

Rules and Regulations for Exhibiting

2010 Professional Development Conference for Financial Aid Administrators

January 13 – 15, 2010

Tampa Marriott Waterside Hotel & Marina

Tampa, FL



Tomorrow's Doctors, Tomorrow's Cures®

1. Exhibitor Sponsorship and Objectives—The AAMC Exhibit Hall is produced by, and is the property of the Association of American Medical Colleges, herein referred to as AAMC. The Exhibit Hall is a practical, education adjunct to the professional meetings held during the 2010 Professional Development Conference (PDC) for Health Professions Financial Aid Administrators. The Exhibit Hall is meant to supplement the professional meetings by providing AAMC members with the various types of products, services and information available to them. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of meeting attendees. AAMC reserves the right to refuse space to any applicant which, in the opinion of the AAMC, is unlikely to contribute to the overall objectives of the meeting. The AAMC may prohibit installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that is in its opinion not keeping with the character and purpose of the conference. Any exhibitor that does not abide by these guidelines will not be invited to participate in future PDC Exhibits.

2. Exhibitor Representative Responsibilities—Each exhibitor must name one person to be the official Representative in Charge and responsible party. The official Representative in Charge will receive all relevant materials relating to the 2010 Professional Development Conference (PDC) for Health Professions Financial Aid Administrators. That representative shall be authorized to enter into such contracts as may be necessary for fulfillment of obligations to AAMC and to other contractors and subcontractors. At least one representative must be at the display during all official hours of the Exhibit. It is the responsibility of the official Representative in charge to ensure that all staff affiliated with the exhibit adhere to these regulations. Exhibitors will not have any role in the selection of meeting content, topics, or speakers, and cannot attend any planning activities for the meeting. An exhibitor or other commercial representative may be included as a presenter on the program agenda if he/she has a particular expertise that would make a significant and relevant contribution to the program, and a representative of an AAMC member institution (or AAMC staff) is a co-presenter.

3. Contract for Exhibit Space—The application for exhibit space, the notices of space assignment by AAMC and the full payment of rental charges together constitute a contract for a right to use the space. Applications should be filed promptly on or before Thursday, November 12. *The exhibitor booth fee must be paid in full during the application process, on or before November 12, 2009.*

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4. Arrangements of Exhibits—All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others.

5. Installation & Dismantle Schedule —

Thurs. Jan. 14	7:30 a.m. – 10:30 a.m.	Exhibitor Move-In
Thurs. Jan. 14	10:45 a.m. – 11:45 a.m.	Event
Thurs. Jan. 14	2:15 p.m. – 3:15 p.m.	Event
Fri. Jan. 15	7:30 a.m. – 9:00 a.m.	Event
Fri. Jan. 15	9:00 a.m. – 12:00 p.m.	Exhibitor Move Out

6. Registration of Exhibitor Personnel—Each exhibiting organization is entitled to purchase one booth package with two full meeting registrations. **Exhibitor staff will be able to attend the entire meeting and attend all sessions and receptions.** A registration must be completed for each exhibitor staff attending the PDC. All personnel in booths are required to display proper name badges throughout move-in, show, PDC hours and move-out. Exhibit staff may attend meeting sessions, but may not initiate sales activities while in the room where the session takes place. Exhibitors will not be accepted in exchange for the company/organization conducting a pre- or post-conference session or workshop about their services or product. Additional exhibitor staff passes are not for sale.

7. 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 or dismantling, decoration or use of equipment must be ordered through the official service contractor. Tipping is strictly forbidden for any personnel providing services to exhibitors.

8. Use of Exhibit Space—No exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of Management and approval of the terms thereof. No exhibitor is permitted to show goods other than those manufactured or handled by him in the regular course of business. No firm or organization not assigned space in the exhibit area will be permitted to solicit business in any manner within the exhibit area.

9. Sound Devices and Noise Level —The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so that nearby exhibitors are not bothered.

10. Exhibitor-Sponsored Sessions—In the past, some Exhibitors have requested meeting space in which to hold sessions and product demonstrations. Exhibitors may host an independent event for meeting attendees, under the following guidelines: (a) the event does not conflict with any scheduled meeting session or event; (b) the event will not be listed in the meeting program; and (c) exhibitor is solely responsible for advertising the event. AAMC does not advertise or promote independent events. Exhibitors will be provided with mailing labels of the conference attendees for the exclusive purpose of marketing prior to and post-conference. They will not be granted

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access to any other AAMC or meeting lists. Attendees will be given the option to opt out of inclusion in these lists. The conference begins at 9:00 a.m. on Wednesday, January 13 and concludes at 3:30 p.m. on Friday, January 15. We encourage exhibitors to utilize booth space for all activities.

11. Circulation and Solicitation—Distribution by the exhibitor of any printed matter, souvenirs or other articles must be confined to the space assigned (**Invitations that can be slid under guest room doors are not permitted**). No undignified manner of attracting attention will be permitted. All aisle space belongs to AAMC. No exhibitor or advertising matter will be allowed to extend beyond the space allotted to the exhibitor. Gifts may not be delivered to attendees rooms. Exhibitors will be listed in the final program along with contact information and a brief description of their services. No logos or company graphics may be used in any AAMC meeting materials, including the final program and signage.

12. Giveaways— Exhibitors may provide token giveaways at their table/booth, but cannot distribute these items in any other space, including at registration. Exhibitors are prohibited from providing meeting accessories (tote bags, lanyards) for distribution to all attendees. Raffles are permitted, but must be pre-approved by AAMC staff. AAMC staff has the right to approve exhibitor materials. Materials cannot be displayed or distributed beyond the exhibit table/booth.

13. 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.

14. Location of Exhibit Area—The Management reserves the right to alter the location of the exhibit area as it deems advisable, and in the interest of the Exhibit Show; however, no change of location will be made without full discussion with the exhibitor affected by such changes.

15. Security—The Management will take reasonable precautions to safeguard the exhibit hall; however, the Management will not be liable for loss or damage to property of the exhibitor or his representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. Management's liability, for injury, to persons or loss or damage to property shall be limited to such as may be caused by its negligence. The exhibitor shall indemnify the Management against, and hold it harmless from, negligence of the exhibitor in connection, with exhibitor's use of display space.

16. Failure to Open Exhibit Hall—In case the premises of the Hotel 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, this contract may be terminated by AAMC. In the event of such termination, the exhibitor waives any and all

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damages and claims for damages and agrees that the sole liability of AAMC shall be to return to each exhibitor his space payments, less his pro rata share of all costs and expenses incurred and committed by AAMC.

18. Regulations and Contract—These regulations have been formulated in the best interest of all concerned and become a part of the contract between the Exhibitor and AAMC. All matters and questions not covered by these regulations are subject to the decisions of the Management.

19. AAMC reserves the right to deny exhibit space to any organization.