AORN Surgical Conference & Expo 2014 RULES AND REGULATIONS

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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 Surgical Conference & Expo ("AORN Expo) to be held in Chicago, IL, March 29-April 2, 2014 ("AORN Expo") at the McCormick Place 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 Expo, 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 AORN's exclusive exhibitor sales provider, Corcoran Expositions, Inc. Attn: David Gerhardt at 312-265-9664 or david@corcexpo.com

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 http://www.aorn.org/industry/conference/ for the most current version.

Purpose of Exhibits

The AORN Expo 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, at its sole discretion, reserves the right to determine the eligibility of any Exhibitor. 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 be approved for display at the AORN Expo in a designated area of the Exhibit Hall.

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:

- 7" x 44" booth ID sign (for linear/in line booths); Freeman (Official Contractor) 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 Program/Exhibit Guide. (Deadline applies)
- Company product category listing in the Program/Exhibit Guide and on-site interactive computer kiosks (Online input required)
- Virtual Exhibit Guide listing (Online input required)
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Kit)

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 are of the exhibit hall. The following package is included in the Scientific-Nonprofit and Specialty nursing Organizations exhibit space:

- 7" x 44" booth ID sign Freeman (Official Contractor) 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 Program/Exhibit Guide (Deadline applies)
- Company product category listing in the Program/Exhibit Guide and on-site interactive computer kiosks (Online input required)
- Virtual Exhibit Guide listing (Online input required)
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Kit)

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:

- 7" x 44" booth ID sign Freeman (Official Contractor) 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 Program/Exhibit Guide and on-site interactive computer kiosks (Online input required)
- Virtual Exhibit Guide listing (Online input required)
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Kit)

Exhibitor Service Kit

Within this document you will find multiple references to the Exhibitor Service Kit. This kit will be made available to you in the fall of the year prior to the AORN Expo. The Exhibitor Service Kit will be posted at http://www.aorn.org/industry/conference/.

About Exhibits

Reservation and Assignment of Exhibit Space

Exhibit space will be sold 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 show are placed according to the AORN Priority Point system. All Contracts received after close of the previous year's show will be date-stamped upon receipt, and exhibit space will be assigned 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, with those companies having 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 Expo
- Additional opportunities, as determined and communicated by AORN
- AORN will not provide to any exhibitor or potential exhibitor, and opportunity to earn points that is not also offered to all other exhibitors
- 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
- 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 will be placed based upon space available at the 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 and 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. The space occupied by Corporate Booth Groupings must meet or exceed 3,600 square feet. The Corporate Booth Groups will receive an onsite booth selection appointment time for the company within the corporate structure with the highest priority point calculation for that individual company. The remaining related companies within the corporate structure may accompany the primary company at the onsite booth selection appointment time.

As a part of a Corporate Booth Grouping, the corporate entity has the option to purchase the aisle carpet between the corporate booth properties. Pricing is determined by intended use of the aisle area. Please contact David Gerhardt, Corcoran Expositions, Inc. at david@corcexpo.com for price details. 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.

Corporate groups will comply with the following guidelines:

- Corporate groups must submit all contracts and deposits 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 the established time posted in the Exhibitor Service Kit (http://www.aorn.org/industry/conference/) 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.

2015 Exhibit Space Reservation

Initial Assignment of booth space for AORN's 2015 Surgical Conference & Expo in Denver, Colorado will take place onsite during the 2014 Expo in Chicago. All companies who exhibit at the 2014 Expo will be given the opportunity to participate in booth assignment for the 2015 Expo. Booth assignment appointments will be provided based on AORN's published priority point system, and those assignment times will be communicated in advance of the 2014 Expo.

Installation and Dismantling of Exhibits

Any exhibit material not uncrated and set up by that show year's designated time, 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 per the provided schedule, but Exhibitors may work in their booths past this time. No empty crates or cartons may be placed in the aisles after that time. 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 show close, and must be removed from the area by the end of the designated move-out time. Any exhibit material that is not dismantled and prepared for removal by such time 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.

Refer to the Exhibitor Service Kit at http://www.aorn.org/industry/conference/ for this year's Installation and Dismantle schedule.

Booth Configuration

All Exhibitors are responsible for ensuring that their booths meet all Expo Booth Exhibit Specifications, as provided in these Rules and Regulations, as well as Appendix A of this document and the rules and regulations of the Conference Facility (See Facility Information in the AORN Exhibitor Service Kit).

- 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 (Official Contractor). 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 island exhibits or booths involving other unusual construction must be submitted to David Gerhardt, Corcoran Expositions, Inc. at david@corcexpo.com for approval one month prior to Exhibit Hall move in dates. If proposed plans are not submitted and/or 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.
- Any company intending to use a vehicle (car, van, truck, R.V., or bus) in an exhibit booth at the AORN Expo must obtain prior approval from AORN and McCormick Place.

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 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. If an exhibit's construction results in an edge or step that is deemed to be a trip hazard, exhibitor may be asked to install, at exhibitor's expense, signage, ropes and stanchions, or other materials to alert attendees to the hazard and protect the edge.

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. AORN reserves the right to order masking drape on-site to cover any exposed areas. Charges for on-site draping will be applied to the exhibitor's service bill.

Carpet

Carpet is mandatory for all booths. Exhibitors may use their own carpet or order it from Freeman (Official Contractor). Order forms can be found 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. Speakers must be positioned facing the interior of the booth/demonstration area.

Fire Safety Regulations

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

- 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. 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 are to remain within the 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 must be submitted directly to Freeman, and all hanging signs will be hung by Freeman. (No outside third party or subcontractor party will be allowed to hang signs).
- Materials must be flame-retardant in accordance with the host city's Fire Department regulations.

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 nor demonstrators are in the aisle.
- 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 requires a 50% see-through effect on the portion of the booth from the floor up to a minimum of 8' in height.
- Please refer also to Appendix A, found at the end of this document.
- Island exhibits are subject to show site review and, where necessary, modification, at the Exhibitor's expense.
- Floor plans and elevation blueprints for island exhibits or booths involving other unusual construction must
 be submitted to David Gerhardt, Corcoran Expositions, Inc. at david@corcexpo.com for approval one
 month prior to Exhibit Hall move in dates. If proposed plans are not submitted and/or 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.

Exhibitor Activities

Association Name and Logo Usage

The AORN name and logo are the exclusive, trademarked property of AORN. 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 AORN Expo logo and/or the tagline "AORN Surgical Conference & Expo 2014" on promotional items for the conference for the current conference year. Except for the foregoing use, Exhibitor is

granted <u>no</u> rights to use the names, slogans, service marks, trademarks, trade names or logos, of AORN for any purpose in connection with the AORN Expo or otherwise. See information and guidelines at http://www.aorn.org/industry/conference/.

Business Conduct

Sales on the Exhibit floor at the AORN Expo 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.aornbookstore.org/
- Publishers of perioperative nursing publications will be allowed to exhibit at the AORN Expo, and will be permitted to distribute publications and bonus issues from their assigned booth space; however, soliciting for advertising from AORN Exhibitors at Expo 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.

Education on the Exhibit Floor

AORN selects an annual Exclusive Education provider through which Exhibitors are permitted to provide educational materials with CE to attendees. Any exhibitor wishing to provide CE to attendees must utilize the exclusive provider to develop and distribute that education. The exclusive provider for 2014 is Pfiedler Enterprises, Inc. Information regarding these opportunities can be found in the Exhibitor Service Kit

Presentations given at the booths must be no longer than 20 minutes, and sufficient booth space must be allocated to accommodate the attendees within the booth space; they may not stand in the aisles or meet outside the booth space.

Ancillary Activities

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 Expo events, and that the appropriate paperwork has been submitted to and approved by AORN. Please see the "Exhibitor Function Space Application" found in the Exhibitor Service Kit.

- Distribution of any materials in any official AORN Expo 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 Expo 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 Expo. 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.

Alcohol

No alcohol is permitted on the exhibit floor, except during the Opening Reception of the Exhibit Hall.

Booth Staffing

All exhibit booths must 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 Exhibitors must be arranged through the Conference Facility as the exclusive provider of food and beverage. A variety of items are available via the official food service provider. A complete list of approved items will be available in the Exhibitor Service Kit. Despite availability on catering menus, plated items, grilled or odorous foods (e.g. popcorn) are expressly prohibited on the Exhibit Floor except during the Opening Reception.

Giveaways

Distribution of stick-on decals is strictly prohibited. Distribution of items containing magnets is expressly 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."

AORN applauds AdvaMed's Code of Ethics for Interactions with Health Care Professionals and PhRMA's Code on Interactions with Healthcare Professionals. AORN's Guidelines for Relationship with industry are consistent with these codes and enable companies to voluntarily abide to their industry codes of conduct. However, since these codes are industry-specific and voluntary, AORN does not see itself in the role of enforcement of these codes and will therefore defer to the judgment of each company's compliance department for interpretation and application of those rules.

Infectious Medical Waste Handling and Disposal

No infectious medical or other waste shall be permitted at AORN Expo without the prior approval of AORN and the Conference Facility. 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 may 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.

Market Research

Market research or recruiting for market research is prohibited on the exhibit floor. Third party market research firms will not be permitted within the Conference Facility or the AORN hotel block during AORN Expo. Exhibitors who desire to conduct either qualitative or quantitative market research should contact the AORN Industry Partnership Team for a detailed quote.

AORN will conduct market research on behalf of exhibitors and Industry clients during specified time periods at Expo. Please contact the AORN Industry Partnership Team at 800-755-2676, ext 280 or email at sales@aorn.org for a detailed quote.

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.

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 Expo. Exhibiting companies that use live or recorded music at a hospitality function or meetings during the AORN Expo 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 form 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 an exhibit display or as a giveaway.

Live animals 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 Expo 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

Please see the Exhibitor Service Kit for information regarding Exhibit Hall access during installation, dismantle, and official show hours. During official show hours, exhibitors are permitted to remain in the hall up to one (1) hour after official hall closing time.

Registration and Badges

Exhibitor Personnel registration is available via AORN's online registration system, or in person at the event. The online system allows you to purchase, add, delete, and modify registration information for your company.

- Five (5) free badges are provided for every 10' x 10' unit rented.
- Additional Personnel Badges may be purchased for a fee.
- Replacement Badges may be purchased for a fee.
- 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.
- Exhibitor badges will display the name of the company shown on the exhibit space contract-no exceptions.

Online registration will open in October.

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 an Expo attendee, meet registration requirements, and pay the appropriate fees.

Non-Exhibitors

The exhibit floor is limited to registered attendees of the AORN Expo 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 Conference Facility. 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 prospective Exhibitor is defined as a company that has not exhibited at the AORN Expo 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

Exhibitors may wish to invite guests to visit the exhibit hall floor. These guests may include but are not limited to, customers, nurses, and investors. Exhibitors may provide guests with a VIP pass that grants them access to the exhibit hall floor only. AORN will distribute the VIP passes in advance to exhibitor and marketing contacts. Guests may present the VIP pass at the registration desk on-site to receive their badge. All other non-VIP guests will need to purchase a one or two day exhibit hall pass at the registration desk.

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 2014 AORN Expo (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, at its sole discretion, 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 Expo.

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 (EACs)

• 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. All insurance companies must be Rated A-VIII or better by A.M. Best Company. Coverage shall remain in full force and effect for the term of the Agreement, March 26 – April 3, 2014.

EAC shall obtain and maintain at its own expense & provide certificates of coverage:

- <u>Commercial General Liability</u> coverage providing limits of: \$2,000,000 Products/Liability/Completed Operations Aggregate; \$1,000,000 each Occurrence; \$1,000,000 Personal & Advertising Injury
- <u>Automobile Liability</u> coverage providing limits of: \$1,000,000 Bodily Injury and Property Damage Combined Occurrence; \$1,000,000 Uninsured/Underinsured Motorist Occurrence
- <u>Umbrella Liability</u> coverage must be in excess of Commercial General Liability, Automobile Liability, and Employer's Liability providing limits of \$2,000,000
- Worker's Compensation and Employers' Liability Provided as required by statutory requirements. Excess coverage must be included as part of Company's umbrella liability policy
- <u>Certificates of Insurance:</u> EACs must submit a certificate of insurance to AORN by February 26, 2014. AORN, Inc., and its board members, officers, employees, and agents must be named as Additional Insured on all certificates of insurance for Commercial General Liability, Employer's Liability, Automobile Liability, and Umbrella Liability. <u>Holder:</u> AORN, Inc., 2170 South Parker Road, Suite 400, Denver, CO 80231
- Send Forms and Certificates by February 26, 2014 to:

AORN Exhibitor Services c/o Corcoran Expositions, Inc. 200 W. Adams St., Suite 2600 Chicago, IL 60606

Please note: McCormick Place/SMG requires a separate certificate naming additional insured in accordance with their Subcontractor Insurance Policy. Submission of certificate to McCormick Place does not substitute for submission to AORN.

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 hire additional security services directly from MRA, and a form for such use is included in the Exhibitor Service Kit. 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 AORN. 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. AORN 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 AORN Exhibitor Service Kit, posted at http://www.aorn.org/industry/conference/ to ensure you have the most current version.

APPENDIX A, AORN Rules & Regulations

AORN Expo Booth Exhibit Specifications

Please review the following booth specifications to ensure that your display meets the AORN Expo Exhibit Specifications.

If your booth does not meet these specifications, you must submit a rendering of your display to Show Management for review.

For complete guidelines, please click here.

Booth Equipment

Standard AORN Expo Exhibits consist of a 10' wide x 10' deep Linear Booth set with 8' high back drape and 3' high side drape. All booths must be carpeted. Career Center and Scientific booths receive carpet as part of their booth package.

Linear (in-line) Booth

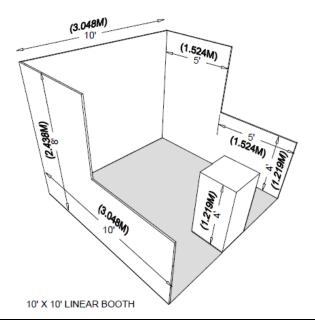
Definition: A Linear Booth has only one side exposed to an aisle and has at least one adjacent neighbor on either side of the booth. They are also called "in-line" booths.

No exhibit construction or signage may exceed 8' in overall height. The maximum height of 8' is permitted on the back 5' section and a maximum height of 4' is permitted on the front 5' section. Please reference the diagram below for allowable configurations.

Note: When three or more Linear Booths are used as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.

A **Corner Booth** is a Linear Booth at the end of a series of Linear Booths that is exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Hanging Signage: Hanging ceiling signs is *not* permitted in a Linear Booth.

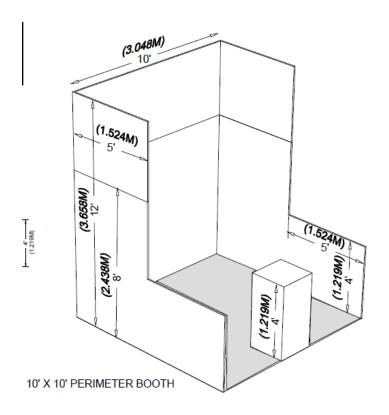


Perimeter Linear Booth

Definition: A Perimeter Booth is a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height allowed on the back 5' section is 12'. Please reference the drawing below for allowable configurations.

Hanging Signage: Hanging ceiling signs is *not* permitted in a Perimeter Booth.



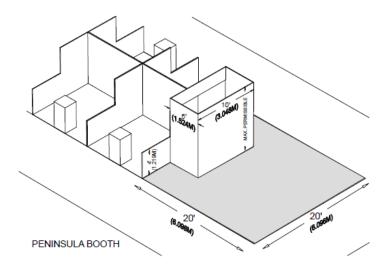
Peninsula Booth

Definition: A Peninsula Booth is exposed to aisles on three sides, and is comprised of a minimum of four booths. Peninsula Booths are 20' wide by 20' deep or larger. There are two types of Peninsula Booths; please reference the drawings below for allowable configurations.

Hanging Signage: Hanging ceiling signs is *not* permitted in a Peninsula Booth.

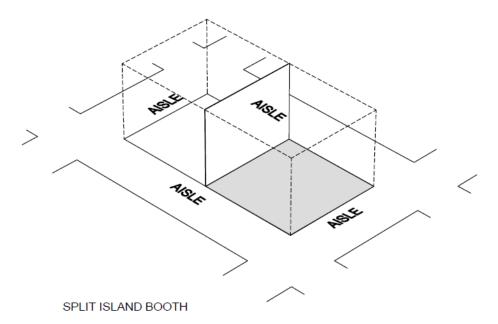
Peninsula – Linear Booth

A Peninsula Linear Booth is a Peninsula Booth which shares a common wall with other Linear Booths. The back wall is restricted to a maximum height of 4' is permitted on the front 5' section. Back wall maximum height range allowance is 25', including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10' from adjacent booths.



Peninsula - Split Island Booth

A Peninsula – Split Island Booth is a Peninsual Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height of 25°, including signage, without any back wall Line-of-Sight restrictions. Double-sided signs, logos and graphics shall be set back 10° from adjacent booths.



Island Booth

Definition: An Island Booth is any size booth exposed to aisles on all four sides of the booth with no adjacent neighbors. Island Booths are 20' wide by 20' deep or larger. The entire cubic content of the space may be used up to the maximum allowable height of 25'. Please reference the drawing below for allowable configurations.

Height & Signage restrictions: Hanging ceiling signs **is** permitted in **all** Island Booths, but may not exceed 25' in overall height.

Construction of perimeter walls: In order to ensure that neighboring exhibitors have the opportunity to be seen from nearby aisles, a "window of visibility" is required. This "window of visibility" is defined as 50% open area on each of the four sides (Side A, B, C & D) of the perimeter of the booth.

Example: In a 20' x 20' island you could only use 10' of display wall on each of the four sides of the booth.

Island booths constructing perimeter walls must submit booth renderings to Show Management for approval prior to production. The deadline for submission of island booth elevation and blueprints is one month prior to the first day of Exhibit Hall move-in.

Any unfinished walls with exposed raw materials, wiring, plumbing, etc. are subject to review by Show Management. Should Show Management deem the backside of the booth "unsightly" and/or does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor's expense.

