



## **EXHIBITS RULES & REGULATIONS**

The rules and regulations contained herein are intended by the American Association of Heart Failure Nurses (AAHFN) to serve the best interest of the 2011 AAHFN 7th Annual Conference, the exhibitors and registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants are bound by the rules and regulations.

The AAHFN shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part though originally incorporated. All issues not addressed herein are subject to the decision of the AAHFN. These rules and regulations have been formulated in the best interest of all exhibitors. The exhibitor understands and agrees that the information contained in this Prospectus, and any other issued by the AAHFN regarding the 2011 AAHFN 7th Annual Conference; willingness to abide by the payment policy; acknowledgement of having read the AAHFN Rules and Regulations, and agreement to distribute them for proper execution to those individuals involved with exhibiting.

## **EXHIBIT ELIGIBILITY**

All products and services exhibited must be germane to the study and practice of heart failure management/care/education and have appropriate governmental and agency approval, if applicable. AAHFN retains the sole authority to determine the eligibility of any company and/or its product.

AAHFN reserves the right to refuse applications of organizations not meeting standard requirements or expectations. AAHFN reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

## **TERMS OF PAYMENT**

The exhibitor agrees to enclose with this application full payment. Payments should be made payable to **AAHFN** and forwarded to the

AAHFN home office, Attention: Cheryl Gallagher, 15000 Commerce Parkway, Suite C, Mt. Laurel, NJ 08054.

## **ASSIGNMENT OF SPACE**

Priority for space assignment will be made on a first-come, first-serve basis; taking space configurations under consideration, Management reserves the right to make any revisions necessary to the floor plan.

Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note that on their applications. Careful consideration will be given to all such requests, but cannot be guaranteed.

## **PROGRAM BOOK DISTRIBUTION & CONFERENCE BAGS**

Each exhibiting company will be entitled to one (1) copy of the AAHFN program book. These books will be available at registration. **Note: Conference bags are only available to registered attendees. If you pay and register to attend the meeting you will receive a meeting bag. These bags are provided by a corporate support. The AAHFN does not purchase these bags.**

## **EXHIBITOR PERSONNEL**

All participants affiliated with exhibits must register with Exhibitor Registration. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. The exhibit badge allows access to the exhibit hall and scientific sessions.

## **ANIMALS**

The use of live animals in an exhibit for any purpose is not allowed.

## **BEVERAGES**

Distribution of beverages from the exhibitor's booth is permitted. Beverages are to be dispensed in disposable containers that hold 8 ounces or less. All beverages and supplies must be purchased through the Walt Disney World Swan and Dolphin catering department. Bottled water and alcoholic beverages are not permitted.

## **CHILDREN**

The AAHFN does not allow children between ages 6 months to 20 years in the Exhibit Hall at any time. Infants under 6 months will be allowed in the Exhibit Hall during show days only. For

reasons of insurance, liability and safety, infants must be held at all times; strollers and infant carriers will not be allowed. Because of the professional nature of the program and limited seating, children are not allowed into the scientific presentations.

### **CO-MARKETING**

The AAHFN defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Only pre-approved products may be displayed in the co-marketing exhibit space.

Co-marketing requests are to be submitted to the Exhibits Department in writing. Each co-marketing company is responsible for submitting the following to the AAHFN:

- An Exhibit Space Application/ Contract received, by the required deadline, indicating that the booth space is for a co-marketed product.
- A request on company letterhead that explains the nature of the product and indicates a copy has been forwarded to the representative of each co-marketing company listed on the application.

Allocation of co-marketing booth space is based upon a first-come, first serve basis. Both co-marketing applicants must adhere to the deadline date for submitting an Exhibit Space Application/ Contract.

### **ENFORCEMENT OF RULES AND REGULATIONS**

By applying exhibit space or sponsorship, an exhibitor/sponsor agrees to adhere to all conditions and regulations outlined in this Prospectus. Any violations shall subject the exhibiting/sponsoring company to loss of all privileges, i.e., company will not be invited to future AAHFN meetings.

Any exhibiting organization that fails to notify AAHFN, in writing, prior to the 2011 AAHFN 7th Annual Conference of its intent to cancel is deemed a no-show. A no-show may result in a loss of exhibiting privileges at future AAHFN Annual Conferences, and no refunds will be issued. Whenever practical or appropriate in AAHFN's view, disciplinary action will be progressive according to the above sequence, but a more severe penalty, including refusal of or termination of the exhibit/sponsorship, may be

levied at the discretion of the AAHFN without the requirement of progressing through each of the above successive steps.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application from such company seeking to exhibit at any AAHFN meeting. Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein and the approval of the association. If the AAHFN determines that any exhibitor has failed to comply with any rule herein or any directive issued to the exhibitor, the association may terminate the license and close that exhibiting company's exhibit without notice. In all interpretations of the AAHFN Rules and Regulations, the AAHFN's decision is final.

### **FOOD SAMPLING**

The request to dispense food samples must be submitted with the application for exhibit space. Please include a complete list of products and nutritional labels for sampling. Only those products listed on the application and approved prior to the meeting will be allowed.

AAHFN will consider food products that contribute to a healthy diet and are manufactured by the exhibiting company. All food is to be dispensed for sampling, served in disposable containers, and in 4 ounce portions. The exhibit space must be kept clean and free of debris. All food sampling is to be supervised by exhibitor personnel.

### **GIVEAWAYS**

Exhibiting companies are permitted to distribute giveaways if the gifts reflect customary practices of industry. To avoid the acceptance or distribution of inappropriate gifts, recipients should observe the following guidelines: any gifts accepted by recipients individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the recipient's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the recipient or registrant. For example, nurses should not accept a gift if they are given in relation to the nurse's prescribing practices.

Giveaways should be associated with products or services of the exhibiting/sponsoring company and cannot exceed a retail value of \$25 per item.

Examples of approved giveaways: Pens/Pencils, Key Chains, Caps/Visors, Stress Balls, Water Bottles, T-Shirts/Polo Shirts. Candy, including chocolates, may be distributed if individually wrapped or in individual serving containers not to exceed 1 oz. Bags may be distributed if they are clear or white plastic with no print or logo.

### **FDA COMPLIANCE**

All products exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be easily visible and placed near the product and on any graphics depicting the product. Display of Investigational Products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product that is graphically depicted on a commercial exhibit should:

1. Contain only objective statements about the product.
2. Contain no claims of safety, effectiveness, or reliability.
3. Contain no comparative claims to other marketed products.
4. Exist solely for the purpose of obtaining investigators.
5. Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
6. Contain a statement on signage: "Caution-Investigational Product-Limited to Investigational Use" (or similar statement) in prominent size and placement.

Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug and Cosmetic Act. The phone number is: 301-594-4692.

### **POST-MEETING MAILING LISTS**

A complete attendee list to include name and address will be furnished to all exhibitors after the meeting. A onetime use agreement must be signed and faxed back to AAHFN in order to receive the list. The form will be distributed to all exhibitors on the last day of the show.

### **HAZARDOUS WASTE**

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land, or water. Exhibitors who generate material fitting any of these criteria, in the course of their exhibiting activity, must follow these guidelines:

- Be aware of the full scope of the hazards associated with waste created with the exhibit.
- Conform to the requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location.

Submit the name of the selected waste disposal company in writing to the 2011 AAHFN 7th Annual Conference Manager no less than 30 days before the start of move-in.

### **INSURANCE AND LIABILITY**

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with exhibitor's participation in the AAHFN Annual Conference, including its indemnity obligations herein. Exhibitor/sponsor should maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor/sponsor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits in order to comply with all local, state, and federal laws, ordinances and regulations for any of its activities in connection with the 2011 AAHFN 7th Annual Conference.

Execution by exhibitor/sponsor of the application is the agreement to protect, indemnify, defend and hold harmless the American Association of Heart Failure Nurses from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including but not limited to reasonable attorney's fees in connection therewith, which may arise or result in any way

from the wrongful acts or negligent acts of exhibitor/sponsor, its agents, contractors and employees.

In no event shall the American Association of Heart Failure Nurses be liable to exhibitor/sponsor for any loss of business opportunities, or for any other type of direct consequential damages alleged to be due under any claim. It is agreed and understood by exhibitor/sponsor that the sole liability of the American Association of Heart Failure Nurses for any claims of exhibitor/sponsor shall be a refund of the amounts paid by exhibitor/sponsor under this agreement as an exclusive remedy. For purposes of this Paragraph, the parties indemnified and insured shall include the AAHFN, its officers, directors, members, agents and employees.

#### **LOGO REQUIREMENTS AND USE**

To ensure that your company receives the highest quality logo recognition, AAHFN must receive your logo in a vector-based EPS format, as well as in a JPEG format. AAHFN also requires one hard-copy, black and white version of your company's logo. All logo recognition will be single color, to be determined by the AAHFN marketing team. When multiple colors are available, the sponsor will be notified and if they so choose can pay the additional cost. Logo size will be based on the following criteria.

- The level of sponsorship will determine size of logo in relation to other logos on general sponsorship signage.
- Sponsored item will determine the appropriate size of logo.

#### **Product vs. Company Logo**

Since AAHFN is a 501 (C) 6, certain Tax Code regulations must be followed in order to remain within the qualified sponsorship payment safe harbor. The following are AAHFN's guidelines for the use of product logos.

- A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
- A product logo cannot be used for general recognition (banners, website listing, publication, etc.)
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value,

an endorsement or an inducement to purchase, sell or use the product or service.

#### **NON-SMOKING POLICY**

AAHFN policy strictly prohibits the use of tobacco products in all areas of the hotel (including during installation and dismantling) and all hotel meeting rooms hosting AAHFN events. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy.

#### **PHOTOGRAPHY AND VIDEOTAPING**

Photography or videotaping of the Exhibit Hall is strictly prohibited. Exhibitors may request permission from the AAHFN to photograph their own booth for internal marketing purposes only. Requests must be submitted in writing by May 2, 2008.

#### **USE OF THE 2011 AAHFN 7TH ANNUAL CONFERENCE SCIENTIFIC PROGRAM CONTENT**

Information presented during 2011 AAHFN 7th Annual Conference is the property of the AAHFN and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of AAHFN and the presenter. Any use of the program content which includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts without the written consent of AAHFN is prohibited.

#### **SCIENCE PRESENTATIONS**

Science presentations are limited within the exhibits by the following constraint: AAHFN must pre-approve the content and presenter for live talks. This does not apply to the display of videotaped presentations.

#### **SECURITY**

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during the 2011 AAHFN 7th Annual Conference. The AAHFN provides security guard service for the perimeter of the Exhibit Hall, but neither the guard service nor the AAHFN will be responsible for loss of or damage to any property. Deliveries or removal of equipment are only permitted during move-in and move-out. Once the show opens, a pass

must be obtained from the Security Manager to remove any material or equipment.

### **SELLING PRODUCTS OR SERVICES**

The American Association of Heart Failure Nurses' exhibit program educates attendees by providing information, services and products, and presenting industry trends pertinent to the nurses' professional interest. Therefore taking orders and selling exhibited products will be permitted. The sale of non-cardiovascular-related products, e.g., bags, T-shirts, umbrellas, golf balls, sunglasses, etc., is strictly prohibited. At no time may the exhibit or product display be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. Exhibiting companies that sell taxable goods or services on site are responsible for registering as a dealer with the California Department of Revenue.

### **SHOW CANCELLATION POLICY**

The parties agree that in the event that the 2011 AAHFN 7th Annual Conference is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government declaration or regulation, epidemic or other event over which the AAHFN has no control, then the exhibitor contract may be immediately amended by AAHFN, and exhibitor hereby waives any and all claims against the AAHFN for damages, reimbursement, refunds, or compensation.

### **BOOTH CANCELLATION POLICY**

Cancellations must be submitted to AAHFN in writing. The date of receipt of exhibitor's written notice of cancellation in the office of AAHFN will be the official cancellation date. If space is cancelled on or before March 8, 2011, all monies paid to date minus a \$150.00 processing fee will be returned to the exhibitor.

Any exhibitor who cancels space after March 8, 2011, will be responsible for the total booth cost. No refunds for cancellations after March 8, 2011.

### **USE OF EXHIBITS**

One of the purposes of the 2011 AAHFN 7th Annual Conference is to provide exhibitors with an opportunity to interact with other exhibitors, attendees, AAHFN staff and volunteers. Those

contacts must be conducted in a cordial, professional manner.

Inappropriate behavior or undesirable conduct including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated. The AAHFN retains the right under this agreement to remove any exhibitor from the premises who, at the AAHFN's sole discretion, engages in inappropriate, undesirable, or abusive behavior. Removal may also include the termination of the exhibitor's license to exhibit. Exhibitor hereby waives any and all claims for damages against the AAHFN by reason of such removal. Removal under these circumstances may result in an exhibitor being barred from future AAHFN meetings.

Exhibits are subject to the approval of the AAHFN. The AAHFN reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in AAHFN's determination, comply with the AAHFN Rules and Regulations governing the 2011 AAHFN 7th Annual Conference; are contrary to AAHFN's scientific or public policies, positions, statements, or guidelines; or otherwise reflect unfavorably on the character of the meeting.

As a courtesy to attendees and fellow exhibitors, all exhibits must be opened on time and remain staffed at all times during exhibit hours. Exhibitors or exhibitor representatives (including public relations, advertising or design firms) must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs, promotional materials, or canvassing in any part of the hotel outside of the exhibitor's booth is prohibited.

These practices are prohibited at the 2011 AAHFN 7th Annual Conference: Wearing or distributing stick-on emblems, buttons, pins, unofficial badges, company nameplates.

- Games, contests, lotteries, raffles, drawings or other games of chance.
- Tests, quizzes or evaluations that do not directly involve cardiovascular diagnosis.
- Broadcasting of audio or video news programs.
- Using celebrities or celebrity "look-alikes".

- Using magicians, fortunetellers, dancers, mimes, puppet shows, robots, vocal or moving forms, or other entertainment of this nature.
- Obstruction of aisle space due to any activity in an exhibitor's booth.
- Audio systems that disturb neighboring exhibits (Using an open audio system is strongly discouraged. The exhibitor must stop using the system if, in the AAHFN's opinion, the sound level is objectionable to the registrants or adjacent exhibitors. Further, the exhibitor is responsible for any and all fees that may be due for use of copyrighted music used in audio presentations.)

by failure to observe these rules shall be payable by the exhibitor.

- Additional guidelines may be found in the Official Exhibitor Kit

Exhibits must be staffed at all times during exhibit hours. The AAHFN requests strict adherence to the opening and closing hours. Those firms that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future AAHFN meetings.

**OFFICIAL SERVICE CONTRACTOR  
INFORMATION: LABOR, SHIPPING,  
DECORATING, AND FURNISHING**

*Please refer to the official Exhibitor Kit for this information.*

***Shipping Note***

Cost of shipping, receiving, and storing are the responsibility of the exhibiting company.  
Collect Shipments will not be accepted!

**BOOTH CONSTRUCTION**

Every exhibit space should allow for the visibility of other spaces. The following rules for booth construction ensure that every exhibitor has reasonable site lines to the aisle. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which are as follows:

- No obstructions in the front half of the booth above a height of 40-inches are permitted. The booth height of 8-feet, inclusive of company name and logo, may be maintained up to 50% of the distance from the back wall toward the front of the space.
- Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- No part of any equipment, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface same; damage arising