

APHON

ASSOCIATION of PEDIATRIC
HEMATOLOGY/ONCOLOGY NURSES

34th Annual Conference and Exhibit

October 14–16, 2010

Hyatt Regency Minneapolis • Minneapolis, MN

Coming Together:

**Different Experiences,
One Commitment**

Association of Pediatric Hematology/Oncology Nurses

2010 Exhibitor Prospectus

Become an APHON Exhibitor

Join APHON at the 34th Annual Conference and Exhibit, October 14–16, 2010, in Minneapolis, MN, at the Hyatt Regency Minneapolis and reach your target market effectively and efficiently.

The Association of Pediatric Hematology/Oncology Nurses (APHON) is the professional organization for nurses and allied healthcare professionals who care for children, adolescents, and young adults with cancer and blood disorders and their families. APHON provides leadership and expertise by defining and promoting the highest standards of practice and care to the pediatric, adolescent, and young adult communities.

The APHON Annual Conference and Exhibit is the only conference dedicated to the pediatric hematology/oncology nursing segment of the healthcare industry that offers exhibit opportunities.

You will interact with nearly 800 influential nurses who provide their patients and families with

- pharmaceutical products
- medical equipment
- blood services
- educational materials
- training programs
- publications
- support services
- therapeutic products
- recruitment services.

APHON makes every effort to encourage attendee interaction with your sales force. Your investment in APHON will be supported in the following ways:

- innovative programming that draws more than 800 qualified attendees
- grand opening reception held in exhibit hall
- more than 10.5 hours of open exhibit hall time
- all refreshment breaks held in exhibit hall
- acknowledgments on APHON's Web site and in conference communications.

The APHON 34th Annual Conference and Exhibit is the best opportunity you will have in 2010 to reach this unique group of healthcare professionals. Contact Jeff McCollian, APHON's exhibit manager, at 847/375-4803 or jmccollian@connect2amc.com.

About APHON

APHON is a dynamic professional organization of more than 3,200 pediatric hematology/oncology nurses and allied healthcare professionals. APHON members are dedicated to promoting optimal nursing care for children, adolescents, and young adults who have cancer and blood disorders and for their families. The highest standards of nursing practice are achieved through education, research, certification, advocacy, and affiliation.

Exhibit Fees

10' x 10' space (100 sq. ft.)
\$1,300 before March 19, 2010
\$1,450 thereafter

10' x 20' space (200 sq. ft.)
\$2,600 before March 19, 2010
\$2,900 thereafter

The following services will be provided to exhibitors at no additional charge:

- standard identification sign showing the exhibitor's name and booth number
- 8-ft.-high back wall and 36-in.-high divider rails in quality fabric
- general overhead lighting
- security guard service
- attendee list
- listing in the conference program guide
- discount advertising in the conference program guide.

Exhibit Schedule*

Thursday, October 14, 2010

Exhibit Setup	8 am–Noon
Refreshments in Exhibit Hall	2:45–3:45 pm
Exhibit Hall Open	2:45– 3:45 pm
Grand Opening Reception	6–7:30 pm

Friday, October 15, 2010

Continental Breakfast in Exhibit Hall	7:30–9 am
Exhibit Hall Open	7:30–11:30 am
Refreshments in Exhibit Hall	10:15–11:15 am
Exhibit Hall Open	2:30–4 pm
Refreshments and Prize Giveaway in Exhibit Hall	3–4 pm
Exhibit Teardown	4–8 pm

*Note: Exhibit hours are subject to change.

Feedback from APHON Exhibitors

92% met their objectives at the exhibit
85% plan to exhibit again

Not-for-Profit Organizations

A not-for-profit exhibitor package is available upon request. Please send a letter of request to info@aphon.org, Attention: Sales Department.

Become an APHON Supporter

We invite you to become a conference supporter. Commercial support is an exceptional way for your organization to show its commitment to research and treatment in the field of pediatric hematology/oncology nursing.

Benefits of Commercial Support

- Enhance your visibility.
- Gain a more powerful presence.
- Increase your impact on APHON members.

Provide an Educational Grant

Gold Level	\$25,000
Silver Level	\$10,000
Bronze Level	\$5,000

Note: Educational grants are unrestricted.

Support an Event*

Commercially Supported Symposia	\$25,000
Grand Opening Reception	\$15,000
Portfolios	\$10,000
Tote Bags	\$10,000
Cyber Café	\$10,000
Keynote Session	\$10,000
Continental Breakfast	\$10,000
Afternoon Break	\$5,000
Lanyards	\$5,000
Preconference Workshop	\$3,500
Coffee Break	\$3,500
Concurrent Session	\$2,500

**Partial support is accepted.*

Commercial Supporters Receive

Bronze Level: \$5,000

- ☀ Sign in the registration area
- ☀ Sign at the supported event
- ☀ Recognition in the conference brochure (if commitment made by March 5)
- ☀ Recognition in the conference program guide
- ☀ Commercial support display for your exhibit
- ☀ Commercial support ribbons for your representatives
- ☀ Registration list—names and addresses of attendees

Silver Level: \$10,000

All of the above, plus

- ☀ Recognition on the APHON Web site, www.aphon.org

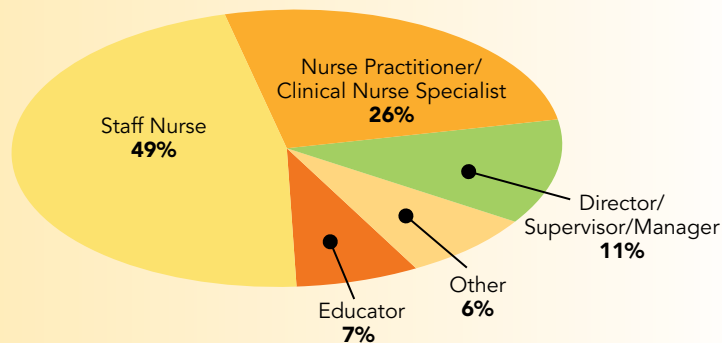
Gold Level: \$25,000

All of the above, plus

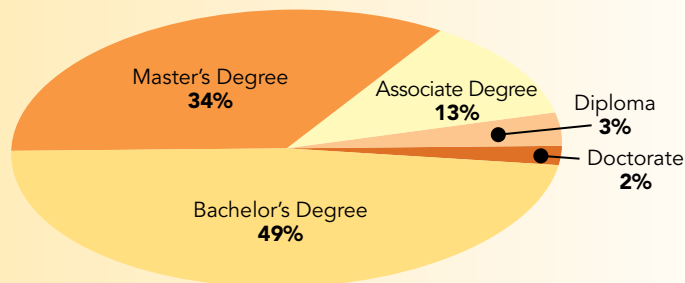
- ☀ Quantities of conference brochures to showcase your support
- ☀ Commercial support plaque
- ☀ Recognition in the conference program guide

Attendee Demographics

Position Title*



Education



**From 2008 conference statistics*



Become a Corporate Member

Join APHON and help advance the care of children, adolescents, and young adults with cancer and blood disorders and their families by contributing your voice and support to members' efforts in

research treatment education professional practice

APHON Corporate Membership provides a multitude of benefits and services throughout the year.

Services and benefits include

- ✿ recognition—by more than 3,200 members
- ✿ educational opportunities—commercially supported symposia at the APHON Annual Conference and Exhibit
- ✿ complimentary registration—one full registration at the APHON Annual Conference and Exhibit
- ✿ free publications—*APHON Counts* newsletter, *Journal of Pediatric Oncology Nursing (JOPON)*
- ✿ annual listings—APHON Web site, APHON Annual Conference and Exhibit, APHON Conference Program Guide
- ✿ discounted member rate on APHON products and publications
- ✿ reduced fees on mailing lists
- ✿ corporate member plaque.

Annual corporate membership dues are \$2,500.

APHON corporate member status is available to organizations that support the goals and mission of APHON. This is a nonvoting membership extended to a single-designated corporate representative.

Ancillary Events and Commercially Supported Symposia

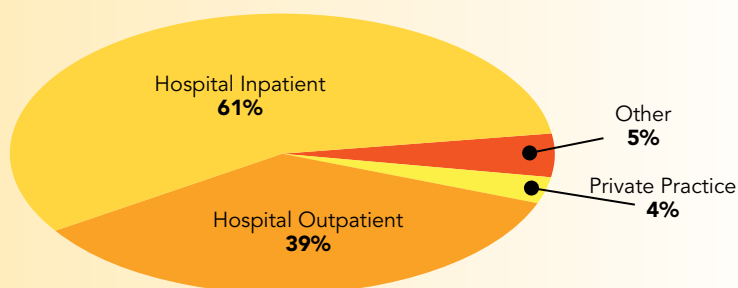
Ancillary Events

- ✿ Ancillary events may not conflict with any educational sessions, exhibit hours, or commercially supported symposia during the APHON Annual Conference and Exhibit.
- ✿ Scheduling, including transportation, must begin no sooner than 30 minutes after any activity during the APHON Annual Conference and Exhibit.
- ✿ All events must receive prior approval from APHON. You must provide APHON with information about these events (e.g., where, when, how to register).

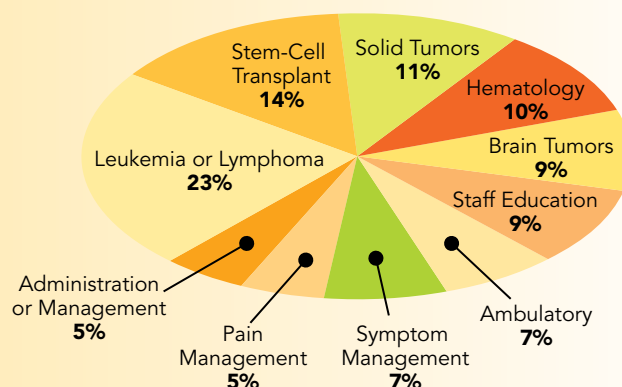
Commercially Supported Symposia

- ✿ Commercially supported symposia are held during the APHON Annual Conference and Exhibit.
- ✿ A variety of breakfast, lunch, and dinner symposia may be offered.
- ✿ The commercially supported symposia guidelines and proposal form will be available on the APHON Web site in January 2010.
- ✿ The APHON Program Committee will review proposals in Spring 2010 and evaluate them based on the quality of the programs and their relevance to the pediatric hematology/oncology nursing community.
- ✿ The proposed programs must demonstrate scientific rigor and objectivity and be free of commercial bias for or against any product.
- ✿ APHON will provide continuing education credit.
- ✿ The fee for a commercially supported symposium is \$25,000.

Practice Setting



Specialty Areas*



*2008 attendees focused their practice in multiple areas.

Important Dates and Deadlines

2010

- January 8** First right of refusal for commercial support opportunities
- January 22** Educational program submission must be received
- March 5** Commercial support and/or exhibit commitment for listing in conference brochure
- March 19** Last day for early-bird exhibit-space rate
- July 5** Full payment must be received for exhibit space
- July 5** Exhibitor service kits mailed
- July 26** Closing date for advertising space in program book
- July 26** Exhibit description for program book must be received (E-mail copy to jmccollian@connect2amc.com.)
- August 3** Decorator advance order due
- August 13** Closing date for advertising materials for program book
- August 20** Registration for booth staff due. A \$25 fee will be applied to all requests after this date. Four [4] badges allowed per 100 sq. ft.
- September 3** Deadline for direct mail to APHON members. All material must be approved.
- September 3** Deadline for room drop. All material must be approved.
- September 13** Deadline for housing reservations
- October 1** Last day for advance shipment to warehouse (tentative date, check exhibitor service kit)
- October 14** Installation of exhibits: 8 am–Noon
- October 14** Exhibit Hall open: 2–4:30 pm
Grand opening reception: 6–7:30 pm
- October 15** Exhibit Hall open: 7:30–11:30 am, 2:30–4 pm
- October 15** Exhibit teardown: 4–8 pm

Advertising Opportunities

2010 APHON Conference Program Guide

Advertising in the program guide offers you concentrated exposure to more than 800 professionals dedicated to promoting optimal nursing care for children, adolescents, and young adults with cancer and blood disorders and for their families. The program guide is the complete listing of conference events and exhibit activities that attendees refer to often.

Take advantage of this opportunity to put your message in the spotlight. To reserve space, complete the ad insertion order form and return it along with prepayment.

Closing Deadline for Space

July 26, 2010

No refunds will be made after the space-closing date.

Closing Date for Ad Materials

August 13, 2010

Mechanicals

Live area: 6.25" x 9.25"
Trim size: 7" x 10"
Bleed size: 7.25" x 10.25"

Ad Materials

Digital composite ads accepted in EPS or PDF formats, all images and fonts embedded; TIFF and JPG formats are 300 dpi with no compression applied.

To Submit Ad Materials

E-mail artwork files to Jeff McCollian at jmccollian@connect2amc.com or send a disk containing artwork files to Jeff McCollian at 4700 W. Lake Avenue; Glenview, IL; 60025-1485.

Agency Commission: 15% for accounts paid within 30 days.

Size	Dimensions	Exhibitor Rate*
Full page (w/bleed)	7.25" x 10.25"	\$825
Full page (w/out bleed)	6.25" x 9.25"	\$825
½ page (horizontal)	6.25" x 4.625"	\$600
½ page (vertical)	3.125" x 9.25"	\$600
Trim size	7" x 10"	

Cover Rates (include 4-color)

Back cover	\$1,635
Inside front cover	\$1,565
Inside back cover	\$1,495

No cancellations after space-close date; inserts available on request.

**Rates are agency commissionable. All rates are for black and white; add \$550 for four-color process.*



APHON 34th Annual Conference and Exhibit

Exhibit Information

Installation

All exhibits must be set up by Noon on Thursday, October 14, 2010, without exception.

Dismantling

The official closing time of the exhibits is 4 pm on Friday, October 15, 2010. All exhibit material must be packed and ready for removal from the exhibit area no later than 8 pm on October 15, 2010.

Space Assignment

Space will be assigned according to the date the contract and payment are received, availability of the requested area, amount of space requested, special needs, and compatibility of exhibitors' products. APHON reserves the right to assign space other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits.

Housing

A block of rooms is being held for the APHON Annual Conference and Exhibit at the Hyatt Regency Minneapolis. Make your reservations before **September 13, 2010**, to receive the APHON Annual Conference and Exhibit rates.

Hyatt Regency Minneapolis

1300 Nicollet Mall
Minneapolis, MN 55403
612/370-1234
\$169 single/\$179 double, plus applicable taxes

Official Contractor

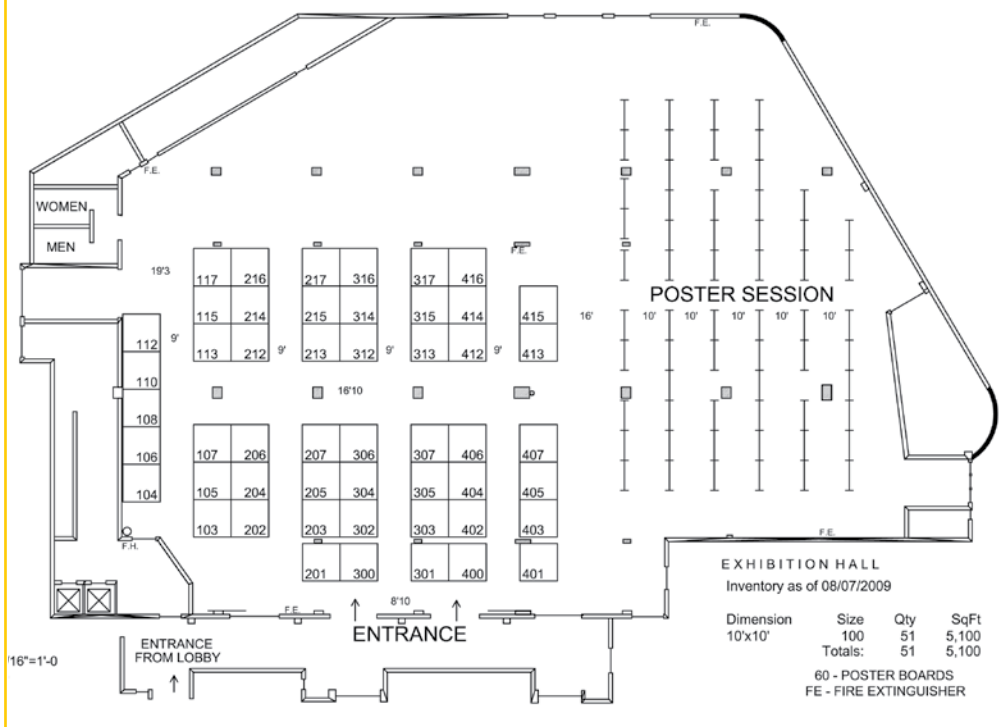
The assigned contractor will have a service desk in operation at the time of installation and removal and will direct and manage all of the following services: exhibitor information kit, decorator, booths and signs, labor, installation of exhibits, electrical, dismantling of exhibits, and shipping. An exhibitor information kit will be sent approximately 60 days prior to the conference.

Join This Impressive List of Previous Exhibitors

Alex's Lemonade Stand Foundation
Astellas Pharma US, Inc.
Baxter
BloodCenter of Wisconsin
CaringBridge
Carmel Pharma, Inc.
Children's Healthcare of Atlanta
Children's Hospital Los Angeles
Children's Hospital of Orange County
Children's Hospital of Philadelphia
Children's Medical Center of Dallas
CureSearch, National Childhood Cancer Foundation
Dream Street Foundation
Endo Pharmaceuticals
Enzon Pharmaceuticals, Inc.
Ferndale Laboratories
Genzyme Oncology, Inc.
Gideons International
GlaxoSmithKline
Grifols USA
HopeLab
ICU Medical, Inc.
IntraPump Infusion Systems
Legacy Products, Inc.
Leukemia & Lymphoma Society
Medline Industries, Inc.
Miller Pharmacal Group, Inc.
The National Children's Cancer Society
National Marrow Donor Program
Oncology Nursing Certification Corporation
Orlando Regional Healthcare
Patient Advocate Foundation
Penn State Milton S. Hershey Medical Center
Phoenix Children's Hospital
SAGE Publications
Sanofi Aventis
Specialized Health Products International, Inc. (SHPI)
St. Jude Children's Research Hospital
University Medical Center
Vanderbilt Children's Hospital

Convention Center Floor Plan

Hyatt Regency Minneapolis • Minneapolis, MN



ASSOCIATION of PEDIATRIC
HEMATOLOGY/ONCOLOGY NURSES

Jeff McCollan

Exhibits, Advertising, and Sponsorship Manager
4700 W. Lake Ave., Glenview, IL 60025-1485
847/375-4803 • Fax 847/375-6456
jmccollan@connect2amc.com • www.aphon.org



ASSOCIATION of PEDIATRIC HEMATOLOGY/ONCOLOGY NURSES

34th Annual APHON Conference and Exhibit
October 14-16, 2010
Hyatt Regency Minneapolis • Minneapolis, MN

Application for Exhibit Space • Exhibit Dates: October 14-15, 2010

We understand that space will be rented at the following rates:

Table with 2 columns: Booth size and Price. Rows include 10' x 10', 10' x 20', and Non-Profit Package Booth.

Note: Hall is carpeted.

We understand that all space must be paid for in full by July 5, 2010. If assigned space is not paid for in full by the specified date, it may be assigned to another exhibitor at the option of APHON.

We agree to abide by the Terms and Conditions printed on the reverse side of this form, which are made part of this contract. This is not a binding contract until signed by the APHON sales representative on behalf of APHON.

After referring to the floor plan, indicate preferred booth location. We will make every effort to accommodate requests but can make no guarantee.

1st choice 3rd choice
2nd choice 4th choice

List the products that will be exhibited.

Official Program Information

Please electronically submit a description of your products or services to be exhibited, in 50 words or fewer, exactly as you want the information to appear in the conference program guide. Submit to jmccollian@connect2amc.com by July 26, 2010.

Corporate Membership

Your organization's participation will make a difference in the field of pediatric hematology/oncology nursing.

We would like to receive more information on APHON Corporate Membership.

Please print or type.

Firm name
Street address
City, State, ZIP
Phone Fax*
E-mail
Web site
Signature

Name
Title

*I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I am authorized to receive, and hereby consent for the company to receive, faxes sent by or on behalf of APHON.

The signer of the application for exhibit space—or person designated below, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

Name
Title

Firm name
Street address
City, State, ZIP
Phone Fax
E-mail

Please complete all three steps:

- 1. Fax to 847/375-6456.
2. Make a copy of this form for your records.
3. Return the original, with a 50% deposit per booth, to APHON Exhibit Office PO Box 3781 Oak Brook, IL 60522

Make checks payable to Association of Pediatric Hematology/Oncology Nurses
Contact APHON at 847/375-4803 or info@aphon.org.

FOR APHON USE ONLY

Booth number(s) assigned cc# exp \$
Total cost \$ check # \$ date
Amount paid \$ check # \$ date
Accepted: APHON, by

Exhibit Space Application—Terms and Conditions

1. Application and Eligibility. Application for booth space must be made on the printed form provided by APHON (hereinafter, “the Association”), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of pediatric hematology/oncology and the professional education of those individuals attending the Association’s Conference. The Association shall determine the eligibility of any company, product, or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event that an application is not accepted, any paid space rental fees or deposits will be returned.

2. Exhibit Booth Price. The prices for each booth are as follows: \$1,300 for each 10’ x 10’ booth before March 19, 2010, or \$1,450 thereafter, or \$2,600 for each 10’ x 20’ booth before March 19, 2010, or \$2,900 thereafter.

These prices include discounted rates on advertising in the conference program book, an attendee list, access to conference mailing labels at a discount, a uniformly styled draped booth, an identification sign, a listing in the convention program, exhibitor badges for 4 preregistered company representatives per paid 10’ x 10’ booth and 8 representatives per paid 10’ x 20’ booth, which admit them to the exposition area at no charge. Badges for spouses are charged against each company’s badges-per-booth allotment.

3. Payment Dates. No booths will be reserved until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by **July 5, 2010**, the Association will have the right to reassign the booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. Cancellation of Booth Space. In the event that the exhibitor notifies the Association of the exhibitor’s intent to repudiate the contract after acceptance but prior to **July 5, 2010**, a full refund of monies received, minus a \$250 administrative fee per booth, will be made. A penalty of 50% of the cost of the total booth space contract will be imposed for a written cancellation received between **July 5, 2010** and **August 6, 2010**. No refunds will be made or cancellations accepted after **August 6, 2010**.

If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned starting November 15, 2009, according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor’s products with the Association’s aims and purposes.

The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan, relocate any exhibit, or both.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high, side rails that are 33 in. high, and an identification sign that is 9 in. x 44 in. Exhibit hall ceiling height is 9’6 ft. The exhibit hall is carpeted. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft., without the consent of the Association. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height. At **Noon on October 14, 2010**, an inspection will be made and carpeting will be automatically ordered for all booths without carpeting. Charges will be billed to the exhibitor.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor’s own booth is not permitted. All sales activities must be compliant with the FDA and OIG. There is no restriction on selling on the exhibit floor, provided that sales transactions may be conducted only within the exhibitor’s own booth. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales that occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association. Helium balloons are not allowed in the convention center. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle.

8. Installation/Dismantling.

Installation. All exhibits must be set up by **Noon on October 14, 2010**, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At **1 pm**, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by **1 pm**.

Dismantling. The official closing time of the exhibits is **4 pm on October 15, 2010**. All exhibit material must be packed and ready for removal from the exhibit area no later than **8 pm on October 15, 2010**. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time. Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future Association conferences.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter “Official Contractor”). An exhibitor’s service kit will be mailed to all exhibitors approximately 90 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral arrangements, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

- The Association and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than the \$1,000,000 combined single limit for personal and property damage at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
- Check in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
- All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. Hospitality and Entertainment. Hospitality suites or events sponsored by the exhibitors must be approved by the Association. No entertainment or programs may be scheduled to conflict with the Association’s program hours, activity hours, or exhibit hours. The Association has blocked suites at the official hotel that will be available on a first-come, first-served basis. Reservations should be made directly with the hotel. Firms that are not exhibiting are not permitted to have hospitality functions. Any company violating this policy may be denied exhibit space at future APHON conferences.

12. Exhibit Staff Registration. Registration of representatives identified under Exhibit Booth Price will be complimentary provided that registrations are received by the Association before **August 20, 2010**. There will be a \$25 charge for the registration of each additional booth representative who exceeds the allotted number of four (4).

After **August 20, 2010**, an onsite \$25 service fee will be incurred for the following:

- Registration of each representative
- Each name change
- Each lost badge or name substitution.

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the convention center. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Association or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event that the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct the violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor’s expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination, exhibit removal, or both. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

16. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor’s insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor’s existing policy covering exhibit property.

Neither the exhibit facility, the Association, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor’s custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the Official Contractor.

17. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors, including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. The exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the show.

18. FDA Regulations. Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited.

19. Liability for Damages or Loss of Property. Guard service is provided by the Association on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by the Association for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Association, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Association. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

20. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his or her own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor’s name and booth number(s).

Exhibit material cannot be received at the convention center prior to the show setup date. Such freight will be directed to and stored at the Association’s designated freight handling and storage firm at the exhibitor’s expense.

The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the Official Contractor.

21. Failure to Occupy Space. Any space not occupied at the convention center at **1 pm on October 14, 2010**, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association.

22. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

23. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the convention. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

24. Convention Program. One (1) copy of the convention program/exhibits directory will be available to each exhibiting company at the exhibitors’ registration area.

25. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this convention. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

26. Miscellaneous. The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association. These terms and conditions may be amended at any time by the Association upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Association from time to time. This contract shall be interpreted under the laws of the United States and of the State of Illinois.