

**EXHIBITOR RULES & REGULATIONS
HILTON ANATOLE
DALLAS, TX
NOVEMBER 5-8, 2020
2020 AAHKS ANNUAL MEETING**



Thank you for partnering with the American Association of Hip and Knee Surgeons (AAHKS) with the shared goals of educating our members and advancing care for orthopaedic patients everywhere. Your involvement at our upcoming 2020 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 Miller, AAHKS Tradeshow Coordinator (P: (312) 673-5617 or E: lmiller@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 (IRC) 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), prominently displayed within your booth on a 22x28 sign, and listed within the AAHKS mobile app. 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 Miller, AAHKS Tradeshow Coordinator, as we get closer to the Annual Meeting. **Learning Objectives are due Friday, July 24, 2020.**

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 \$6,500 for 10'x10' booth, \$13,000 for 10'x20' booth, \$19,500 for 10'x30' booth, \$30,000 for 20'x20' booth, 42,500 for 20'x30', and \$60,000 for a 20'x40' 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. Exhibitors must pay AAHKS a deposit of 50% of total booth space no later than **March 13, 2020** 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 **June 1, 2020**. If any of the above payments is not made in accordance with the above terms and conditions, AAHKS will be under no 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 **June 1, 2020** 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 2021 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 **June 1, 2020**; No refund of booth fees for cancellations made on or after **June 1, 2020**. 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.

***REVISED April 20, 2020:** 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 **August 1, 2020**; No refund of booth fees for cancellations made on or after **August 1, 2020**. 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. If AAHKS cancels the exhibit for any reason, all fees for booths are fully refundable.*

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.

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 6:00 PM on Saturday, November 7, 2020*. 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. BOOTH NOISE

Loud speakers or operation of equipment which is of excessive sound volume to be annoying to neighboring Exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.

13. 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.

14. 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.

15. 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 mobile 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.

16. 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.

17. 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 Exhibit Hall/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.

18. 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.



19. USE OF SPACE - GENERAL

- A. No Exhibitor will be permitted to display or distribute literature or any promotion outside the confines of the assigned booth space in the Exhibit Hall/Learning Center unless written permission is given by AAHKS. Distribution or display of promotional material in public areas or education session rooms of the Hilton Anatole are strictly prohibited.
- B. Exhibitors are prohibited from possessing, displaying or depicting any products or components or company names in their booth, which could be interpreted as being a promotion of another company.
- C. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to the aisles.
- D. Helium balloons, lighter-than-air objects, gummed stickers or labels will not be permitted as handouts/souvenirs. Distribution by Exhibitors, or their agents, of any printed materials, souvenirs or other articles shall be restricted to the Exhibitor's booth space.
- E. Any special promotions, music or stunts planned for the Exhibit Hall/Learning Center, must be cleared with AAHKS. AAHKS reserves the right to designate specific days and hours during which special promotions and stunts may be conducted, if they are permitted at all.
- F. AAHKS reserves the right to control all suites and meeting rooms in the Hilton Anatole and in those hotels participating in the AAHKS housing block. These controls have already been set up with the proper person in each property. Request forms for function space including meeting and hospitality rooms are included in the Exhibitor Services Manual, made available to Exhibitors ninety (90) days prior to the Exhibit Hall/Learning Center opening. No entertainment, meetings, or similar activities for AAHKS attendees can be scheduled during official Exhibit Hall/Learning Center or program hours, including social events, without direct approval from AAHKS.
- G. No animals are permitted in the Hilton Anatole other than service animals.
- H. Exhibitors must abide by all of the facility rules and regulations of the Hilton Anatole. A detailed list of all facility rules and regulations are included in the Exhibitor Services Manual, made available to Exhibitors ninety (90) days prior to the Exhibit Hall/Learning Center opening. To obtain these rules prior to their publication email lmiller@smithbucklin.com. The Hilton Anatole has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.
- I. The AAHKS logo and AAHKS Annual Meeting logo may not be used without the express written permission of AAHKS. AAHKS will distribute an official AAHKS Exhibitor logo to all Exhibitors for their use prior to the Exhibition. Exhibitors agree to abide by the guidelines included with the AAHKS Exhibitor logo.
- J. All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act. The Exhibitor shall hold AAHKS or its directors, officers, employees, agents or subcontractors harmless from any consequences of exhibiting company's failure in this regard. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact: U.S. Department of Justice ADA, Civil Rights Division Disability Rights Section – NYAV950 Pennsylvania Avenue, NW Washington, D.C. 20530 USA Phone: 800-514-0301(voice) or 800-514-0383 (TTY) Website: www.ada.gov
- K. Exhibitors must have a floor covering in the entire space rented if the exhibit hall is not already covered. If no covering is installed by end of Exhibitor set-up, AAHKS will order carpet for the space at the Exhibitor's expense.
- L. All booth personnel must be properly and modestly clothed. Exhibitors must see that any models hired for their firm be appropriately dressed in business or business casual attire and act within the boundaries of good taste.
- M. Any Exhibitor wishing to provide food or beverages, both non-alcoholic and alcoholic, in their booth during exhibit hours must receive permission from AAHKS Exhibit Management. For information on how to submit item(s) for approval, e-mail lmiller@smithbucklin.com. Please note that outside food and beverages are prohibited and any items provided should be ordered through the Hilton Anatole's catering department.
- N. AAHKS must approve all public relations, press and media-related activities of an Exhibitor that will take place on the Exhibit Hall/Learning Center. All press must have a badge to enter the Exhibit Hall/Learning Center.



20. USE OF SPACE – AUDIO VIDEO, LIGHTS, MUSIC, ETC.

- A. No spotlight maybe directed toward the aisles or so directed that it prove to be irritating or distracting to neighboring exhibit booths or guests.
- B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- C. No strobe light effects are permitted.
- D. Projectors, computer screens, or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle. All content on computer screens and TV screens must be relevant to the Annual Meeting.
- E. Loudspeakers or operation of equipment, which is of excessive sound volume to be annoying to neighboring Exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an Exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.
- F. Exhibitors are prohibited from taking videos or photographs of any booths in the Exhibit Hall/Learning Center, other than their own.
- G. No Exhibitor shall cause any copyrighted music to be played or performed. Exhibitors are responsible for individual ASCAP/BMI music licensing fees if applicable.

Questions?

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