

# 2010 ASHA EXHIBITOR RULES AND REGULATIONS

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**ASSIGNMENT OF SPACE:** Priority for space assignment will be based on the order in which we receive applications. Applications for exhibit space must be made on the official application form. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should so indicate on the application. Subletting of space is not permitted.

**INSTALLATION AND DISMANTLING OF EXHIBITS:** The exhibit area will be available for decoration and installation of exhibits beginning at 2:00 pm, Wednesday, October 13. All exhibits should be fully assembled by 11:30 am, Thursday, October 14. No one will be permitted to assemble exhibits during normal exhibiting hours. Unless otherwise advised, no exhibit may be dismantled before the official closing time, 3:00 pm, Friday, October 15. All exhibits should be fully dismantled by 4:00 pm. Electrical and drayage service will be provided upon request to Viper Tradeshow Services.

**OFFICIAL DECORATOR:** Viper Tradeshow Services, Patty Madsen, Sales & Events Coordinator, 2575 Northwest Parkway, Elgin, IL 60024; 888/458-9760 (toll free), or 847/426-3111 (fax).

**FURNITURE AND DECORATIONS:** Each exhibit area will be furnished with a six-foot skirted table, two chairs, waste can and ID sign as part of the exhibit booth cost. Additional furniture must be ordered at the exhibitor's expense. Viper Tradeshow Services will send an exhibitor service packet, which will include all necessary furniture and decoration forms, drayage and labor information, and a schedule of services and rates.

**SHIPPING INFORMATION AND LABOR:** Shipments must be consigned according to instructions in the exhibitor packet. Shipments should be made early to assure delivery before setup. Viper Tradeshow Services will provide personnel upon request for servicing exhibitors during setup and dismantling and will be available to supervise all operations relative to decorations and related services. Arrangements for temporary labor should be made through Viper Tradeshow Services. Official labor order forms will be included in the exhibitor service packet. **ASHA will not be responsible nor accept exhibitor's shipment to the hotel/conference location.**

**FORWARDING ADDRESS:** Exhibitors should mark and consign shipments according to the instructions in the Viper Tradeshow Services exhibitor packet.

**SCHEDULE OF SERVICES AND RATES:** Rates for drayage services will be sent in the exhibitor's packet. Shipments will be received, stored and delivered to the booth on the installation date. Empty containers will be removed from the booth, placed in storage, and returned to the booth at the close of the show. **ASHA cannot receive drayage for your company.**

**LIMITS OF LIABILITY:** Viper Tradeshow Services shall not be responsible for damage to uncrated materials improperly packed, for any concealed damage, loss, or theft of materials after the same have been delivered to the exhibit hall and placed in booth space, or prior to being picked up from the booth space at the close of exhibition. Exhibitors are requested to please make certain that materials are properly insured

against fire, theft, and all hazards while in transit to and from the booth and for the duration of the exhibit.

All cartons, crates, and boxes must be suitably packaged with forwarding labels attached to each, identifying ownership and forwarding address. Crates, cartons, and boxes not consigned to Viper Tradeshow Services will not be considered a part of this agreement.

Viper Tradeshow Services will be responsible for removal of all equipment and booth accessories from the exhibit areas by termination of the dismantling period.

**BOOTHS AND SIGNS:** Piped and draped booths will be used. The columns in the rear of the booth will be 8' high: Side dividers three feet high (36"), booth 10' wide.

ASHA will provide one 7" x 44" identification sign depicting the firm name and booth number. Other sign orders may be placed through Viper Tradeshow Services.

**HOUSING:** A block of guest rooms has been reserved at the Hyatt Regency Crown Center for use by ASHA Exhibitors. The hotel reservation cut off date is September 10, 2010. Rates are \$135.00 single/double plus taxes at the Hyatt Regency Crown Center, Kansas City, MO. Register online through the ASHA web site – [www.ashaweb.org/84thConference](http://www.ashaweb.org/84thConference).

**EXHIBITOR REGISTRATION BADGES:** All persons in an exhibitor booth must be registered with the conference. The regular booth rental fee includes registration for two exhibit booth personnel. The registration badge is necessary for admittance to all conference sessions. The registration form will be mailed in August 2010.

**ACCEPTANCE OF EXHIBITS:** ASHA seeks a wide variety of school health related exhibits and services that provide evidence-based, medically accurate, standards oriented products and services. EXHIBITORS shall display professional products and materials that are in character with the conference. Nonprofessional products to be displayed must be described in writing and sent to the Association at least three weeks prior to the exhibition.

Exhibits are subject to the approval of the Association. The right is reserved to refuse potential exhibits not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Applications for exhibit space are subject to review as described in the exhibit contract. ***First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for review purposes.***

Products and services that contradict evidence-based, medically accurate, and best practice standards shall be deemed inappropriate for exhibition at the American School Health Association Annual Conference.

Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. Issues related to liability, insurance, subletting space, cancellations and violations are outlined on the next page.

Failure to comply with ASHA guidelines may require the immediate withdrawal of any information or exhibit which is believed to be unethical, an infraction of the rules, or injurious to the purpose of ASHA. In the event that an exhibit eviction is necessary, it is agreed that no refund shall be made by ASHA, and ASHA is not liable for any damages alleged or claimed as a result of any action taken by ASHA Management.

Decisions regarding the acceptability of exhibits will be made by the ASHA Executive Director or an Ad Hoc Committee chaired by the Executive Director. The Executive Director accordingly reserves the right and sole discretion to reject any proposed exhibit for any reason designated above.

The exhibition of products or services at the American School Health Association Annual Conference is neither an endorsement of the exhibiting organization nor of the products or services exhibited. AHSA is not responsible for any claims made by an exhibitor. In addition, an exhibitor may not, without prior consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at an ASHA Annual Conference.

**CONDUCTING EXHIBITS:** All exhibit backgrounds must conform to standards set by the Health Care Convention and Exhibitors Association: No side rails of counters may exceed 36 inches in height; backgrounds are limited to eight feet in height and must not protrude from the back wall more than 36 inches; and no exhibit construction will be permitted to exceed the back one-third of the booth as noted above. HCCEA rules and regulations may be obtained from Health Care Convention and Exhibitors Association, Inc., 5775 Peachtree-Dunwoody Road, Bldg. G, Suite 500, Atlanta, GA 30342.

Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitations of business or conferences in the interest of business, except by exhibiting firms, is prohibited.

**FIRE PROTECTION:** All materials used in the exhibit area must be flameproof and fire resistant to conform to local fire ordinances and in accordance with the regulations established by the National Association of Fire Underwriters. Crepe paper or corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved prior to use and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof not found to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times and fire extinguisher equipment is not to be covered or obstructed.

**LIABILITY - INDEMNITY BY EXHIBITOR:** In consideration for granting space to an exhibitor and for other good and valuable considerations, exhibitor assumes entire responsibility for their exhibit and hereby agrees to hold the American School Health Association, the Hyatt Regency Crown Center, and their employees and agents harmless against all claims, losses, and damages to person or property, governmental charges or fines and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises, or a part thereof.

The exhibitor also agrees to hold harmless the American School Health Association and the Hyatt Regency Crown Center from any damages or charges imposed for violation of any law or ordinance whether through the negligence, inadvertence, or intentional actions of exhibitor, its agents or employees, or those holding under the exhibitor.

Further, exhibitor agrees to strictly comply with the applicable terms and conditions contained in the agreement with the American School Health Association.

**MUSIC:** Because the American School Health Association does not contract with music licensing organizations for the payment of author royalties, exhibitors are not allowed to play any licensed music in their booths, unless they submit proof of payment of royalties.

**INSURANCE:** Exhibitors wishing to insure their exhibit materials must do so at their own expense. The exhibit area will be supervised by security personnel during the evening and other non-exhibiting hours. The furnishing of such services is in no case understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

**SUBLETTING SPACE:** The subletting, assignment, or apportionment of the whole or any part of this space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within their space.

**CANCELLATIONS:** Cancellations will not be accepted after July 17, 2010. The exhibitor is responsible for total booth rental regardless of the reasons for cancellation, including cancellation by the exhibitors because of the failure of an exhibit to arrive for any reasons or cancellations by the Association of the exhibition in whole or in part as the result of riot, strike, civil disorder, act of war, act of God, or any other reasons of any kind whatsoever not within the Association's control. Cancellations made prior to July 17, 2010, will be charged an administration fee of \$250.

**VIOLATIONS:** Violations of these regulations on the part of the exhibitors, their employees or agents, shall annul the right to occupy space and such exhibit will forfeit to the Association all monies that have been paid. Upon violation of any of these regulations on the part of the exhibitors, their employees or agents, the Association is given the right to occupy space; and the Association may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense and risk, and exhibitor shall pay all of such expense and all damages that the Association may incur and forfeit all monies paid or due to the Association on account thereof. Exhibitor expressly waives the service of written notice to re-enter and terminate.

**COORDINATOR:** All correspondence and questions relating to the rental of exhibit space should be directed to:

**Mary Bamer Ramsier**

American School Health Association

7263 State Route 43 / P.O. Box 708

Kent, OH 44240

330.678.1601 (phone)

330.678.4526 (fax)

[MBRamsier@ashaweb.org](mailto:MBRamsier@ashaweb.org)