public areas of another exhibitor's booth without permission

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ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

- Promotion of AAPM&R Educational and/or Science Programs, including posters and platform sessions
- Press conferences or filming in exhibit area
- Operating x-ray equipment
- Use of microphones, unless on AAPM&R approved Presentation Stage
- Distribution of giveaways without filing a booth activity form
- Distribution of lanyards
- Illegal raffles and drawings (Laws and regulations vary depending on AAPM&R Annual Assembly location. AAPM&R does not provide exhibitors with legal advice.)
- Use of balloons (helium or otherwise)
- Photography of any kind unless contracted with AAPM&R Official Photographer or pre-approved by AAPM&R staff as part of a booth activity
- Video or audio recording of any kind (unless approved by AAPM&R)
- Unofficial door drops at AAPM&R hotel
- Excessive or disruptive noise
- Live music and entertainment

c) In Booth Demonstrations/Theaters

AAPM&R offers theater opportunities on the Exhibit Hall floor and throughout the Annual Assembly. Exhibitors wishing to host theaters in their booth, must adhere to exhibitor policies. Audiences must be contained to the booth and not the aisles. Additionally, sound from the presentations must not impede other exhibitors' ability to conduct business. Please consult with AAPM&R about your plans to host in-booth presentations.

d) Giveaways/Promotional Items

AAPM&R only permits exhibitor giveaways by companies meeting the definition for Company * that are educational and modest in value. Exhibitors planning to distribute giveaways of any kind at their booth should complete a booth activity form and return to AAPM&R for review. AAPM&R reserves the right to disallow an exhibitor to giveaway any item not deemed appropriate. AAPM&R's logo or any information regarding the Academy, the Annual Assembly, or any related activity is not allowed on any giveaway.

Raffles and drawings are governed by State laws. Exhibitors must be in compliance with laws. AAPM&R cannot provide legal advice to exhibitors.

**A Company is a for-profit entity that develops, produces, markets, or distributes drugs, devices, services or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions. This definition is not intended to include non-profit entities, entities outside of the healthcare sector, or entities through which physicians provide clinical services directly to patients.*

10. Events Held by Exhibitors and Non-Exhibitors

AAPM&R prides itself on organizing an exemplary annual meeting (including the educational courses, PM&R Pavilion, etc.), convening approximately 2,600 physicians each year. Significant staff and volunteer resources are needed to plan and execute such an event.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

AAPM&R recognizes that participating organizations want to maximize their investment of attending the meeting by reaching as many physicians as possible during the week and allows access to its physician members during the Annual Assembly in a variety of ways such as those listed below during this meeting.

- Exhibit Hall
- Product Theaters
- Sponsorships
- Third-Party Satellite events
- Job Fair
- Product Forum Presentations

Because AAPM&R has invested significant resources to make the Annual Assembly and PM&R Pavilion happen, AAPM&R prohibits companies and organizations to host activities for meeting attendees beyond the activities of companies outside of the venues listed above. Certain exceptions may apply. Please fill out the [Meeting Request Form](#) and submit to AAPM&R if you wish to host an activity of any kind, including social event, Advisory Board, meetings, etc. In all cases, AAPM&R must approve the date, time and location of event and times may not conflict with AAPM&R activities.

a) Restriction on Activities Outside PM&R Pavilion

AAPM&R limits activities outside of the Exhibit Hall and other AAPM&R offerings by exhibitors or non-exhibitors leading up to and during the Annual Assembly.

11. Exhibit Hall Guidelines and Policies

a) Exhibit Hall Admission Policies

Exhibit Hall admittance is restricted only to exhibitor personnel and registered attendees displaying an official AAPM&R badge. All personnel representing the exhibitor or its authorized agents must be properly identified with an official AAPM&R badge.

Exhibitors are permitted access to the Exhibit Hall 1 hour before and 1 hour after posted official show hours to attend to their property and staff. Exhibitors are not permitted to use this time for sales appointments, as attendees are not permitted to remain in the Exhibit Hall past the posted closing time. Additional access may be arranged by requesting an off-hours entry pass, which will be granted solely at the discretion of AAPM&R.

All children are allowed to attend the opening Welcome Reception Thursday evening. Children over the age of 3 must be registered for the meeting and wear a badge and/or have a ticket. Children over the age of 12 who are registered and wearing a badge are invited into the Exhibit Hall during show hours on Friday and Saturday and must be accompanied by a registered adult attendee. Under no circumstances are children allowed on the Exhibit Hall floor during the hours of set up and tear down.

b) Conduct of Exhibits

The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made inside the exhibitor's area. Canvassing, solicitation of business, or the use of advertising material or signs by firms other than those who have contracted for space is prohibited. AAPM&R has the right to decline or prohibit any display or portion thereof which in the opinion of the AAPM&R is not proper or in keeping with the character of the

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

exhibition. AAPM&R may restrict displays which, because of noise, odors, acts, costumes, gimmicks, method of operation, materials, or for any reason become objectionable, and also may prohibit or evict any exhibit that, in the opinion of AAPM&R, may detract from the general character of the exhibition as a whole. This provision applies to persons, things, conduct, printed matter or anything of exhibition. In the event of such restriction or eviction, AAPM&R is not liable for any refunds, rentals or other exhibit expenses.

c) Exhibitor Liability Insurance Requirement

All exhibitors are required to have insurance and provide proof of said policy. Exhibitors must have a valid insurance policy throughout the entirety of PM&R Pavilion. Insurance protection will not be afforded to the exhibitor either by the Academy or the Colorado Convention Center. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. Policies shall name AAPM&R as a named additional insured. Certificates of insurance must be furnished prior to move-in at the Colorado Convention Center.

Exhibitors shall indemnify, hold harmless, and defend AAPM&R, the Colorado Convention Center, their directors, agents, and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expenses (including, without limitation, attorneys' fees and expenses) arising out of or relating to the exhibitor's use of the convention center or from the conduct of exhibitor's business or from any activity, work, or things that may be permitted or suffered by exhibitor in or about the exhibit and convention center or from any breach or default in the performance or any obligation on the exhibitor's part to be performed under any provision of this agreement or arising from any negligence of exhibitor or any of its agents, contractors, employees, or invitees, including but not limited to the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by exhibitor, or other persons in connection with the exhibit and the convention center.

Provide your proof of insurance by September 1, 2017 by mail email, or fax.

- Mail to:
Conventus Media
Attn: Patricia Swift
55 Ferncroft Rd.
Suite 200
Danvers, MA 01923
- Email to: aapmr@conventusdmedia.com
- Fax to: (866)334-4219

All Certificates of Insurance must clearly state the exhibiting company that the coverage is provided for. If no mention of the exhibiting company is made, AAPM&R has no way of identifying said exhibiting company's certificate and will proceed as if no Certificate of Insurance has been submitted.

d) Exhibitor Appointed Contractors (EACs)

An Exhibitor Appointed Contractor (EAC) is any company other than the designated official contractors that provide services such as display installation and dismantling, models, florists, photographers, audio visual firms, etc. and which may require access to exhibitor's booth space any time during installation, event dates or dismantling.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

Should an exhibitor choose to use an Exhibitor Appointed Contractor (EAC), an insurance policy must be submitted for both the EAC and the exhibiting company to ensure all staff of the EAC have coverage during setup and teardown and all exhibiting staff have coverage during the show. If the Exhibitor wishes to use an EAC, the following rules and regulations must be adhered to by the exhibitor and the EAC. **These rules will be strictly enforced.** The exhibitor must complete an exhibitor-appointed contractor form that clearly states the company the EAC is representing. Also, the exhibitor must inform whether this contractor is authorized to order event services on the exhibitor's behalf. If both of these steps are not taken, AAPM&R will be unable to identify the company the form is for and will proceed as though a form has not been submitted

- The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor's work.
- The EAC will not solicit business at the event.
- The EAC is responsible for adhering to all rules and regulations requiring badging. EAC must wear badges or wrist bands at all times.
- If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors, or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. AAPM&R will have the final decision in such instances.
- The EAC who provides installation and dismantling services will be sent the proper information from AAPM&R upon receipt of request by the authorizing exhibitor. AAPM&R will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of: certificate of insurance for workers' compensation and employers' liability, comprehensive general liability and automobile liability insurance. The workers' compensation and employers' liability insurance must provide a minimum limit of \$1 million and meet the requirements established by the state in which the event is being held. Comprehensive general liability coverage must provide at least \$1 million in coverage and shall name AAPM&R, the sponsoring associations, the event owners, the official contractor and the facility as additional insured. AAPM&R must receive the certificate of insurance no later than September 1, 2017 by mailing to Conventus Media, Attn: Patricia Swift, 55 Ferncroft Rd., Suite 200, Danvers, MA 01923 or emailing to aapmr@conventusmedia.com.
- Written acceptance that the EAC will abide by all rules and regulations, especially those as contained herein for EAC. This must be received by AAPM&R no later than September 1, 2017 by mailing to Conventus Media, Attn: Patricia Swift, 55 Ferncroft Rd., Suite 200, Danvers, MA 01923 or emailing to aapmr@conventusmedia.com
- In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by AAPM&R in any contracts with the official contractors.
- Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.

e) Occupancy, Deliveries, and Dismantle

- Exhibit displays at the facility must be set by 5 pm Wednesday, October 18, 2017. Should any space (for which a signed contract has been received and rental payment made) remain unoccupied after this time, AAPM&R reserves the right to rent or otherwise use such space and shall not be obligated to refund the space rental fee.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

- Delivery or removal of any portion of an exhibit will not be permitted during the exhibition without written permission from AAPM&R. No deliveries may be made during exhibit hours.
- Exhibitor's displays must not be dismantled or packed in preparation for removal prior to the official event closing. Every exhibit must be fully staffed and operational during the entire exhibition. Exhibitor shall not initiate tear-down, packing, or abandon exhibit prior to close of exhibition hall.
- In the event exhibitor begins teardown prior to the close of exhibits, exhibitor will be issued a non-compliance warning and be subject to a \$250 fine and loss of priority point(s). Other sanctions may apply.
- The dismantling of displays begins at the official closing time, and continues according to the schedule outlined in the exhibitor manual or exhibition notices.
- At the end of the designated dismantling time, all exhibitor displays or materials left in the exhibitor's space without instructions will be packed, shipped or discarded at the discretion of AAPM&R and at the exhibitor's expense.
- If exhibitors fail to remove their materials from the exhibition area in a timely manner, exhibitors shall indemnify, hold harmless and defend the AAPM&R from and against any and all fees or expenses that must be paid to the facility as a result of such late removal. Any property remaining in the exhibition area after the termination of the AAPM&R PM&R Pavilion may be disposed of or stored at the exhibitor's sole cost, as GES, the Official Contractor or the Colorado Convention Center deems appropriate.

f) Staffing of Booth

Exhibition space must be fully operational and staffed during published exhibition hours. The exhibitor may not dismantle their display prior to the stated closing of the show. Exhibitors should make travel and staffing arrangements accordingly. No exhibit or any part thereof may be removed during the period of such exhibition, without the written consent of AAPM&R. Unstaffed exhibits, undecorated exhibits, including early breakdown, be assessed a penalty of \$250 which must be paid before future space purchase is accepted. Additional penalties may apply.

Unless arrangements are made prior to the event, any space not claimed and occupied by Thursday, October 19, 2017 at 10am, may be resold or reassigned by AAPM&R, without obligation on the part of AAPM&R for any refund to the exhibitor whatsoever.

Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.

Attendants, models and other employees must confine their activities to the contracted exhibit space. Exhibitor's personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Neither the exhibit area nor other areas of the facility shall be used for any improper, immoral, illegal or objectionable purpose. AAPM&R reserves the right to make determinations on appropriate entertainment activities conducted by exhibitors. Violators may be escorted from the event and exhibitor may be subject to a loss of priority points.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

g) Food and Beverage Distribution

- Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must disclose to the AAPM&R and have written authorization from the Colorado Convention Center catering department.
- All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
- Exhibitors must not use imprinted containers and supplies of any kind.
- Alcoholic beverages may be permitted with prior written AAPM&R approval.

h) Photography/Video Recording

Cameras, camcorders, video recorders, and digital cameras may be carried in the exhibit area, but under no circumstances may photographs, drawings, audio or video taping be made without expressed consent from AAPM&R. Upon approval from AAPM&R, consent must then be given from the exhibitor concerned in each case. AAPM&R reserves the right to allow its contracted photographer to take general photos of the exposition at select times during the Annual Assembly and PM&R Pavilion. The photographs will be retained by AAPM&R and used only for general promotion of future Annual Assemblies or AAPM&R services.

i) FDA Disclosure Requirements

Displays or graphical descriptions of drugs or devices declared investigational or unapproved by the United States Food and Drug Administration (FDA) must contain only objective statements about the product; contain no claims that state or imply, directly or indirectly, that the product is reliable, durable, dependable, safe, or effective; and contain no claims that the product is in any way superior to any other marketed products. These drugs/devices must be displayed solely for the purpose of obtaining investigators and be accompanied by instructions for becoming an investigator and investigator responsibilities. Drugs/devices will only be permitted when accompanied by appropriate signage indicating the clearance status. Signs must be visible, near devices (clearly legible), and contain the following or similar statement: "Caution: Investigational Device Limited by Federal (or United States) Law to Investigational Use." Clear unequivocal statements that the drug/device is under investigation and is available only for investigational use are to be made in oral presentations. Exhibitors are further advised to adhere to the FDA prohibition on the promotion of cleared drugs and devices for unapproved uses. Specifically, pharmaceutical manufacturers cannot proactively discuss off-label uses, nor may they distribute written materials (promotional pieces, reprints of articles, etc.) that mention off-label uses. FDA defines off-label use as "use for indication, dosage form, dose regimen, population, or other use parameter not mentioned in the approved labeling."

j) Safety Regulations

Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution to meet requirements of the standard flame test as provided in the Convention Center and its municipality for fire prevention. Electrical signs and equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor at the exhibitor's expense. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at their required width at all times that the exposition is open. No obstruction, such as chairs, tables, displays, or other materials, will be allowed to protrude into the aisles. Each exhibitor is charged with knowledge of all laws, ordinance, and regulations pertaining to health, fire prevention, and public safety while participating

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

at the exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

k) Booth Accessibility/ADA Compliance

Exhibitors shall be responsible for compliance with the American with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available via phone at (800) 514-0301 or at www.usdoj.gov/crt/ada/infoline.htm.

l) Security/Credentials

A professional security guard service is provided throughout the exhibitor installation and dismantle periods. AAPM&R provides general hall security after hours during the exposition. However, AAPM&R, security service, and the Colorado Convention Center are not responsible for any loss or damage to exhibitor property.

Exhibitors are solely responsible for the care, custody and control of their own exhibit space and material. AAPM&R assumes no responsibility for goods delivered to the exhibit areas, or for materials left in the exhibit areas at any time. Exhibitors are required to carry insurance for covering loss or damage to their exhibit material.

m) Animals

Animals should not be permitted as part of displays or demonstrations by exhibitors, unless in alignment with the content and business nature of the show, approved by AAPM&R and allowed by the facility. Service animals are allowed, but must follow facility rules and regulations. If allowed, the following criteria may be required:

- The animal must pertain to the exhibitor or event (i.e., service dog, a dog used in commercials, films, etc.).
- A separate certificate of insurance in the amount of \$1 million combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, naming the facility and AAPM&R as additional insured.
- Animals will not be allowed to remain in the building overnight.
- A trainer must accompany animals at all times.

12. Character and Construction of Exhibits

AAPM&R follows IAEE guidelines related to booth construction.

General Rules for Booths:

- No 2 story booths or peninsulas are permitted
- Displays must not limit the view or otherwise interfere with other exhibitors
- **All exhibitors are required to have carpeting in their booths and are responsible for any costs incurred if carpeting is ordered**
- No enclosed ceilings are permitted
- No solid walls enclosing more than one quarter of the outer perimeter of the booth space are permitted. (Island booths/Pavilions)

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

a) Appearance of Exhibit Space and Care of Premises

- All open or unfinished sides of the exhibit which may appear unsightly must be covered or AAPM&R will have them covered at exhibitor's expense.
- Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.
- Plain drape or unfinished hard-walls are not permitted
- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit/facility areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- **Carpeting is required in every booth at the exhibitor's expense.**
- Items located in the exhibit space must be in good taste or will be removed at the discretion of AAPM&R.
- Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle.
- All features, signs, walls that are facing the aisle need to be covered or finished.

b) Floor Covering/Carpet Requirements

Carpet is mandatory in each booth. The Exhibit Hall portion of the facility may not be carpeted, but carpet may be supplied either by the general service contractor or the exhibitor. For information on how to order carpeting, please refer to the Exhibitor Service Kit.

AAPM&R reserves the right to place carpet in any exhibit space not in compliance with this guideline. The exhibiting company will be responsible for all fees/services associated with this placement.

c) Hanging Signs

Approval for the use of hanging signs and graphics, at any height, should be received from the exhibitor at least 60 days prior to installation. Variances may be issued at AAPM&R's discretion. Drawings should be available for inspection.

Note: Rigging requirements, electrical requirements, projection requirements, and accessories are the responsibility of the exhibiting company. Information on these is provided in the Exhibitor Kit.

d) Variance Request

All requests for booth design or hanging sign variances must be submitted 60 days prior to the Annual Assembly. Submit hard copies by mail or fax including a written explanation of design and variance being requested and a scaled floor plan to include dimensions, clearly identifying the area in which the variance is being requested. No variance will be granted at show site.

e) A/V Usage

Audio relating to exhibitor's equipment is permitted, provided projection equipment and screen are located in the rear one-third of the booth, and all viewers stand or sit within the booth. Sound movies may be permitted only if the sound is not audible in the aisle or neighboring booths. Sound systems may be permitted if tuned to a conversational level and if not objectionable to neighboring exhibitors. Videotaping and streaming is not

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

allowed by exhibitors without approval from AAPM&R. Additionally, use of A/V for in-booth presentations must be approved by AAPM&R. Presentation fees may apply.

f) Lighting

In the best interest of the exposition, AAPM&R reserves the right to restrict the use of glaring lights or objectionable light effects.

g) Sharing of Exhibit Space

Exhibitors may not share any allotted exhibit space with another business or firm, unless they are divisions of the same company. Exhibitors may not permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business.

13. Official Program Listing

A 50 word exhibitor profile and up to 3 categories will be published as part of the *Official Program*, if the exhibitor submits the information by the deadline date of July 15, 2017. Only exhibitors with valid exhibit contracts will be listed in the *Official Program*. The exhibitor waives, and indemnifies AAPM&R and its agents from and against any and all claims against AAPM&R with respect to errors and omissions in the *Official Program*. The exhibitor shall be responsible for the content of its entries and timely submission.

14. Advertising

AAPM&R does not endorse promote any products or services related to an exhibit. The use of the AAPM&R logo, name, Annual Assembly, or PM&R Pavilion artwork or any representations thereof shall be only at the express written consent of show management.

To prepare for the meeting in a timely and efficient manner, third parties acting on behalf of or representing the exhibitor must adhere to and abide by all AAPM&R rules and regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates and to forward promotional materials, service manuals, and forms that are the responsibility of the third party.

a) Use of Event Name, Logo, and Artwork

The event name and event acronym are registered trademarks. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind is prohibited without expressed written consent from AAPM&R. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

AAPM&R will make available and grant permission to exhibitors and advertisers to use the event name and/or logo in an approved and appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's or advertiser's participation at the event. Samples of the proposed use of the event name and/or logo should be submitted to AAPM&R at least 30 days in advance of the event. AAPM&R reserves the right to deny any request, or any use of the event name, logo and artwork that it finds to be inappropriate, offensive or not in the best interests of the event.

aapm&r

ANNUAL ASSEMBLY 2017

OCTOBER 12-15, 2017 • DENVER, CO

15. Additional Rules and Regulations/Amendments/Authority of AAPM&R

All matters and questions not covered in the contract to exhibit are subject to the express decision of the Academy. The terms of this contract and all other rules and regulations applicable to the Annual Assembly and PM&R Pavilion and exhibitor's space may be amended at any times by the Academy, and all amendments so made shall be equally binding on the exhibitor and all other exhibitors affected by them.

The AAPM&R reserves the right to rearrange the floor plan and/or relocate any display. The Academy has the right to enforce any and all portions of these Regulations. In interpreting these Regulations, particular attention will be given to preserving the professional and educational nature of the exhibition.

a) Compliance

AAPM&R shall have the final determination, interpretation and enforcement of all rules, regulations, and conditions governing exhibitors. The exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations that may be established by the facility and AAPM&R. All matters and questions not covered by the agreement shall be subject to the final judgment and decision of AAPM&R. Any violation by the exhibitor shall subject exhibitor to cancellation of the agreement to occupy exhibit space and to forfeiture of any monies paid on account thereof. Upon due notice of such cancellation, AAPM&R shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal. Additional penalties may apply.

All fines associated with violations/non-compliance must be paid in full within 30 days of invoice date.

b) Sanctions for Noncompliance with Guidelines

As a condition of participation, industry and non-industry participants agree to observe all 2017 Policies and Guidelines. Violations of AAPM& policies and guidelines will be reviewed and sanctions may be applied.