

# AAHKS

## 2018 ANNUAL MEETING Exhibitor Rules & Regulations

November 1-4 | Dallas, Texas

**Thank you for partnering with the American Association of Hip and Knee Surgeons with the shared goals of educating our members and advancing care for orthopaedic patients everywhere. Your involvement at our upcoming 2019 AAHKS Annual Meeting is essential to our success.**

### 1. EXHIBITOR RULES & REGULATIONS

By applying for exhibit space, a company agrees to adhere to all of the terms and conditions of these Rules & Regulations. AAHKS requires the full cooperation of the exhibitor in their observance. Please be sure that your promotional department or anyone else involved in the arrangements of your exhibit has a copy of the Rules & Regulations.

### 2. TRADESHOW MANAGEMENT

If you have questions regarding booth space or logistics throughout the planning process, please contact:

Lauren Matthews  
AAHKS Tradeshow Coordinator  
(312) 673-5617  
[lmattews@smithbucklin.com](mailto:lmattews@smithbucklin.com)

### 3. LEARNING OBJECTIVES – REQUIRED

By applying for exhibit space, it is required to participate in submitting Learning Objectives. To help **focus your corporate message at the meeting** and **to attract the maximum number of attendees to your booth**, the AAHKS Industry Relations Subcommittee will assist you in developing Learning Objectives. The goal of these Learning Objectives is to highlight your unique offerings – including objective data when available – to facilitate meaningful discussion between surgeons and your team.

Each company will be asked to submit **a minimum of one and a maximum of three** Learning Objectives. These Learning Objectives will be widely available to meeting participants; attached to your company profile on the AAHKS website prior to the meeting, printed in the Exhibit Hall/Learning Center Directory (given to all attendees), and prominently displayed within your booth on a 22x28 sign.

AAHKS requests that the industry representatives in your booth are familiar with your company's Learning Objectives and are willing and capable of discussing them in a meaningful way with meeting participants.

Detailed information regarding the submission process, contact person, and Learning Objective examples will be distributed by Lauren Matthews, AAHKS Tradeshow Coordinator, as we get closer to the Annual Meeting. **Learning Objectives are due Friday, July 27.**

### 4. EXHIBITOR CONDUCT

It is the responsibility of the official exhibitor contact to ensure that all booth staff and vendors/contractors/ agents are aware of and adhere to all AAHKS Rules and Regulations and conduct themselves in a professional manner. During the Annual Meeting all exhibitors, their vendors, contractors and agents must wear attire that is consistent with the professional atmosphere of the meeting. No exhibitors, including vendors/contractors/agents hired to work a booth, may solicit attendees or other exhibitors from outside of their booth or elsewhere in the meeting venue. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth. At no time may anyone enter an unstaffed booth of another exhibitor. Any questionable exhibit or activity that exceeds the bounds of good taste as interpreted by AAHKS will be required to be curtailed.

### 5. EXHIBIT SPACE FEES

Exhibit space will be rented at the rate of \$6,000 for 10'x10' booth, \$12,000 for 10'x20' booth, \$18,000 for 10'x30' booth, \$28,000 for 20'x20' booth, and \$41,000 for 30'x20' booth. All spaces sold in 10'x10' increments. This rate includes a 7"x 44" booth identification sign, a booth identification sticker, blue pipe and drape for in-line booths, (1) 6ft skirted table, (2) limerick chairs, and (1) wastebasket.

Exhibitor must pay AAHKS a deposit of 50% of total booth space no later than **January 19, 2018** in the manner set forth on the invoice. AAHKS may invoice you for this deposit any time after AAHKS received and accepts a completed contract. The full balance of booth space charges must be received by AAHKS no later than **March 9, 2018**. If any of the above payments is not made in accordance with the above terms and conditions, AAHKS will be under no

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obligation to you under this contract or otherwise, meaning among other things that any space previously reserved for you will be subject to release in AAHKS's sole discretion without notice and without any further obligation of any kind by AAHKS. Applicants who submit applications that are received after **March 9, 2018** must include full payment to be considered for acceptance and, if accepted by AAHKS, any such payment shall be non-refundable. No company will be allowed to exhibit unless full payment for exhibit space is received. Late payment may impact booth selection priority for the 2019 Annual Meeting.

### 6. SPACE ASSIGNMENT

Exhibitors shall identify their ideal exhibit space locations as further set forth on the contract. Exhibitors are encouraged not to concentrate all space choices in one area of the floor plan.

### 7. CANCELLATIONS/REFUNDS

All cancellations or reductions in exhibit space must be received in writing by the dates listed to receive a refund: Full refund of booth fees if cancellation received by **March 9, 2018**; 50% refund of booth fees if cancellation received **March 10 – May 31, 2018**; No refund of booth fees for cancellations made on or after **June 1, 2018**.

A company's cancellation of exhibit space will result in the release of all assigned hotel sleeping rooms and hotel public space previously assigned to the company, and company representatives will not be allowed to attend the Annual Meeting. For companies reducing exhibit space; sleeping rooms and badges will be decreased to coordinate with the reduction in booth space.

### 8. WAIT-LIST TO EXHIBIT

Companies that wish to purchase exhibit space after all exhibit space is sold will be notified that they have been placed on the wait-list. As exhibit space becomes available, companies will be notified of space availability. Booth selections are not confirmed until full payment is received.

### 9. BOOTH CONSTRUCTION

#### Standard Inline Booth

Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space.

#### Corner Booth

A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply.

#### Dimensions

For purposes of consistency and ease of layout, all inline booths are 10' (3.05m) across the front and a depth of 10' (3.05m).

#### Use of Space

Regardless of the number of inline booths utilized, e.g., 10' by 20' (3.05m by 6.10m), 10' by 30' (3.05m by 9.14m) etc., exhibit fixtures should be arranged in such a manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' (2.44m) is allowed in the rear of the booth space, with a 4' (1.22m) height restriction imposed on all exhibit fixtures within 5' (1.52m) of an aisle. When two (2) or more inline booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.

#### Island Booth

An island booth is any size booth exposed to aisles on all four (4) sides. The entire cubic content of this booth may be used up to the maximum content of 16', including signage. Any Exhibitor occupying an island booth is required to submit a detailed floor plan with dimensions, including height, of all items in the booth, including hanging signage, to AAHKS Tradeshow Management for review and approval thirty (30) days prior to the Exhibit Hall/Learning Center opening.

### 10. CANOPIES/CEILINGS, HANGING SIGNS & GRAPHICS, AND MULTISTORY EXHIBITS

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for inline or perimeter booths should comply with line of sight requirements and may not protrude into the aisle. The base of the canopy should not be lower than 7' (2.13m) from the floor within 5' (1.52m) of any aisle. Canopy supports should be no wider than 3" (7.62cm). This applies to any booth configuration that has a sightline restriction, such as an inline booth.

Hanging signs and graphics are permitted in island booths to a maximum height of 18' (5.49m) to the top of the sign. Whether suspended from above or supported from below, they should comply with all use-of-space requirements. If within 5' (1.53m) of an adjacent booth, and if the placement complies with the use-of-space requirements, the side facing the adjacent booth should be finished and not contain any copy.

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A multi-story exhibit is permitted in island booths to a maximum height of 16' (4.88m). Multi-story exhibits may require approval and building permits from the Hilton Anatole and/or Dallas Fire Marshal and/or the city of Dallas. Exhibitors should obtain permits early on to ensure that all time constraints are met.

Fire and safety regulations for the Hilton Anatole may apply to canopies/ceilings, hanging signs & graphics, and multistory exhibits will be included in the Exhibitor Services Manual made available to Exhibitors in ninety (90) days prior to the Annual Meeting.

### 11. DISMANTLE OF EXHIBITS

Dismantle or removal of exhibit or materials is prohibited before the official closing of the Exhibit Hall/Learning Center at 7:30 PM on Saturday, November 3, 2018\*. Companies in violation of this rule will be addressed by AAHKS to discuss penalties, which may result in the exhibitor not being permitted to exhibit at future annual meetings.

*\*Schedule subject to change*

### 12. STAFFING OF EXHIBITS

It is preferred that exhibit booths be staffed during all exhibit hours. The mandatory times for booths to be staffed include breakfast, morning and afternoon breaks, lunch, and receptions. An exhibit company that fails to set up or properly staff its booth during the mandatory staffing times will forfeit all exhibit rights.

Temporary/Contract Staff are considered company personnel and must be registered and wear an exhibitor badge for entrance to the Exhibit Hall/Learning Center. These badges must be registered within the exhibitor's allotment of badges or purchased if over the allotment.

### 13. SUBLETTING PROHIBITION

Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space without the express approval of AAHKS Tradeshow Management. Exhibitors must display only products or services manufactured or sold by them in the regular course of business. The featuring of names or advertisements of non-exhibiting firms or businesses will not be permitted.

### 14. MULTIPLE DIVISIONS

Companies with several divisions that will share the same booth may not contract separately or be listed by division on-line, in the meeting app, Final Program, and any other print or on-line material. All divisions must be listed under one company name. Badges will not be split between divisions. The allotted number of badges for the booth can be shared among different division representatives but will only be listed with the contracted company name.

### 15. CANVASSING BY NON-EXHIBITORS

The Annual Meeting is limited to registered attendees as well as registered representatives of exhibiting companies who have contracted with AAHKS for exhibit space. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials, or conduct business development activities at any time during the Annual Meeting.

### 16. DISTRIBUTION OF PRINTED MATERIALS

Distribution of printed materials by an exhibitor or its agents is limited to within the exhibitor's allotted exhibit or meeting space. Such materials are not permitted to be distributed in the aisles of the Learning Center, lobbies, registration, publication bins, on counters and/or tables, in or near education rooms, parking lots, and/or in any hotel. Noncompliance with this regulation will be addressed by AAHKS with the company in violation, and will result in a loss of engagement privileges. Approved AAHKS sponsorship opportunities may include distribution of materials on behalf of the sponsor by designated AAHKS representatives or through approved channels. Examples of approved distribution of materials include bag inserts, room drops, and mailers sent to an attendee list.

### 17. PHOTOS & VIDEOS

Exhibitors are permitted to take photos and videos of their booths and meeting space for internal or public use on websites, social media, and publications. It is prohibited to take photos and videos of the General Session. AAHKS takes photos and videos of the Annual Meeting activities for use in online and print publications. By participating in the AAHKS Annual Meeting, exhibiting companies and their representatives agree to use.