

# RULES AND REGULATIONS

## American Nurses Exhibitions

**T**hese Rules and Regulations have been prepared to serve the best interest of the exhibitors, attendees and the American Nurses Association, also referred to as "ANA" or "Association." Mutual cooperation will ensure the success of the Exhibition. Exhibitor accepts these Rules and Regulations, which form a part of the Application and Contract, and agrees to adhere to all conditions as outlined.

### EXHIBITION MANAGEMENT

Each Exhibition is produced by, and is the property of, the American Nurses Association. ANA will provide all management functions and establish policies.

### ELIGIBILITY

To ensure a valuable and quality Exhibition, the Association reserves the right to accept or reject, in its sole and absolute discretion, an application to exhibit, and to determine the eligibility of any exhibitor for inclusion in the Exhibition. Application to exhibit will be accepted or rejected based on availability of exhibit space and the proposed exhibitor's products and/or services. A proposed exhibitor's products and/or services should directly contribute to the Association and its membership. Acceptance of an application to exhibit does not carry the Association's endorsement of the products or services.

In accordance with Association policies and procedures, ANA reserves the right to refuse the exhibit or cancel the Application and Contract for Exhibit Space of any organization which solicits, supplies, or utilizes registered nurses as replacement workers for any registered nurse on strike. In submitting an application, the exhibitor affirms that it is the corporate policy of the exhibitor that it will not solicit, supply, or utilize any registered nurse as a replacement for any registered nurse on strike. Exhibitor may be requested to provide documentation of its current policy.

### VIOLATION OF CODE FOR PROFESSIONAL NURSES

The "Code for Nurses" is the standard of ethical conduct for registered nurses. Every nurse has a personal obligation to uphold and adhere to the "Code for Nurses" and to ensure that nursing colleagues do likewise. It is ANA's expectation that exhibitors will also respect and adhere to the "Code for Nurses".

### ASSIGNMENT OF EXHIBIT BOOTH SPACE

ANA will assign booth assignments on a first-come, first-served basis while attempting to assign the preferred location based on

availability of exhibit locations. However, preference of exhibit location cannot be guaranteed by the Association. ANA reserves the right to assign the next best substitute space when the requested space is not available. ANA also reserves the right to rearrange the official floor plan and/or relocate any exhibit space to further the best interest of the entire Exhibition.

### SUBLETTING OF SPACE

Assignment or Subletting of exhibit space by exhibitors is not permitted.

Exhibitors may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. The space assigned to the exhibitors is for their own use.

### RENTAL OF EXHIBIT BOOTH SPACE

All exhibit booths are 10 feet by 10 feet unless otherwise indicated on the official floor plan. The following services/equipment are included in the exhibit space rental fee: standard draped back wall and side rails, exhibitor identification sign featuring exhibitor's name, city, state, and booth number, general security guard service, aisle carpeting, and daily cleaning of aisles, and two (2) complimentary exhibitor admission badges for every 100 square feet of exhibit space reserved. The badges will allow access to the exhibit floor during the exhibition, set-up and dismantling hours, non-ticketed events and CE sessions (space-availability basis), but you cannot earn CE credits unless you register as a full convention attendee at the published rates. Also, you will receive a listing in the official program (if booth space is reserved at least two (2) months prior to the Exhibition).

All furniture and accessories, electrical requirements, booth carpeting and booth cleaning are the responsibility of the exhibitor.

### PAYMENT POLICY

The rental cost of the booth assigned, as identified by the official booth number, is payable in U.S. currency in accordance with the payment schedule stated on the Official Application and Contract.

### CANCELLATIONS

Cancellations of booth space by an exhibitor must be submitted in writing to ANA according to the terms stated on the Official Application and Contract.

ANA may cancel an exhibitor's booth space:

1. If payments are not made by the exhibitor according to the payment schedule;

2. If the exhibitor fails to occupy the assigned space at least two hours prior to the official opening of the Exhibition; and

3. If the exhibitor fails to comply with these Rules and Regulations (as they may be amended by ANA upon written notice to exhibitors).

### BOOTH CONSTRUCTION AND DISPLAY REGULATIONS

#### General Requirements

All exposed parts of any display must be draped or finished so as not to be objectionable to other exhibitors or to ANA. If such draping is not ordered, the service contractor, with the approval of ANA, may install it at the expense of the exhibitor. The exhibit hall is carpeted.

Exhibit booths shall be constructed and arranged so that they do not obstruct the view of neighboring exhibits, cause aisle blocks, or distract from the overall appearance of the Exhibition. The following rules shall apply: All exhibits must be confirmed to the spatial limits of their respective booth(s) as indicated on the floor plan. Exhibits may not span an aisle by ceiling or floor covering. Equipment may not be artificially raised to exceed the height restrictions and must be placed so as not to block the view of or impede the sight line of adjacent exhibits. Equipment, products or materials to be shown or demonstrated must be placed in the contracted exhibit space to ensure that the attendee viewing the display or equipment will be in the booth and not impeding aisle traffic.

#### Height Restrictions

##### In-line and Peripheral Booth

In-line or peripheral booths are 10' x 10' or multiples thereof of arranged in a straight line. For an in-line booth, the back one-half of rented space may be occupied from the floor up to a height of eight (8) feet three (3) inches. The front one-half of the rented space may be occupied from the floor up to a height of four (4) feet.

##### Peninsula Booths

A peninsula booth is a configuration with three-aisle exposure. In a peninsula booth space, displays and equipment are permitted up to eight (8) feet in height except in those areas within ten (10) linear feet of a neighboring exhibit which is limited to four (4) feet in height. This restriction is to avoid blocking the sight line from the aisle of an adjoining exhibit.

##### Island Booths

An island booth is a configuration with no adjoining booths and aisle exposure on all

sides. Structures will be permitted to a maximum height of 18 feet within an island booth. Since an island booth is separated by the width of an aisle from all neighboring exhibits, full use of the floor space is permitted. However, demonstration areas may not be set on the aisle line of the booth space; an area must be left within the exhibit to absorb spectators. Should spectators interfere with normal traffic flow in the aisle or overflow into neighboring exhibits, the presentation may be limited or eliminated. Island exhibits that exceed the 18-foot height limit must be approved in advance by ANA. A sketch of the display with complete dimensions must be sent to ANA for approval at least six (6) weeks prior to the first day of exhibit move-in.

### ***Property Damage***

No signs, parts of exhibits, supplemental lighting or any other exhibit material may be taped, posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or any interior or exterior surface of the exhibition facility or furniture.

### ***Fire Regulations***

All material used in the exhibit area must be flameproof and fire-resistant to conform to local fire ordinances and the fire regulation of the exhibition facility. Combustible decorations such as crepe paper, tissue paper, cardboard and corrugated paper shall not be used. All packaging containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays. All display materials and equipment are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof that are found not to be fireproof may be ordered dismantled. All aisle and exhibit areas must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered. Exhibitors are also expected to comply with any fire regulations from the host facility.

### ***Balloons***

Helium and latex balloons are not permitted as part of an exhibit or for giveaway or sale. Any charge imposed by the exhibition facility for removal of any balloons will be passed on to the applicable exhibitor.

### ***Liability and Insurance***

All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation by that exhibitor.

ANA, its officers, directors, agents, suppliers and employees shall not be liable for and are hereby released from any claims,

liabilities, losses, damages, or expenses relating to or arising out of injury to any personal property of exhibitor or to any other property where such an injury, loss or damage is incident to arise out of, or is in any way connected with exhibitor's participation in the Exhibition. The exhibitor shall be fully responsible for any such injury, loss, or damage and the exhibitor shall protect indemnity, hold harmless and defend ANA its officers, directors, agents and employees against all such claims liabilities, losses and damages and expenses, provided that the foregoing shall not apply to negligence of ANA, its officers, directors, agents or employees. Each exhibiting company acknowledges that it is responsible for obtaining insurance coverage in such amounts as it seems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company desiring to insure its exhibits and display materials against theft, damage by fire, accident or loss of any kind must do so at its own expense. General perimeter security guard services will be provided by the Association for the Exhibition period including move-in and move-out. The security service, the exhibiting facility, the service contractor and the Association are not responsible for any loss of any material by or for any cause, and urge the exhibitor to exercise normal precautions to discourage pilferage.

For the protection of exhibitors, security guards will require an official Material Release Pass to remove any equipment, cartons, luggage, etc., from the exhibit floor until the official move-out period. Materials Release Passes may be obtained from ANA Exhibits Staff.

In the event any part of the exhibition facility is destroyed or damaged so as to prevent ANA from permitting an exhibitor to occupy assigned space during any part or the whole of the Exhibition period, or in the event occupation of assigned space during any part or whole of the Exhibition is prevented by strikes, acts of God, national emergency or other causes beyond the control of ANA, the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor and exhibitor hereby waives any claim against ANA, its officers, directors, agents, suppliers or employees for losses or damages which may arise in consequences of such in inability to occupy assigned space.

## **EXHIBIT HALL CONTRACT**

### ***General Conduct***

The materials and conduct of all exhibits are subject to the approval of ANA, which reserves the right to require modification of any exhibit which, in its opinion, is not

appropriate for the Exhibition. This regulation also applies to displays, literature, advertising novelties, souvenirs and the conduct of the representatives, etc. Booth activities must be related to the product and/or service manufactured or sold by that exhibitor in the regular course of their business.

All exhibitor representatives should conduct themselves professionally. Exhibitor must treat all attendees equally and with dignity.

Exhibitors will show respect and total professionalism to all other exhibitors in the hall at all times. Exhibitors shall not display harassing behavior toward attendees or other exhibitors. If there is any indication of this behavior, ANA reserves the right to have the exhibitor and the exhibit removed from the exhibit floor.

Each exhibit space must be fully operational and staffed during the published exhibits hours as defined. False certification of any individual as an exhibitor's representative, misuse of exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the Exhibition or banning him or her from the entrance to the exhibit floor, or removing his or her exhibit from the floor without obligation on the part of ANA for refund of any fees. Upon the exercise of this authority by ANA, the exhibitor, for himself or herself, his or her employees and agents, and anyone claiming a right to be on the exhibit floor on behalf of the exhibitor, waives any rights or claims for damage arising out of the enforcement of this paragraph.

### ***Photography***

Photographing or examining other exhibitor's equipment without permission is prohibited.

### ***Smoking***

The American Nurses Association has adopted a non-smoking policy for all ANA meetings, conferences and exhibitions. There will be no smoking allowed in the exhibit hall or meeting rooms at any time.

### ***Special Effects and Presentations***

Audio-visual and other sound- and attention- getting devices and effects will be permitted only with such intensity as, in the opinion of ANA, they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations may be conducted by professional presenters or models. Demonstrators are to be straightforward and professional.

### ***Irregular Activities***

All business activities of the exhibitor must be conducted within the exhibitor's allocated exhibit space.

Any polls, surveys or questionnaires that will be conducted within the exhibitor's booth must be submitted for review and approval by ANA. The content must adhere to the Code for Nurses and established and published policies and practices of the Association. ANA must be advised of the intended use of the data.

Canes, yardsticks, noise-makers and sideshow tactics, or any other undignified and objectionable methods and materials, are expressly prohibited. For questions concerning the legality of distributing any promotional materials, please contact ANA staff for approval.

Exhibitors may distribute samples; however, use of glass containers for this purpose is dangerous. Plastic or other unbreakable containers are recommended.

Hazardous materials and displays (i.e., needles, glass containers, etc.) MUST be stored and secured when exhibit personnel are not present. It is the exhibitor's responsibility to ensure they are properly disposed of after the show in accordance with HAZMAT.

### ***Giveaways and Drawings***

Prize awards, lotteries, drawings, contests, favors, advertising premiums, or any other items with a value of \$500 or more to be given to attendees, must be approved by ANA. All awards of this amount must be pre-approved. Request for approval of such giveaways items must be submitted in writing to ANA 30 days prior to the first day of move-in and include a sample, photograph or description of the item (if there will be a drawing, eligibility requirements, etc.).

Refreshments will not be permitted to be served in the exhibitor's booth without the permission from ANA and the official facility center. If permission is granted, these items must be provided by the official caterer unless the caterer grants the exhibitor to use another supplier.

### ***Selling Guideline***

There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit floor.

### ***Canvassing by Non-Exhibitors***

The Exhibition is limited to business firms, professional organizations, educational institutions, and governmental agencies which have paid for booth space. No other persons or concerns will be permitted to demonstrate their products, solicit orders, or distribute advertising materials in the exhibition facilities.

### ***Music***

ANA is licensed with Broadcast Music, Inc. (BMI) and the American Society of Composers, Authors and Publishers (ASCAP). For music played in the exhibit area, exhibitors are responsible for obtaining licenses. Each exhibitor is required to identify and hold harmless ANA from any liability arising out of music covered by other organizations.

### **EXHIBITOR BADGES/ ACCESS TO HALL**

Admission to the exhibit area will be by authorized badge only. The official ANA badge must be worn whenever a representative is in the exhibit hall or other ANA events. ALL personnel representing the exhibitor or his/her agents on the Exhibit floor during installation and dismantling must be properly identified with an official badge.

Only representatives who are employed by the exhibiting company and who will be working in exhibit spaces are to register as exhibitors. Exhibitor badges will admit exhibitors to the hall during exhibit set-up and dismantling hours, non-ticketed events and CE sessions (space-availability basis). You cannot earn CE credits unless you register as a full convention attendee at the published rates.

Each exhibitor will be provided two (2) complimentary badges per 100 square feet of exhibit space leased. Additional or replacement badges will be available for \$20 each. Badges can be used on a rotating basis. Each rotating badge will be counted as one badge. Badges that will be used on a rotating basis will be prepared with only the organizations, city and state (leaving name line blank). These badges MUST be turned in the Exhibitor Registration counter each day for pick-up by the persons who will work in the booth the following day.

Abuse of the exhibitor registration procedures will be considered a violation of these rules and regulations.

On exhibit days, exhibitors will be admitted to the hall one hour before posted exhibit hours. Any request for access to the hall prior to that time must be made in advance with ANA Exhibit Staff.

### **INSTALLATION AND DISMANTLING**

#### ***General Requirements***

Materials for an exhibit may not be delivered to the exhibition facility before the official move-in dates and times. All displays must be completely installed by the end of established move-in hours. No displays may be dismantled prior to the official closing of the Exhibition. Such activity will be considered in violation of these Rules and Regulations. All materials must be removed from the exhibition facility by the end of official move-out date and time.

Association reserves the right to assign specific days to each exhibitor for delivery of equipment and/or displays items. Failure by an exhibitor to abide by such delivery schedule shall obligate the exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

All labor must be 18 years of age or older. No children under the age of 18 will be permitted on the show floor during installation and dismantling. During show hours, any person under the age 18 must be accompanied by an adult.

### **UNIONS**

Where union contracts exist within a facility, exhibitors must conform to those contracts and use the union personnel involved. Association shall, on request, advise where such jurisdiction exists.

#### ***Official Contractors:***

ANA shall make available the service of qualified contractors to provide services that exhibitors may need. Where the exhibit facility or requirements make it mandatory that a particular contractor be used, exhibitors must use that contractor and no other.

#### ***Utilities***

It is understood and agreed that the Association shall use proper and responsible care to have all power services installed and operating during the Exhibition. However, ANA shall not be responsible for late installation or service interruption.

#### ***Guidelines for Use of Exhibitor-Appointed Contractors (EAC)***

The International Association for Exposition Management (IAEM) defines an Exhibitor Appointed Contractor (EAC) as "any company that an exhibitor wishes to hire that requires access to the exhibit floor other than the officially appointed contractors hired by show management." This includes installation and dismantle companies, display and design companies, photographers, florist, audio/visual companies, computer rental companies, security, etc. As a general rule of thumb, if the person is not an employee of your company (with the exception of manufacturer's reps), and they will be working on your equipment, display or products, they are considered an EAC. Material handling is an exclusive service provided by the general contractors as appointed by show management.

The Association will make available experienced contractors to provide services for ANA Exhibitions. Some services are exclusive for which EAC cannot be used.

***Exhibitors and Exhibitor Appointed Contractors (EAC) must comply with the following guidelines:***

1. An EAC shall have the right to provide services (excluding material handling) and to utilize qualified employees on the exhibit floor as requested by an exhibitor. Exhibitors must submit a Notification of Intent to Use Non- Official Contractor to the American Nurses Association (ANA) at least 30 days prior to Exhibition move-in.
2. The EAC must carry public liability insurance for bodily injury and property damage in the minimum amount of \$1,000,000. An original Certificate of Insurance must be submitted to ANA at least 30 days prior to Exhibition move-in, verifying public liability insurance for bodily injury and property damage for the time period covering the Exhibition, including move-in exhibit hours, and moveout, and naming the American Nurses Association as insured.
3. The EAC must abide by existing labor regulations or contracts and rules and regulations established by the exhibition facility and ANA. All services provided by an exhibitor-appointed contractor must be completed in a timely, professional manner and within the established times for move-in and move-out.
4. The EACs are required to have all licenses, permits or bonding required by federal, state and county or municipal governments, prior to commencing work, and shall provide ANA with evidence of compliance.
5. The exhibit floor, aisles, loading docks, service and storage areas will be under the control of the ANA's designated official service contractor.
6. The EAC must possess and be prepared to present a true and valid order for service from an exhibitor to ANA Exhibit Staff to permit admittance to the exhibit floor.

7. An EAC should perform all services in a professional manner and not engage in solicitation of current or future business on the exhibit floor during move-in, exhibit hours, or move-out. Exhibitors are responsible for the conduct of the contractors they appoint.
8. An EAC will need to submit to ANA staff at least 15 days prior to exhibition move-in, the names of all employees who will be working in the exhibit hall prior to the commencing work. These individuals must follow the rules of ingress and egress for the exhibit hall. The EAC must also submit the names, addresses and telephone numbers of key personnel to contact in case of emergency, and designate a contact in the area local to the exhibition to handle emergency situations during the period of the Exhibition.
9. EACs must confine operations within the exhibit area of the client exhibitor. Aisle and vacant areas of the exhibit hall may not be used as work areas or storage and dispatch areas.
10. It is the responsibility of the EAC to remove all tape installed from the floor and any bulk trash from the exhibit hall (such as skids or crates) or the EAC will be billed accordingly by the official service contractor for the labor to complete such tasks.
11. EAC will fully cooperate with the official service contractor and will not interfere with the efficient utilization of labor.
12. It is the exhibitor's responsibility to provide the EAC with information pertaining to the exhibit; i.e., utilities, service order forms, dates, hours, shipping instructions, rules and regulations, etc.

**FAILURE TO FOLLOW THESE GUIDELINES COULD JEOPARDIZE AN EAC'S ABILITY TO OBTAIN PROPER AUTHORIZATION FOR INSTALLATION, SERVICING, OR DISMANTLING OF AN EXHIBITOR'S BOOTH.**

**COMPLIANCE AND ENFORCEMENT**

The Association shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of the Association.

Exhibitor accepts these Rules and Regulations, which form a part of the Application and Contract. ANA reserves the right to reject, eject, or prohibit any exhibitor or its operations in part or in whole and refuse to admit the exhibitor for the failure to comply with these Rules and Regulations. The exhibitor shall not be entitled to any refund of the booth space payment.

The exhibitor assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state, and federal governing bodies, concerning fire safety and health, together with the rules and regulations of the operations and/or owners of the property wherein the Exhibition is held. Infractions of these rules by exhibitors at any time may be considered in determining acceptance of future applicants to exhibit at ANA Exhibitions and loss of priority points.

Third parties, such as advertising and public relations agencies, acting on behalf of or representing the exhibitor, must adhere to and abide by these Rules and Regulations. It is the exhibitor's responsibility to make its agencies and/or contractors aware of all rules and regulations, guidelines, deadlines dates, and forward all items that such agency or contractor may be responsible.

These regulations may be amended at any time by the Association to such exhibitors as may be affected. The signer of the Application and Contract for Exhibit Space or his or her designee shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

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## Convention Information

**Convention Dates:** June 20-22, 2007

**Convention Location:**  
Hyatt Regency Atlanta

**Move-in:**  
Tuesday, June 19, 10:00am - 8:00pm

**Exhibit Hours:**  
Wednesday, June 20, 11:30am- 1:00pm  
Thursday, June 21, noon - 2:00pm  
Friday, June 22, 11:30am - 1:00pm

**Move-out:**  
Friday, June 22, 1:00pm - 7:00pm

## Contact Information

**ANA Exhibit Manager**  
8515 Georgia Avenue, Suite 400  
Silver Spring, MD 20010-3492

**Phone:**  
(301) 628-5210  
**Fax:**  
(301) 628-5003  
**Email:**  
[exhibits@ana.org](mailto:exhibits@ana.org)



**See you in Atlanta!**