

## Exhibit Rules and Guidelines

### 1. Agreement

The following rules and regulations and those appearing in the exhibit prospectus become binding upon acceptance of this Agreement between the applicant, their employees and agents, and AACPDM, and any additions and amendments thereto that may thereafter be established or put into effect by the Management.

### 2. Application to Exhibit

AACPDM reserves the right to determine eligibility of any exhibit at the Annual Meeting.

### 3. Booth Assignments

Every effort will be made to give exhibitors their first choice of location. In case of conflicting requests, priority will be determined on the basis of:

- 1) the amount of booth space requested
- 2) the exhibitors participation in past AACPDM meetings
- 3) the date the application was received at AACPDM
- 4) special needs of the exhibitors.

*Booth assignments will be made when full payment is received.* IN ORDER TO OBTAIN THE BEST BOOTH ASSIGNMENT POSSIBLE, YOUR APPLICATION MUST BE RECEIVED BEFORE JULY 1, 2009. Applications received after July 1, 2009, will be assigned to the space remaining in order of receipt. Booth assignments will be sent when booth is paid in full.

### 4. Cancellation of Booth Space

A written notice of request for cancellation must be transmitted to the AACPDM Office, 555 E. Wells St., Suite 1100, Milwaukee, WI, 53202. The following regulations apply:

- a. If written cancellation of space is received by July 1, 2009, 20% of the booth space cost will be retained.
- b. If written cancellation of space is received after July 1, 2009 but before August 15, 2009, 75% of the booth space cost will be retained.
- c. No refunds will be made for cancellations after August 15, 2009.

- d. Space not claimed or occupied by 5:00 p.m. on Wednesday, September 23, 2009 may be resold or reassigned without obligation on the part of AACPDM for any refund whatsoever.

### 5. Assignment of Space by Exhibitor

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor.

### 6. Installation of Exhibits

Set-up is from 12:00 noon to 5:00 pm on Wednesday, September 23, 2009. If special set-up times need to be coordinated, contact Tiffany Jackson by email at: [tjackson@aacpdm.org](mailto:tjackson@aacpdm.org).

### 7. Purpose

AACPDM, in keeping with its stated purpose, encourages that exhibits be educational, communicative, and provide resourceful information.

### 8. Rules Governing Exhibitors

No combustible materials, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time for construction or decoration. "Fire-proofed" paper is not considered non-combustible as interpreted by fire inspectors. All muslin, velvet, silken or any other cloth decorations must stand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable must be kept in safety containers. All displays, exhibit equipment and merchandise to be displayed must conform to the requirements of the Arizona Fire Department.

All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors are required to observe the following regulations for setting up their exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put his exhibit into place before the show and to dismantle and remove his exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of food or beverages of any kind is prohibited. Orders may be taken in the Exhibit Area; however, no money may be exchanged.
- d. Serving alcoholic beverages in exhibit booths will not be permitted. Any infraction of this rule will make it compulsory for the Academy to close the violator's exhibit for the remainder of the show. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Distribution of "giveaways" must have written approval by AACPDM no later than August 1, 2009.

## Exhibit Rules and Guidelines, continued.

- g. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by AACPDM and must be approved by August 1, 2009.
- h. Displays-General: No goods may be displayed in any part of the hotel except within the limits of the exhibit space contracted for with the Academy and assigned to the exhibitor.
- i. Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in progress. Private rooms for entertainment will be available only to companies which have contracted for exhibit space. All activities must be approved by the AACPDM.
- j. Distribution of Literature and Promotional Items: Exhibitors may not distribute any promotional literature or other items of this type in hotel corridors, under guest room doors, or guest mail boxes, without written permission from the AACPDM.
- k. Exhibitor Attendance/Registration: The exhibit area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for booth space, and whose products are in keeping with the educational interests of the AACPDM. Representatives of non-exhibiting firms will not be allowed in the exhibit area, nor will they be permitted to display their products or services.
- l. Exhibitors must clearly mark the FDA status of each device exhibited.

### 9. Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted in the exhibition areas at any time. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth, whether naturally or mechanically, is prohibited. No objectionable lights or noises will be permitted in exhibitors' booths. The AACPDM reserves the right to exclude or to remove any objectionable equipment or exhibitor.

### 10. Removal of Exhibits

Exhibits may be removed only at the designated time listed. Exhibitors expressly agree not to begin packing or dismantling displays until after official closing (3:30pm) on Friday, September 25, 2009.

### 11. Selling Restrictions

Order taking on the Exhibit floor is allowed; however, no money may be exchanged.

### 12. Security

Exhibitors must make provisions for the safeguarding of goods, material, equipment and displays at all times. Security will be provided for the exhibit area, but the AACPDM, the hotel, and the service contractors do not guarantee or protect exhibitors against loss or damage of any kind incurred by exhibitors. All exhibitors must have proper identification to enter the exhibit area.

### 13. Liability

Exhibitors must surrender space occupied in the same condition as it was at the time of the occupation.

### 14. Cleaning

Aisles will be vacuumed daily. Each exhibitor is responsible for maintaining the space assigned to them in an attractive manner. The official contractor must be used for the nightly cleaning of booths.

### 15. Official Decorator and Drayage Company: GES Exposition Services

A set of service forms will be forwarded to exhibitors after the confirmation of exhibit space. Labor will be available for setting up and dismantling of displays in accordance with advance orders. Prevailing labor rates and local union requirements will apply. Exhibitors using contract labor other than GES must provide the AACPDM with the name and address of that contractor a minimum of 30 days prior to the meeting. A certificate of insurance also must be submitted to the AACPDM naming the AACPDM as an additional insured and indemnifying and holding the AACPDM, GES, and the Westin Kierland Resort and Spa harmless in the event of damage to the property, personal injury, or failure to adhere to the exhibit facility rental contract to these rules. A GES Servicecenter® will be open during move in and move out.

### 16. Shipping Instructions

GES will send you a packet of information prior to the event. All the information you will need to set up your booth (furniture, electrical, A/V needs, etc.) will be in this packet. Copies of Shipping Labels showing number of pieces, routing, carriers name, etc. must be filled out and sent to GES. A copy of the address labels will be included in the exhibitor packet