

# Exhibitor Guidelines

## Cancellation by Exhibitor

An administrative charge of \$150 will be assessed for any cancellation, and 2012 Alliance membership dues are not refundable. To receive a refund for the exhibit fee and additional representatives attending the conference, cancellation must be made in writing, sent to Diane Baker O'Hern by

- Mail: Alliance for Continuing Medical Education, 1025 Montgomery Highway, Suite 105, Birmingham, AL 35216;
- Fax: 205/824-1357, or
- E-mail: [dbaker@acme-assn.org](mailto:dbaker@acme-assn.org).

Cancellation must be received by 5:00 pm CST, Friday, November 11, 2011. No refunds will be issued for cancellations received after 5:00 pm CST, Friday, November 11, 2011.

## Cancellation by Alliance

In the event that the 37th Annual Conference would have to be cancelled, the Alliance is not responsible for any airfare, hotel, and/or other costs you incur.

## Educational Disclaimer

The primary purpose of the 37th Annual Conference is education, and the language for it is English (i.e., no simultaneous translation). Information presented, as well as technologies, programs, products, and/or services discussed, are intended to inform you about the knowledge, techniques, and experiences of CME/CE/CPD professionals who are willing to share such information with colleagues. A diversity of professional opinions exists in CME/CE/CPD, and the views of the presenters are offered solely for educational purposes. Presenters' views neither represent those of the Alliance nor constitute endorsement by the association.

## Staffing

As a courtesy to registrants and other exhibitors, as well as for security, exhibits must be opened and staffed by your organization's representative(s) during the official exhibition hours/days/dates, which are listed below.

- 7:00 am–4:00 pm and 5:00–6:00 pm, Sunday, January 22, 2012
- 7:00 am–4:00 pm, Monday, January 23, 2012
- 7:00–10:30 am, Tuesday, January 24, 2012

## Liability

The Alliance assumes no liability for any claims, personal injury, or damage (1) to any individual attending the 37th Annual Conference; (2) that may result from the use of technologies, programs, products, and/or services at this conference, and/or (3) that may arise out of or during the conference.

Each exhibitor assumes the entire responsibility and liability to pay for any and all property damage, personal injuries, economic losses, thefts, and/or damages or any other claims arising out of exhibitor's displays, equipment, and other property and/or the acts of omission of its employees, agents, or business invitee (whether negligence, intentional misconduct, or otherwise), while on the JW Marriott® Orlando Grande Lakes premises.

Each exhibitor agrees to indemnify, defend, and hold harmless the Alliance; the JW Marriott® Orlando Grande Lakes; Freeman, and including each of their respective owners, officers, directors, partners, members, employees, agents, successors, tenants, subsidiaries, affiliates, and subcontracted companies/services, from any and all such liabilities arising out of any such property damage, personal injuries, losses, thefts, damages, claims, and charges resulting from the exhibitor's uses of the property, provided the exhibitor and the



Alliance are not liable for any personal injuries, losses, thefts, damages, claims, and charges arising out of or by reasons of any act or omission of Freeman and the JW Marriott® Orlando Grande Lakes, as well as their agents or employees.

Exhibitor's liability includes all losses, thefts, damages, or claims arising out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, or business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, Freeman, and the JW Marriott® Orlando Grande Lakes or any part thereof, provided, however, the exhibitor and the Alliance are not liable for any losses, thefts, damages, or claims arising out of or by reason of any act or omission of Freeman and the JW Marriott® Orlando Grande Lakes, as well as their agents or employees.

Each exhibitor understands that the Alliance, Freeman, and the JW Marriott® Orlando Grande Lakes do not maintain insurance covering the exhibitor's property, and it is the sole responsibility of each exhibitor to obtain such insurance.

Furthermore, the exhibitor acknowledges that the Alliance shall in no event be liable to an exhibitor for any lost business opportunities or other type of indirect or consequential damages alleged to be due from a breach of this agreement. It is understood that any liability of the Alliance to the exhibitor for any breach of this agreement by the Alliance not exceed the amount paid by the exhibitor to the Alliance pursuant to this agreement.

## **Insurance**

Each exhibitor is required to maintain and to provide proof, if needed, of adequate insurance or self-insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in these guidelines.

## **Space Assignment**

All official booth space is located in the exhibit hall and assigned by the Alliance.

## **Subletting or Sharing of Space**

No subletting or sharing of booth space by exhibitors is permitted by the Alliance.

## **Exhibitor Appointed Contractor**

Any exhibitor who wants to ascertain an exhibitor appointed contractor must send written notification, as well as a copy of the exhibitor appointed contractor's General Liability Insurance Certificate, for receipt prior to 5:00 pm CST, Friday, January 13, 2012 to the following Alliance staff:

Jay Brown, BA  
Project Manager and Meeting Planner  
Alliance for Continuing Medical Education  
1025 Montgomery Highway, Suite 105  
Birmingham, AL 35216  
Tel: 205/453-0878  
Fax: 205/824-1357  
E-mail: [jbrown@acme-assn.org](mailto:jbrown@acme-assn.org)

If written notification and a copy of the insurance certificate are not received by that deadline, the exhibitor appointed contractor will not be permitted to service your exhibit.

## **Installation**

In order to enter the exhibit hall, your organization's representatives must wear the official name badge for the Alliance's annual conference. For safety and security reasons, only your representatives directly responsible for booth installation are permitted in the exhibit hall during installation. Exhibits should not project beyond the allotted space nor obstruct the view of or interfere with traffic to other exhibits. All exhibits/booths must be flame retardant and comply with federal and city fire laws, insurance underwriter,



and hotel safety regulations. Any substances prohibited by the city fire department or authorities will not be permitted in the exhibit hall. In addition, all electrical work and wiring must be approved and installed in accordance with local regulations. Exhibits cannot block aisles or fire exits. The Alliance reserves the right to, at its discretion, request that any object greater than 36" in height be placed no more than 4' from the back drape of a booth in order to maintain a clear line of sight for both exhibitors and registrants. Each exhibitor is responsible for compliance with the Americans with Disabilities Act within their assigned exhibit space. Exhibit installation and the removal of all crates and carts must be completed during the specified installation period. Any exhibit not installed by this time will be forfeited, with crates and boxes removed at the exhibitor's expense. If an exhibit or materials fail to arrive in time for installation during these hours, your organization is still responsible for the exhibit fee. No exhibit may be installed after the hall opens.

## Security

The Alliance provides security in the exhibit hall after it closes each day. However, neither the Alliance, the JW Marriott® Orlando Grande Lakes, Freeman, any subcontractor, nor any of these organizations' employees or agents will be responsible for injury, loss, damage, or theft to the exhibitor's representatives or property, no matter what the cause. The Alliance suggests that exhibitors leave nothing of value (e.g., laptop computer, audio visual equipment, etc.) unattended at any time in the exhibit hall.

## Audio-Visual Equipment

Audio-visual equipment may be used, provided it is placed in the exhibitor's booth. Order form for audio-visual equipment will be included in the online *Exhibit Services Manual*, which will be available on the Alliance's Web site by Friday, November 18, 2011. Electrical, acoustical, and other mechanical equipment should not disturb other exhibitors. The Alliance reserves the right to determine/adjust sound levels that interfere with the activities of other exhibitors.

## Music Licensing

Licensing of live or recorded music is the sole responsibility of exhibitors. If played within the space leased by the Alliance from the JW Marriott® Orlando Grande Lakes, evidence of appropriate licenses from the American Society of Composers, Authors, and Publishers (ASCAP), Broadcast Music Inc (BMI), and SESAC, Inc. must be provided with the completed 37th Annual Conference Exhibit Form.

## Use of Alliance Name and Logo

The Alliance name and/or logo may only be used with the Alliance's written permission in exhibitor's marketing inside or outside the exhibit hall. This rule applies before, during and after the annual conference.

## Educational/Promotional Materials

Distribution of educational/promotional materials by exhibitors is limited to their booth space in the Alliance's exhibit hall. It is **not** permitted anywhere else in the hall, in annual conference meeting space, and/or via guest room drops (either inside or outside such rooms).

## Gifts

Exhibitors must follow the American Medical Association's Code of Medical Ethics, Opinion 8.061 — Gifts to Physicians from Industry. Gifts to 37th Annual Conference participants must be **(1)** related to participants' work (e.g., pens and notepads), **(2)** not be of substantial value (e.g., no more than \$100), and **(3)** come with no strings attached. The Alliance may, at its discretion, withhold/withdraw permission for exhibitors to distribute gifts to participants not in compliance with this opinion and/or not considered professional in nature.

## Drawings

Drawings are permitted, if they are **(1)** related to participants' work, **(2)** not of substantial value (e.g., no more than \$100, and **(3)** come with no strings attached.



## Food and Beverages

The JW Marriott® Orlando Grande Lakes is licensed to serve food and beverages (F&B) during the Alliance's annual conference. Therefore, an exhibitor is **not** permitted to bring **either** food (except items, such as individual candies, dinner mints, etc.) **or** beverages (e.g., bottled waters, sport drinks, etc.) into the hotel for distribution from its booth to participants.

If the exhibitor would like to distribute F&B from its booth, a representative from that organization can contact Casey Marek, CMP, Senior Event Manager with the JW Marriott® Orlando Grande Lakes by phone (i.e., 407-393-4717) or e-mail (i.e., [casey.marek@marriott.com](mailto:casey.marek@marriott.com)) to make arrangements for and payment of such items.

## Dismantle

No part of the exhibit, equipment, or literature may be removed once it has been set up, without permission of the Alliance. Exhibits may not be dismantled until after the official closing time of the hall. Dismantle of exhibits prior to that time jeopardizes eligibility to exhibit at future Alliance annual conferences. At the official closing time of the hall, a Freeman representative will return shipping containers/crates and will be available to assist with outbound shipments. All exhibit materials must be removed from the exhibit hall by the specified dismantle time.

## Questions

If you have additional questions about the aforementioned guidelines for exhibiting at the Alliance's annual conference, feel free to contact Jay Brown, BA, Project Manager and Meeting Planner (205/453-0878, [jbrown@acme-assn.org](mailto:jbrown@acme-assn.org)).

