

# EXHIBITOR RULES AND REGULATIONS

Learn Serve Lead 2019: The AAMC Annual Meeting exhibitions are owned, produced, and managed by the Association of American Medical Colleges (AAMC). The term "Exhibitor" refers to the organization or person that applied for and has been granted exhibit space rental or a marketing or promotional opportunity and such applicant's officers, directors, shareholders, employees, contractors, agents, and representatives.

Learn Serve Lead 2019: The AAMC Annual Meeting will be held at the Phoenix Convention Center in Phoenix, Arizona. The official dates of the Learn Serve Lead 2019: The AAMC Annual Meeting are Nov. 8-12, 2019. The AAMC Exhibitor Kit is incorporated herein by reference.

These Exhibitor Rules and Regulations and documents incorporated by reference herein constitute the entire agreement between the Exhibitor and AAMC for the services described herein.

## Booth Assignments

Booth space in the exhibit hall is assigned based on the order in which online exhibit applications are received. No reservations for booth space will be accepted over the telephone or without payment. All booths are shown on the online floor plan. AAMC Show Management reserves the right to finalize any revisions, if necessary, to the floor plan. The AAMC reserves the right to refuse space to any applicant that, in the opinion of the AAMC, is unlikely to contribute to the overall focus of Learn Serve Lead 2019: The AAMC Annual Meeting. If any Exhibitor is not set up by 1:00 p.m. on Saturday, Nov. 9, 2019, the AAMC reserves the right to reassign the space to another Exhibitor or to make such other use of the space as deemed necessary or appropriate, with no refund being made to the original contracting Exhibitor. Any charges incurred by the AAMC for necessary changes to the unoccupied exhibit booth after

1:00 p.m. on Saturday, Nov. 9, 2019, shall be borne by the original contracting Exhibitor. If installation of any exhibit has not started by 1:00 p.m. on the last move-in day, then Show Management and/or the Expo Group shall erect the exhibit and the Exhibitor will be billed for and agrees to pay for all charges incurred. Neither Show Management nor The Expo Group shall be liable for damages that may occur during this installation.

## Booth Construction

The standard linear booth equipment provided to the Exhibitor by Management will include an 8-foot-high draped back wall and 3-foot-high draped side dividers. Island booths will not have pipe and drape.

All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors. The exhibit hall will have aisle carpeting.

All Exhibitors are required to rent carpet from the decorator for their booth. Please see Exhibitor Kit for information on pricing.

- A. **Standard Linear Booth:** One or more standard booth units in a straight line. In the area 5 feet forward from the rear of the booth, display material may be placed up to a height not exceeding 8 feet from the floor.
- B. **Perimeter Booth:** Exhibit booth located on the outer perimeter of the exhibit floor. In the area 5 feet forward from the rear of the booth, display material may be placed up to a height not exceeding 8 feet from the floor and must remain accessible from all sides. The reverse side of any wing panel extending from the back wall of a display must be draped to avoid a raw exposure to a neighboring booth. (This refers to

pop-up background displays where the unfinished back of the display can be seen from the exhibit side.) If the Exhibitor does not comply with the above standards, the AAMC will have the decorator drape the area and bill the Exhibitor.

- C. **Island Booth:** The 8-foot height restriction is waived for island displays, which have a 20-foot height restriction for booth construction and logos/company identification, except where limited by facility ceiling height. Height restrictions include not only booth construction but also the height of equipment, furnishings, personnel, or guests.

Exhibits not conforming to all booth construction specifications, or which in design, operation, or otherwise, are deemed objectionable by the AAMC in its sole discretion, will be prohibited. If an exhibit is deemed objectionable, Show Management will provide feedback and an opportunity to return exhibit to compliance. If the exhibit remains objectionable, Show Management may, in its sole discretion, consider the exhibit in violation.

## Cancellation

If written notice of cancellation or space reduction is received by email on Saturday, Sept. 2, 2019, the rental fee will be refunded less 50% of the contracted booth rental fee. No refunds, cancellations, or space will be accepted after **Sept. 2, 2019**.

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## Exhibitor's Representative

The Exhibitor will name one individual as the duly authorized representative in charge of the exhibit. This individual will assume responsibility for all negotiations with the AAMC and the official general service contractor. In addition, this individual will receive all official correspondence from the AAMC referring to the exhibit and will be responsible for communicating this information to registered personnel from the exhibiting company and other third-party contractors.

## Exhibit Personnel

All participants affiliated with exhibits must be registered conference attendees either full or exhibit hall only. Each person will be issued an exhibitor's badge and must be employed by the Exhibitor.

## Learn Serve Lead 2019

Each commercial Exhibitor is entitled to one complimentary full conference registration and one complimentary exhibit hall only conference registration per 10-foot-by-10-foot exhibit space assigned. Nonprofit Exhibitors are each entitled to one complimentary full conference registration and one complimentary exhibit hall only conference registration per 10-foot-by-10-foot exhibit space assigned. Once all complimentary registrations have been used, Exhibitors may purchase additional full conference registrations at the regular conference registration fee or Exhibitor only passes.

## Unoccupied Booth

Any Exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during show hours, or begins the dismantling of exhibit space prior to the close of the show by the AAMC may forfeit its right to the exhibit space and its eligibility to exhibit at future AAMC events. If the booth must be evacuated prior to the official closing time, Exhibitors must pay the official exhibition decorator to dismantle the booth at labor costs listed in the Exhibitor Kit. All personnel in exhibit booths are required to display proper name badges throughout move-in, show hours, and move-out. Security guards will be checking for badge identification on all exhibit representatives.

## Admission

The AAMC shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. Exhibitors are permitted inside the exhibit hall two hours prior to show opening each day in order to prepare their booths.

## Subletting of Exhibit Space and Prohibited Uses

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not a part of their own regular products.

## Direct Selling

In the event that an Exhibitor engages in on-location transactions, the Exhibitor will be responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.

## Promotional Items, Activities, and Advertising Outside Exhibitor's Space

Items distributed at exhibit booths that contribute to the educational requirements of the professional attendee is preferred. All items must be small in size and may be imprinted with the Exhibitor's company name and/or product name. The AAMC's name, meeting name, and/or meeting logo may not be used without permission. Use of the AAMC logo is prohibited. All items, including prizes for drawings, must be approved by the AAMC in writing prior to the meeting. Unapproved items may not be distributed. If any Exhibitor is found distributing materials that have not been officially approved, the items will be removed. All costs incurred by the removal of unapproved items shall be borne by the Exhibitor. All literature must be distributed from within the booth space assigned.

The Exhibitor shall not distribute, or permit to be distributed, any advertising matter, literature, souvenir items, or promotional materials in or about the Exhibit Areas except from its own allotted exhibit space, unless such distribution is approved in writing by Show Management. The Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters or cards of any description on any part of the premises of the facility, except within the Exhibitor's exhibit space and space made available for such purposes by the facility. The Exhibitor shall not affix or place anything on to the walls, columns, carpet, concrete, or pavement, nor shall the Exhibitor cause or allow anything to be projected on space or areas beyond Exhibitor's exhibit space without approval in writing from Show Management and the facility.

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## Priority Points Program

The Priority Points Program is the participation and loyalty reward system for the AAMC's Learn Serve Lead exhibitors and advertisers. The system ensures a fair and transparent process for all parties.

These points are used in processing the space selection order for the following year's Learn Serve Lead Exhibit Hall. As an added benefit of investing in promotional items and advertising, exhibitors will receive bonus priority points for purchasing such items.

In the case of two or more companies with the same number of priority points, the size of the exhibit booth contracted for in the previous year will be used as a tiebreaker.

The system began on Jan. 1, 2017, and will be applied for future exhibitor reservations.

Type of Points	Points Earned
Booth size (space paid for and occupied)	2 per 10-foot-by-10-foot booth
Consecutive years exhibited	1 per year, starting in 2017
Promotional items purchased at Learn Serve Lead	5 per \$1,000, starting in 2017
Participation in AAMC professional development conferences and council meetings (must be a current Learn Serve Lead exhibitor to receive points for small meetings)	1 per every \$2,500 spent* at each meeting on promotional items or exhibit booth fees, as of Jan. 1, 2019 <small>*Excludes additional registrations</small>
Each year missed	-2
Exhibitor survey completed and returned by specified date	1
Violation	-1

## Terms and Conditions

- Show management has the right to remove points for not following show rules and regulations while participating at the meeting. Examples: Late setup or early tear-down of booth, violation of height and space restrictions, and unauthorized use of attendee mailing list. Case by case: -1 point for each violation.
- When companies are acquired, merged, or consolidated, Learn Serve Lead will use the points from the company with the greatest amount accumulated; points will not be combined. The Learn Serve Lead exhibition manager must be notified in writing in order for the acquiring company to assume the higher point total.
- Should a company sell or split into two separate companies and desire to exhibit as two organizations, all prior points will be split evenly between the two exhibitors, unless otherwise mutually desired as part of the divestiture agreement.
- Three consecutive absences from the show will result in loss of all accrued priority points.
- Learn Serve Lead Show Management shall be the final arbiter of all ties or disputes related to the point system.
- Priority points are neither property nor a license and cannot be transferred, sold, or assigned by an exhibitor. The priority point system is subject to cancellation, change, or modification by the AAMC at any time without prior notice.

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## Exhibitor-Hosted Receptions and In-Booth Offerings

Exhibitors are allowed to host off-site receptions during Learn Serve Lead 2019: The AAMC Annual Meeting as long as they do not compete with AAMC programming. To reserve space at a host hotel or convention, Exhibitor may purchase an exhibitor event (breakfast, reception, meeting room, or hospitality suite) through Show Management. By completing your exhibit booth application, you are agreeing not to host any event that competes with AAMC programming.

Exhibitors are permitted to provide refreshments and host small receptions in their booths; however, these activities must be confined to the booth space and shall not spill over into or obstruct the aisles in the exhibit hall. Alcohol can be served with prior approval from AAMC. All food and beverage provided in the Exhibit Hall must be ordered through the Phoenix Convention Center's on-site catering company. Please contact the Exhibits Manager at [LSL@sponsorshipboost.com](mailto:LSL@sponsorshipboost.com) for more information.

## Music Licensing and Audio Presentations

The Exhibitor shall be responsible for securing any and all necessary licenses or consents for (a) any performances, displays, or other uses of copyrighted works or patented inventions; and (b) any use of any name, likeness, signature, voice, or other impression, or other intellectual property owned by any third party that is used, directly or indirectly, by the Exhibitor. The Exhibitor agrees hereby to indemnify, defend, and hold the AAMC harmless from and against any claim of liability and any incident resulting in loss, cost, or damage (including costs of lawsuits and attorneys fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party. The use of loudspeakers, recording equipment, television sets, computers, radios, or the use of machinery or any device

that is of sufficient volume to annoy neighboring Exhibitors will not be permitted.

## Photography/Videotaping/Audiotaping

Only the official photographer and audiovisual vendor may take photographs, videotapes, or audiotapes of and in the Exhibit Hall. Exhibitors may photograph or videotape from the confines of their own booth during nonexhibit hours. Photographing any exhibit or presentation other than one's own is strictly prohibited.

## Compliance With Phoenix Convention Center Requirements

The Exhibitor represents and warrants that it is aware of and shall be in full compliance with the Phoenix Convention Center's exhibitor terms and conditions during the term of Learn Serve Lead 2019.

## Compliance With Applicable Law

The Exhibitor represents and warrants that it shall be in full compliance with all applicable governmental laws and regulations during the term of Learn Serve Lead 2019.

## Accessibility for Persons With Disabilities

The representatives of each Exhibitor will be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act. It is understood that the AAMC will be held harmless by the Exhibitor for the failure of its representatives to comply with the requirements as stated in the Americans with Disabilities Act.

## Security

The AAMC will provide 24-hour guard service in and around the Exhibit Hall from installation through dismantling and will exercise reasonable care for the protection of Exhibitors' materials and displays.

The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss, theft, and/or damage of any kind. The AAMC or any officer, its agents, staff members, the Phoenix Convention Center, or the official general service contractor will not be liable for the safety of the Exhibitors' property, agents, or employees from theft and/or damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense.

## Limitations and Liability

Exhibitors or their agents may not allow any articles to be brought into the Exhibit Hall or any act performed on the premises that would invalidate the insurance or increase the premium of the policies held by the management of the Phoenix Convention Center and the AAMC, nor will exhibitors permit anything to be done by their employees and/or agents that may damage the premises, property, or equipment of the AAMC, the official general services contractor, the Phoenix Convention Center, and/or other Exhibitors. The Exhibitor will be held liable for any damage resulting from such a violation. All leased space is subject to these restrictions. The AAMC has the right to terminate an Exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. The Exhibitor agrees to protect, save, and keep the AAMC, the Phoenix Convention Center, and the official general services contractor forever harmless from any damage or charges imposed for violation of any law or ordinance by the Exhibitor, its employees, or its agents, as well as to comply strictly with the applicable terms and conditions contained in the agreement between the AAMC, the occupied hotels, the Phoenix Convention Center, and the official general services contractor regarding the exhibition

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premises; and further, the Exhibitor shall at all times protect, indemnify, save, and keep harmless the AAMC, the Phoenix Convention Center, and the official general services contractor against and from any and all loss, cost, damage, liability, or expense that arises out of, from, or by reason of any act or omission of the Exhibitor, its employees, or its agents.

## Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper and corrugated paper, flameproof or otherwise, will not be permitted. All displays are subject to inspection by the Bureau of Fire Prevention. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted behind an Exhibitor's booth.

## Violations

Each Exhibitor, its agents, and its employees agree to abide by the contract conditions/rules and regulations set forth herein, or any subsequent amendments or interpretations. Violation of any of these regulations on the part of the Exhibitor, its employees, or its agents shall annul the right to occupy space, and such Exhibitor will forfeit to the AAMC all monies that may have been paid. Upon evidence of violations, the AAMC may re-enter and retake possession of the space occupied by the Exhibitor and may remove all personal items at the Exhibitor's risk. The Exhibitor shall pay all expenses and damages that the AAMC may incur thereby. In addition, the AAMC may refuse to permit the Exhibitor to participate in future AAMC meetings.

## Force Majeure

In case the premises of the Phoenix Convention Center shall be destroyed or damaged, or if the AAMC exhibition fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason beyond the reasonable control of the Phoenix Convention Center or the AAMC, this contract may be terminated by the AAMC. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of the AAMC shall be to return to each Exhibitor its space payments, less its pro rata share of all costs and expenses incurred and committed by the AAMC.

## Official Contractors

The AAMC designates official show contractors to provide various services to the Exhibitor. Such contractors provide all show services other than supervision. The Exhibitor shall provide only the material and equipment that it owns and that are to be used in the exhibit space. All other items used in the booth must be procured only through official show contractors.

## Union Labor

Exhibitors are required to observe all union contracts in effect among Show Management, official contractors, facilities, and various labor organizations represented. Any labor required for installation and/or dismantle, decoration, or use of equipment must be ordered through the official general services contractor. Tipping is strictly forbidden for any personnel providing services to Exhibitors.

## Exhibitor-Appointed Contractors

An Exhibitor-Appointed Contractor (EAC) is any company other than the designated official show contractors listed in the Exhibitor Kit that provides a service (display installation and tear-down, floral, photography, audiovisual, etc.) and needs access to the exhibit at any time during the installation, show dates, or dismantling. Exceptions to using the official show contractors will be granted only if such exception does not interfere with or prejudice the orderly installation, interim services, or dismantling of the exhibit. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by the AAMC in any contract with service contractors or in its agreements and lease with the Phoenix Convention Center. The Exhibitor is solely responsible for any costs associated with the EAC. For services such as electrical, plumbing, telephone, data lines, cleaning, food and beverage, water/drain, compressed air, and drayage, no exception will be made, and the official show contractors designated by the AAMC must be used.

Should you use an EAC for any service, you agree to indemnify and hold harmless the AAMC, official show contractors, and the exhibit facility from any act or situation that would cause the AAMC, official show contractors, or the facility to become liable or suffer losses, damages, injuries, claims, demands, or expenses, including legal expenses, due to the presence or actions of the nonofficial show contractor. You further agree to obtain an original certificate of insurance from your EAC with the limits and terms as shown in subsections B and C below. Exhibitors and their designated agents or EACs must confine their activity to their assigned space. Exhibit facility corridors, hallways, loading docks, and marshaling areas are not to be used for any purpose other than ingress and egress.



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## The AAMC will consider exceptions to the use of AAMC official show contractors only when the Exhibitor has completed the following steps by Sept. 21, 2019:

- A. The Exhibitor has notified the AAMC of its request in writing of the names, addresses, and contact names of those independent service companies by submitting a letter on the Exhibitor's company letterhead for each company being used. Please note: Notification must include an original signature and be from the Exhibitor.
- B. The Exhibitor requesting an EAC has provided proof in the form of Certificates of Insurance to the AAMC of sufficient insurance to cover the activities of said Exhibitor-Appointed Contractor. (See Item C below.)
- C. As stated above, Certificates of Insurance for EACs are the responsibility of the Exhibitor and must include: workers compensation/employers liability - \$1,000,000; and comprehensive general liability insurance - \$1,000,000. The workers compensation and employer's liability insurance must provide a minimum limit of \$1,000,000 and meet the requirements of the Phoenix Convention Center. Please upload a copy of your certificate to your exhibitor profile online.
- D. All employees, representatives, or agents representing the Exhibitor must be fully identified by the official AAMC convention badge. All EACs must furnish the AAMC with a list of full-time employees of their firm who will be working during installation, show dates, or dismantling. Failure to meet any one of the above steps could jeopardize the EAC's ability to obtain proper authorization for installation, servicing, or dismantling of exhibiting companies.
- E. The AAMC reserves the right to deny an Exhibitor's request for use of an EAC at its sole discretion.

## Disruption Policy

AAMC meeting participants are expected to conduct themselves in a manner that supports a robust, professional learning environment when attending sessions, meals, the exhibit hall, or receptions whether on- or off-site. Participants who engage in disruptive behaviors, at the sole determination of the AAMC meetings staff, may be asked to exit the room until the disruption is resolved or to leave the meeting. No refund will be provided.

## Harassment Policy

The AAMC is dedicated to a harassment-free experience for all meeting participants and expects all meeting participants to treat other participants with respect and behave with the high degree of integrity expected of the medical profession. The AAMC does not tolerate harassment of conference participants in any form and will review and respond to reports of harassment. If you see or experience harassment and you want to report the behavior, contact any member of the AAMC meeting staff in person, or send an email to [meetings@aamc.org](mailto:meetings@aamc.org). You can also report behavior to the AAMC's Ethics hotline at [aamc.ethicspoint.com](http://aamc.ethicspoint.com) or by calling 1-855-729-0137. Please read the full AAMC Harassment Policy.

## Weapons-Free Policy

Learn Serve Lead: The AAMC Annual Meeting is a private event and attending participants are not permitted to carry weapons of any kind, including concealed or displayed firearms, onto the premises of any official Learn Serve Lead: The AAMC Annual Meeting event. Learn Serve Lead: The AAMC Annual Meeting reserves the right to require participants who violate this policy to immediately leave the premises of any official Learn Serve Lead: The AAMC Annual Meeting event and to deactivate and/or revoke the credentials of such participants. Each participant agrees that

this policy is in force and agrees to comply with this policy, regardless of whether signs prohibiting weapons are posted at the premises of any official Learn Serve Lead: The AAMC Annual Meeting event.

## Amendments

The AAMC shall have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto, and to make such further rules and regulations as shall be necessary for the orderly conduct of the Learn Serve Lead 2019: The AAMC Annual Meeting.

## Exhibit Management:

Ty Wilson, Exhibits and Promotional Opportunities Manager,  
Sponsorship Boost  
Phone: 301-200-4616 ext. 106  
Email: [tsl@sponsorshipboost.com](mailto:tsl@sponsorshipboost.com)

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