

**AORN 57<sup>h</sup> annual Congress  
RULES AND REGULATIONS**

**Contents**

<b>Application and Interpretation of Rules.....</b>	<b>2</b>
<b>Purpose of Exhibits.....</b>	<b>2</b>
<b>Eligibility for Exhibiting.....</b>	<b>3</b>
Exhibit Categories.....	3
Technical Exhibitors .....	3
Scientific Exhibitors – Non-Profit and Specialty Nursing Organizations .....	3
Recruitment Exhibitors - Career Resource Area .....	3
<b>Exhibitor Service Kit .....</b>	<b>4</b>
<b>About Exhibits.....</b>	<b>4</b>
Reservation and Assignment of Exhibit Space.....	4
Priority Points .....	4
Contracted Space .....	5
Corporate Booth Groupings.....	5
No Show Policy .....	5
2010 Exhibit Space Reservation .....	5
Installation and Dismantling of Exhibits .....	5
Booth Configuration .....	6
ADA Compliance.....	6
Booth Construction and Arrangement .....	6
Demonstration Areas .....	6
Fire Safety Regulations.....	6
Hanging Signs.....	7
Identification of Exhibit Space .....	7
Island Booth Requirements.....	7
<b>Exhibitor Activities .....</b>	<b>7</b>
Association Name and Logo Usage.....	7
Business Conduct.....	8
Ancillary Activities.....	8
FDA Approval .....	8
Exhibit Representative Conduct .....	8
Aggressive Behavior.....	8
Booth Staffing.....	8
Drawings and Presentations.....	8
Food and Beverage on the Exhibit Floor .....	9
Alcohol.....	9
Giveaways.....	9
Infectious Medical Waste Handling and Disposal.....	9
Laser Policy .....	9
Lighting.....	9
Media Events .....	9

Music Licensing.....	9
Photographs.....	10
Prohibited Items.....	10
Smoking.....	10
Sound Restrictions.....	10
<b>Exhibit Floor Access.....</b>	<b>10</b>
Registration and Badges.....	10
Exhibitor Access to Educational Sessions.....	10
Non-Exhibitors.....	11
Prospective Exhibitor Badges.....	11
Manufacturer’s Representatives.....	11
Guest Badges.....	11
Exhibitor Lists.....	11
Good Neighbor Policy.....	11
Right of Inspection.....	11
Third-Party Vendors and Agencies.....	11
Exhibitor-Appointed Contractors.....	11
Models.....	12
Security.....	12
Violations.....	12

## Application and Interpretation of Rules

These Rules and Regulations apply to and are made a part of the AORN Exhibit Space Application and Contract (“Contract”) entered into by AORN and the Exhibitor named therein with respect to the AORN Congress to be held in Denver, Colorado, March 14-18, 2010 (“AORN Congress”) at the Colorado Convention Center (the “Conference Facility”). Exhibitor agrees to abide by all Rules and Regulations as provided in this document, and any additional rules and or guidelines specific to the Conference Facility that may be provided in the Exhibitors’ Service Kit or otherwise provided by AORN. AORN shall have full power in the interpretation and enforcement of all Rules and Regulations, and shall have the authority to make such further Rules and Regulations, orally or in writing, as AORN considers necessary for the proper conduct of the AORN Congress, and such decisions shall be binding on Exhibitor.

Should an Exhibitor have any question regarding the interpretation of any Rule or Regulation, it is the responsibility of the Exhibitor to contact AORN to raise the question and establish clarity and understanding of that rule. Questions may be directed to the AORN Sales & Exhibits Department at (800)755-2676 ext 280, or sales@aorn.org

The Rules and Regulations are subject to change, and Exhibitor is responsible for obtaining a current copy of such rules. Please refer to the website, at [www.aorn.org/Exhibits](http://www.aorn.org/Exhibits), for the most current version.

## Purpose of Exhibits

The annual AORN Congress is created, produced, and managed by the Association of periOperative Registered Nurses (AORN), a non-profit corporation. The purpose of the exhibits, an integral part of AORN’s largest face-to-face educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to examine and evaluate the latest developments in equipment, supplies, and services which are used in OR suites, pre- and post-surgical areas, endoscopy, radiology, and office-based and ambulatory surgery centers.

## Eligibility for Exhibiting

AORN reserves the right to determine the eligibility of any Exhibitor, or in AORN's sole discretion. All products and services exhibited must be related to use in the operating room suites and/or pre-/post-surgical areas; ambulatory surgery settings and surgical clinics, or otherwise related to the practice of Perioperative nursing as determined by AORN. Personal use products will not be approved for display at the AORN Congress.

### **Exhibit Categories**

There are THREE categories of Exhibitors. These categories are listed below along with the features of each one.

#### **Technical Exhibitors**

For-profit companies exhibiting products or services related to use in the operating room suites or pre-/post-surgical areas and are of professional or educational benefit or interest to the registrants. The following is included in the Technical Exhibitor exhibit space:

- Linear and perimeter booths which are 10' x 10' units or multiples thereof, unless otherwise indicated, will be priced at \$25.00 per square foot (\$2,500.00 per 10' x 10' without a corner).
- Islands and any booth with a corner location will be priced at \$26.00 per square foot (\$2,600 per 10' x 10').
- 7" x 44" booth ID sign (for linear/in line booths) Freeman Decorating form is required.
- 8' high draped back wall and 36" high side railings for linear and perimeter booths
- Aisle carpet and nightly vacuuming of aisles.
- Basic company listing in Exhibit Guide. (Deadline applies).
- Company product category listing in the Exhibit Guide and on-site interactive computer kiosks (Online input required).
- Virtual Exhibit Guide listing. (Online input required.)
- General perimeter security

#### **Scientific Exhibitors – Non-Profit and Specialty Nursing Organizations**

Non-profit organizations [US Tax Code 501 (c)(3) or 501 (c)(6)] or other qualifying non-profit or philanthropic organizations that promote products or services related to perioperative nursing. Scientific booths will be in a designated area of the exhibit hall. The following package is included in the Scientific-Nonprofit and Specialty nursing Organizations exhibit space:

- Exhibit floor space in 10' x 10' units or multiples thereof priced at \$9.00 per square foot (\$900.00 per 10' x 10' booth space).
- 7" x 44" booth ID sign (Freeman Decorating form is required).
- 8' high draped back wall and 36" high side railings.
- One (1) draped 6' display table.
- Two (2) standard chairs.
- One (1) wastebasket
- Booth floor carpet.
- Aisle carpet and nightly vacuuming of aisles.
- Basic company listing in Exhibit Guide. (Deadline applies).
- Company product category listing in the Exhibit Guide and on-site interactive computer kiosks ( Online input required).
- *Virtual Exhibit Guide* listing. (Online input required.)
- General perimeter security.

#### **Recruitment Exhibitors - Career Resource Area**

Career Resource exhibit space must meet the eligibility criteria as follows: hospitals, nursing registries/agencies, military agencies, schools of nursing, colleges, universities, or other entities offering career opportunities or advancements in perioperative nursing. Recruitment booths will be in a designated area of the exhibit hall. The following package is included in the Career Resource exhibit space:

- Linear and perimeter booths which are 10' x 10' units or multiples thereof, unless otherwise indicated, will be priced at \$25.00 per square foot (\$2,500.00 per 10' x 10' without a corner).
- Islands and any booth with a corner location will be priced at \$26.00 per square foot (\$2,600 per 10' x 10').
  - 7" x 44" booth ID sign (Freeman Decorating form is required).
  - 8' high draped back wall and 36" high side railings.
  - One (1) draped 6' display table.
  - Two (2) standard chairs.
  - One (1) wastebasket.
  - Booth floor carpet.
  - Aisle carpet and nightly vacuuming of aisles.
  - Basic company listing in Exhibit Guide. (Deadline applies).
  - Company product category listing in the Exhibit Guide and on-site interactive computer kiosks (Online input required).
  - Virtual Exhibit Guide listing. (Online input required.)
  - General perimeter security

## Exhibitor Service Kit

Note: Within this document you will find multiple references to the Exhibitor Service Kit. This will be made available to you in Fall of 2009 in anticipation of the March 2010 event. The Exhibitor Service Kit will be posted at [www.aorn.org/Exhibits](http://www.aorn.org/Exhibits).

### About Exhibits

#### ***Reservation and Assignment of Exhibit Space***

Exhibit space will be sold by AORN upon receipt of completed Contract (as defined above) for exhibit space with applicable deposit and acceptance of such application by AORN in writing. The Contract is the only means by which space may be reserved. Contracts received at Onsite Booth Sales at the previous year's event (Chicago, IL, March 17 – 19, 2009) are placed according to the AORN Priority Point system. All Contracts received after March 19, 2009 will be date-stamped upon receipt at AORN Headquarters, and exhibit space will be assigned by AORN based upon availability of requested space at the time of receipt of completed Contract, if such Contract is accepted by AORN. Exhibitor will receive copy of accepted contract and receipt for deposit funds for their records,

#### ***Priority Points***

AORN uses a priority point system to facilitate assignment of exhibit space. At Onsite Booth Sales Exhibitors will select their preferred booth space in descending order of quality points, those companies with the most points choosing first. Priority points are calculated as follows:

- One point is earned for each year a company has exhibited.
- One point is earned for each 10' x 10' unit of exhibit space occupied at the previous Congress
- There are no other means for earning points.
- In the event an exhibiting company merges with, is bought out by, or purchase another company, the parent company may assume the higher number of priority points, with written consent for a point transfer from the other company.
- Priority points cannot be combined.
- In the event two companies request identical booth spaces and have identical priority points, participation in other AORN-related activities, as determined by AORN, will be used as the tie breaker.
- Loss of priority points may occur if Exhibitor does not comply with the Contract and Rules & Regulations.

Companies selecting their booths after the close of onsite sales are placed based upon available space at time of receipt of Contract.

**Contracted Space**

AORN reserves the right to rearrange the exhibit floor plan for any reason. AORN may relocate exhibits at any time. If Exhibitor will be relocated by AORN, Exhibitor will be notified. Exhibitor will have one week to review the relocation, at which time they must either accept or reject AORN’s decision. If rejected, Exhibitor may suggest to AORN another agreeable location, acceptance of which is at AORN’s discretion, or Exhibitor may elect to cancel their booth space. Booth space that is cancelled or downsized due to relocation by AORN will be refunded in full, and the contract considered null.

**Corporate Booth Groupings**

Corporate booth groupings are companies within a corporate structure, with a minimum purchase of 3,600 square feet that have agreed upon neighboring booth properties located in specified shaded areas on the 2010 exhibit floor plan. Anchor Booths are 60’ x 60’ and larger that are located in specified shaded areas on the Exhibit Floor Plan. To be defined as a corporate booth grouping or anchor booth property the cumulative booth space occupied by the grouping or anchor must meet or exceed a 60’ x 60’ property. As a part of a Corporate Booth Grouping, the corporate entity is required to purchase the aisle carpet between the corporate booth properties. Pricing is determined by intended use of the aisle area. Without exception, corporate groupings of any size cannot purchase any aisle space defined by AORN as a main aisle. This is usually defined by aisles that are 20’ wide or more, and maintained by AORN. These companies will comply with the following guidelines:

- Corporate groups must submit all contracts and deposits to AORN headquarters before booth assignment will take place.
- A preferred layout of company names in designated booths must accompany the contracts and deposits.

**No Show Policy**

Any space not claimed and occupied or for which no special arrangements have been made, prior to 2:00 PM, Monday, March 15, 2010 will be considered a “no show.” This space may be resold or reassigned by AORN, without obligation on the part of AORN for a refund to the original renting Exhibitor.

**2010 Exhibit Space Reservation**

Initial Assignment of booth space for AORN’s 2010 Congress in Denver, Colorado will take place on site during the 2009 Congress in Chicago, Illinois. All companies who exhibit at the 2009 Chicago Congress will be given the opportunity to participate in booth assignment for the 2010 Congress. Booth assignment appointments will be provided based on AORN’s published priority point system, and those assignment times will be communicated well in advance of the 2010 Congress to allow Exhibitors to work the initial/on site assignment appointment into their Congress schedules.

**Installation and Dismantling of Exhibits**

Installation of the 2010 AORN Exhibits will begin on Friday, March 12, 2010 at 8:00 AM.

Installation days and hours are:

Friday, March 12	8 AM to 5 PM
Saturday, March 13	8 AM to 5 PM
Sunday, March 14	8 AM to 5 PM

Exhibitor Set-Up:

Monday, March 15	8 AM to 2 PM
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Any exhibit material not uncrated and set up by 2:00 PM Monday, March 15, 2009 and for which arrangements to set up have not been made will automatically be set up by AORN’s contractor at the Exhibitor’s expense and liability. All crates and containers should be ready for removal by 10:00 AM Monday, March 15, but Exhibitors may work in their booths until 6:00 PM. No empty crates or cartons may be placed in the aisles after 10:00 AM. Any Exhibitor placing empty crates or cartons in the aisles after aisle carpet has been installed and cleaned will be charged for removal and cleaning. Designated freight-free aisles must be free of crates and exhibit materials at all times during move in and move out. Freight free aisles are necessary for emergency access and to expedite crate removal. All exhibits must remain intact until 3:00 p.m. Wednesday, March 17 and must be removed from the area

by 12:00 Noon, Friday, March 19. Any exhibit material that is not dismantled and prepared for removal by Noon, Friday, March 19 will be removed, on overtime rates, at the exhibitor's expense and liability. The Exhibitor must surrender exhibit space to AORN in the same condition as it was at the commencement of the occupation, ordinary wear excepted.

Exhibitor Move-out:

Wednesday, March 17	3:00 pm – 5:00 pm
Thursday March 18, 2009	8:00 pm – 5:00 pm
Friday March 19, 2009	8:00 am – 12:00 pm

### **Booth Configuration**

All Exhibitors are responsible for ensuring that their booths meet all 2010 Congress Booth Exhibit Specifications, as provided in the Rules and Regulations, as well as Appendix A of this document.

- All exhibits must conform to and enhance the professional, educational, and instructional atmosphere of the meeting.
- Maximum booth height allowed is 8' for inline booths and 25' for island booths.
- All exhibits must be carpeted. Exhibitors may use their own carpet or order it from Freeman Decorating Company. Order forms are included in the Exhibitor Service Kit.
- All exhibits must present an open atmosphere on the exhibit floor. 100% occupancy of exhibit space is not allowed, with the exception of Island Booths (see Island Booth Requirements below).
- Counters must be a minimum of 1' in from all sides.
- Floor plans and elevation blueprints for new island exhibits or booths involving other unusual construction must be submitted to AORN for approval by February 12, 2010. If proposed plans are not submitted and the construction is determined to be in violation of regulations, AORN reserves the right to prohibit assembly of the booth, and is under no obligation to provide a refund or other restitution.

### **ADA Compliance**

Exhibitors shall be fully responsible for compliance with all applicable provisions of the American Disabilities Act of 1992 with regard to their booth space, including, but not limited to, the wheelchair access provisions. Exhibitors should refer to [www.ada.gov](http://www.ada.gov) to familiarize themselves with all applicable provisions. If a ramp or other accommodations are needed in order for an Exhibitor booth to be ADA compliant, they must be provided at the expense of Exhibitor.

### **Booth Construction and Arrangement**

All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Carpeting of aisles is not permitted by any Exhibitor nor shall there be any structures above aisles between facing linear booths, except for within Corporate Booth Groupings.

### **Carpet**

Carpet is mandatory for all booths. Exhibitors may use their own carpet or order it from our authorized Decorating Company. Order forms will be included in the Exhibitor Service Kit.

### **Demonstration Areas**

All booths must be constructed or arranged in such a manner as to be able to accommodate the viewing audience inside the booth. Demonstration areas may not be set on the aisle line of the exhibits. Aisles are not to be obstructed due to any activities within the booth.

### **Fire Safety Regulations**

Exhibitors are responsible for ensuring that their exhibit complies with the complete list of fire regulations included in the Service Kit. The following does not encompass all the Denver, CO fire codes; however, it does provide basic rules governing exhibits during the AORN Congress.

1. All materials used in construction and decoration of an exhibit must be flame retardant. Fabrics must be certified as flame retardant or a sample must be available for testing. Materials that cannot be treated to meet the requirement may not be used.
2. All exits and exit aisles must be kept clear and unobstructed. No furniture, signs, chairs, or displays may protrude into aisles.
3. Designated “no freight” aisles must remain clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the hall and to expedite freight and empty crate moving.
4. All fire hose racks, fire extinguishers, and emergency exits must be visible and accessible at all times. This includes fire protection equipment located within exhibits. Exits and exit signs may not be covered by drapes nor obscured from view by exhibit components.

### **Hanging Signs**

Hanging signs will be allowed for all Island Booths at AORN Congress.

AORN has set a maximum hanging sign height limit of 25'. Be sure to review the floor plan and check placement of your booth carefully to be certain the ceiling areas will not impact your booth plans.

Hanging signs to remain within confines of booth space and will not extend out past contracted square footage.

- Hanging signs cannot block show management signs (aisle, directional, etc.)
- AORN signs will not be moved to accommodate visibility of hanging signs
- Hanging sign orders may be submitted directly to the official AORN contractor, and all hanging signs will be hung by the official contractor. (No outside third party or subcontractor party will be allowed to hang signs)
- Materials must be flame-retardant in accordance with Denver, CO Fire Department regulation.
- All booths, regardless of size, are required to follow these guidelines.

### **Identification of Exhibit Space**

All exhibit booths will be identified with a booth number on the floor. Linear and perimeter booths will have an identification sign (7" x 44") giving the Exhibitor's name and booth number, which will be provided, upon request, from Freeman (form submission required; see Exhibitor Service Kit.)

### **Island Booth Requirements**

AORN considers any 20' x 20' or larger free-form space configuration to be an island booth. Island exhibit spaces may occupy 100% of the rental space, but must adhere to the following rules:

- The design of the booth must allow accessibility from all four aisles.
- Equipment must be placed in such a manner that neither the viewer or demonstrators are in the aisle.
- Use only clear, or up to 20% tinted Plexiglass structures with limited copy to permit see-through visibility.
- AORN has set a maximum height limit for all island booths of 25'. All towers, hanging signs, and displays will adhere to the 25' height limit.
- Provide sufficient see-through areas so as not to block the view of the adjacent exhibits.
  - AORN recommends a 50% see-through effect on the portion of the booth from the floor up to a minimum of 8' in height.
- Island exhibits are subject to show site review and, where necessary, modification, at the Exhibitor's expense.

### **Exhibitor Activities**

#### ***Association Name and Logo Usage***

The AORN name and logo are the exclusive property of AORN and are trademarked. The AORN logo may not be used in any way (i.e. promotional literature, giveaways, etc.), without specific written approval from AORN.

Exhibiting companies may use the designated 57<sup>th</sup> Congress logo and/or the tagline “AORN 57<sup>th</sup> Congress” on promotional items for the conference. The Congress logo may also be found online at: <http://www.aorn.org/exhibits>

Except for the foregoing use, Exhibitor is granted no rights to use the names, slogans, service marks, trademarks, trade names or logos, of AORN for any purpose, in connection with the AORN Congress or otherwise.

### **Business Conduct**

Sales on the Exhibit floor at the AORN Congress are permitted, provided all transactions are conducted in a manner consistent with the professional nature of the exhibits. AORN reserves the right to restrict sales activities for any reason. Rules governing booth activities include, but are not limited to:

- Exhibitors may not advertise or display goods other than those manufactured or sold by them in the regular course of their business.
- The sale of novelty products such as bags, T-shirts, sunglasses, etc., is strictly prohibited.
- Booksellers displaying and selling the same products/titles as those being sold in the AORN Book Store must not undersell the AORN Book Store, as priced at <http://www.aorn.org/AORNStore/>
- Publishers of perioperative nursing publications will be allowed to exhibit at the AORN Congress, and will be permitted to distribute publications and bonus issues from their assigned booth space; however, soliciting for advertising from AORN Exhibitors at Congress is strictly prohibited.
- It is the responsibility of the Exhibitor to secure any licenses or permits that may be required to conduct sales and to collect and remit all city and state sales taxes as necessary.
- Exhibitors may not assign or sub-let any space allotted to them to other companies.

### **Ancillary Activities**

All Exhibitor activities must be conducted within the assigned booth space. Notwithstanding the foregoing, Exhibitors are allowed to hold events and gatherings outside of the exhibit floor, provided that the timing of these events do not conflict with official AORN Congress events, and that the appropriate paperwork has been submitted to and approved by AORN. Please see the “**Ancillary Space Reservation**” form found in the Exhibitor Service Kit.

- Distribution of any materials in any official AORN Congress location other than Exhibitor’s assigned space is prohibited, unless written permission is given by AORN.
- Exhibitors and/or sales representatives are not permitted to conduct any activities in other exhibiting companies’ booths or in any public aisle space.

### **FDA Approval**

Exhibitors must abide by all applicable FDA regulations. All products and services exhibited at the AORN annual Congress shall comply with FDA policy and procedures. Inclusion of any product that is an investigational device or an investigational drug is permitted, however, such products must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs, only permissible pre-approved dissemination of scientific and educational information is provided at the exhibit and appropriate disclosures and cautionary notices are included with the devices or drugs. Exhibitors are reminded that the FDA prohibits the advertising or other promotion of investigational or unapproved drugs or devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. In addition, under FDA rules, the background of the exhibit must show the generic name of any drug product featured. For additional information contact the FDA at: 1-888-INFO-FDA (1-888-463-6332) or <http://www.fda.gov>.

### **Exhibit Representative Conduct**

AORN reserves the right to expel or refuse admittance to any Exhibitor or booth personnel whose conduct is, in AORN’s sole discretion, not in keeping with the character and/or spirit of the AORN Congress. Rules governing conduct and activities include:

### **Aggressive Behavior**

Any aggressive or threatening behavior, whether verbal or physical, directed toward attendees, fellow Exhibitors, or any event staff is strictly prohibited.

### **Booth Staffing**

All exhibit booths will be staffed by at least one representative of Exhibitor during public exhibit hours.

### **Drawings and Presentations**

Published and/or posted drawing times are not allowed in exhibit booths during exhibit hours, however, attendees may register for a drawing to be held outside exhibit hours. Winners may be posted in the booth the following day or

notified by mail. Presentations considered to be objectionable and not in the best interest of AORN and its purpose of education, as determined by AORN in its sole discretion, are prohibited.

### **Food and Beverage on the Exhibit Floor**

Exhibitors will be permitted to distribute select food and beverage items. Any food/beverages distributed by Exhibitor must be arranged through the Conference Facility. A variety of items are available via the official food service provider at the Colorado Convention Center. A complete list of approved items will be available in the AORN Exhibitor Service Kit. Despite availability on catering menus, plated items, grilled or odorous foods (e.g. popcorn) are expressly prohibited on the Exhibit Floor.

### **Alcohol**

No alcohol is permitted on the exhibit floor, except during the Monday evening reception.

### **Giveaways**

Distribution of stick-on decals is strictly prohibited. Distribution of items containing magnets is also prohibited, as they demagnetize attendee registration cards, which compromises lead retrieval data. If Exhibitor's giveaway is determined to be objectionable or inappropriate, AORN has the right to refuse to allow Exhibitor to distribute it. See also "Drawings and Presentations."

### **Infectious Medical Waste Handling and Disposal**

No infectious medical or other waste shall be permitted at AORN Congress without the prior approval of AORN. It is the responsibility of the Exhibitor to comply with federal and state regulations concerning the screening, handling, and disposal of all infectious medical waste.

### **Laser Policy**

Exhibitor will adhere to the following laser policy:

- Exhibitors may operate lasers in a fashion to exhibit aiming beams such as helium-neon lasers.
- Exhibitors may not operate carbon dioxide, argon and neodymium YAG lasers in a therapeutic or treatment mode without providing appropriate smoke evacuation and a suitable enclosed place with eye protection for those viewing the laser.

### **Lighting**

Exhibitors will adhere to the following minimum guidelines when determining booth lighting:

- No lighting fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space, nor may they hang from the ceiling.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits, show aisles, columns or wall space. This includes the projection of images and/or logos.
- Lighting that spins, rotates, pulsates, or features other specialized effects should be in good taste and not interfere with neighboring Exhibitors or otherwise detract from the general atmosphere of the event.
- The projection of images/logos/products onto columns and/or walls is prohibited.

### **Media Events**

Exhibiting companies may not hold media events in their booth space without prior approval from AORN. Companies wishing to hold media events outside of their booth space must follow the procedures for Ancillary events outlined under the Ancillary Activities heading of this document. See the Exhibitor Service Kit for information regarding the Congress Press Room.

### **Music Licensing**

AORN is required to maintain a music licensing agreement with Broadcast Music, Inc. (BMI) and American Society of Composers, Authors, and Performers (ASCAP) for the use of live and recorded music played in conjunction with the AORN Congress. Exhibiting companies that use live or recorded music at a hospitality function or meetings during the AORN Congress will be required to obtain and pay for the respective music licensing fees through these companies. Please contact AORN if you require contact information for BMI and ASCAP.

## **Photographs**

Only AORN may grant permission to photograph or videotape the exhibit hall. Exhibitors may take photographs of their own booths or may request professional photographs of their booth from the AORN Official Photographer. Order forms will be included in the Exhibitor Service Kit. No representative of any Exhibitor will be allowed to photograph or video another Exhibitor's booth.

## **Prohibited Items**

The following are prohibited:

The use of balloons as part of the exhibit display or as a giveaway is strictly prohibited.

Live animals are not permitted on the show floor as a part of any exhibit.

Children under the age of 16 will not be allowed on the floor at any time.

See also Drawings and Presentations for regulations regarding these events.

See also Food for specific items that are disallowed.

## **Smoking**

Smoking is prohibited at all AORN Congress functions, at all times, including in the exhibit hall from start of installation through the end of the dismantling process.

## **Sound Restrictions**

Audio-visual and other sound and attention-getting devices are permitted only if they do not interfere with the activities of neighboring Exhibitors. Public address, sound-producing, or amplifying devices which project sound must be tuned to conversational levels. No sound system may be over four feet off the show floor, and any system must be directed into the booth. The Exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations. (See Music Licensing) AORN reserves the right to determine at what point sound constitutes interference with other Exhibitors.

## **Exhibit Floor Access**

For Exhibit days, exhibitor personnel will be permitted on the exhibit floor starting at 8:00 AM on Monday, March 15, and beginning at 7:00 AM on Tuesday, March 16, and , Wednesday, March 17. All Exhibitors must leave the hall one hour after the daily closing. See Installation and Dismantling of Exhibits for information regarding access to the floor during set-up and tear-down.

## **Registration and Badges**

All Exhibitor Personnel registration will be completed via an online registration system, or in person onsite in Denver. Instructions regarding the online badge registration service will be available in the Service Kit. This online service allows you to purchase, add, delete, and modify registration information for your company.

- 5 free badges are provided for every 10' x 10' unit rented
- Additional Personnel Badges - \$50.00 (over booth allotment of 5 free badges per 10' x 10' unit)
- Replacement Badges - \$25.00 each

Cancelled Exhibitor registrations will not be refunded, but substitutions will be accepted at no additional cost.

Each representative of an Exhibitor must wear the official badge at all times while in the exhibit area.

Supplementing badges with business cards, ribbons, or company logos is not permitted (unless it is an official AORN ribbon.) Exhibitor badges will display the name of the company shown on the exhibit space contract.

## **Exhibitor Access to Educational Sessions**

The Exhibitor badge admits booth personnel into educational sessions on a space available basis. Booth personnel who wish to receive CE credit for attending sessions must register as a Congress attendee, meet registration requirements, and pay the appropriate fees.

## **Non-Exhibitors**

The exhibit floor is limited to registered attendees of the AORN Congress as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space assignments. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials in the exhibit hall or convention center. Non-exhibiting attendees may visit the exhibit floor using one of the following badge types:

### **Prospective Exhibitor Badges**

Prospective Exhibitors who wish to view the exhibit hall and determine their participation at future meetings may purchase badges on-site at Exhibitor Registration. A perspective Exhibitor is defined as a company that has not exhibited at the AORN Congress within the past five years. A company business card and entrance fee per badge is required.

### **Manufacturer's Representatives**

Manufacturer's Representatives may purchase a badge onsite at Exhibitor Registration. A business card and entrance fee per badge is required.

### **Guest Badges**

#### **(Nurses and Others)**

Guests of Exhibitors, including but not limited to business partners and investors, may purchase an exhibit hall pass at Exhibitor Registration, which will be good for all three days of exhibits. Exhibitor Guests must be accompanied by a representative from the hosting company. Guest badges will identify holder as "guest of said company."

Exhibitors who wish to invite *nurses* who might otherwise not be attending Congress to visit the *Exhibit Hall only* may provide their nurse guests with a copy of the complimentary Exhibit Hall Only nurse badge coupon, which may be exchanged at Nurse Registration for an Exhibit Hall Only Badge. Copies of the coupon will be provided to Exhibitor via the Exhibitor Service Kit.

### **Exhibitor Lists**

Exhibitor lists are the property of AORN. This list will not be released by AORN to anyone, except for those companies that are contracted by AORN in specific relation to the execution of the 2010 AORN Congress. (i.e. Official Contractor, Show Photographer, or Lead Retrieval System provider.)

### **Good Neighbor Policy**

Please respect your fellow Exhibitors by respecting the rights of each Exhibitor on the floor to have a profitable show, while conforming to all rules & regulations.

### **Right of Inspection**

AORN shall have the right at any time to enter Exhibitor's booth or otherwise inspect Exhibitor's display. AORN shall have the right to restrict or require the modification or removal of any element or display in Exhibitor's booth which it considers unsuitable in the AORN Congress, in AORN's discretion.

### **Third-Party Vendors and Agencies**

AORN will not work with third party agencies without an authorization letter from the exhibiting company. Third parties acting on the behalf of, or representing the Exhibitor must adhere to all AORN rules and regulations. It is the Exhibitor's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates, and to forward service kits, forms, and promotional materials to third parties.

### **Exhibitor-Appointed Contractors**

Exhibitors wishing to employ service providers other than the official representative company of AORN for any purpose must obtain AORN's prior approval. A list of all official service providers, as well as the **Exhibitor**

**Appointed Contractor** form, is available in the Exhibitor Service Kit. Submission of a form does not guarantee permission to use a non-official service provider.

### **Models**

Models are considered company personnel and must be registered and wear a company badge for entrance to the exhibit halls. Companies must make arrangements for any models working in their booth to pick up badges at the Exhibitor Registration counter.

### **Security**

AORN contracts with Marshall Robinson & Associates, Inc. (“MRA”) to provide general perimeter exhibit area surveillance, and MRA is authorized to enter Exhibitor’s exhibit at any time to perform its duties. Furnishing this service shall not be construed to be any assumption of obligation or duty by AORN or MRA with respect to protection of Exhibitor’s property, which shall at all times be the sole responsibility of Exhibitor. Exhibitor may purchase additional security services directly from MRA, and a form for such use is included in the Exhibitor Service Kit [Note: I was not clear about use of this form. To discuss] AORN does not provide security during [installation, the AORN Congress or dismantling.] Exhibitor is responsible for its own property. Neither AORN nor the Conference Facility is responsible for the safety or protection of person or property of Exhibitor or for the act or omission of any security personnel.

### **Violations**

By applying for exhibit space, each exhibitor agrees to comply with all rules and regulations set forth by the Association. Any violations may result in the following penalties:

- 1st Violation - Loss of exhibit priority points for the year in which the violation occurred.
- 2nd Violation - Loss of 50% of accrued exhibit priority points.
- 3rd Violation - Loss of 100% of accrued exhibit priority points.
- 4th Violation - Loss of all exhibiting privileges, i.e. company will not be eligible to exhibit at future AORN meetings.

A more severe penalty, including refusal of the exhibit, may be levied at the discretion of AORN without following the above sequence. The Association reserves the right to restrict and/or dismiss any exhibit it deems undesirable.

\*These rules and regulations are subject to change. Please refer to the website, at [www.aorn.org/ExhibitorsAndAdvertisers](http://www.aorn.org/ExhibitorsAndAdvertisers), for the most current version.