

AORN Global Surgical Conference & Expo 2018
RULES AND REGULATIONS
Last revised: April 28, 2017

Contents

Application and Interpretation of Rules.....	2
Purpose of Exhibits.....	3
Eligibility for Exhibiting	3
Exhibit Categories.....	3
Technical Exhibitors	3
Government Agency	3
Recruitment Exhibitors - Career Center.....	4
Exhibitor Service Manual	4
About Exhibits	4
Reservation and Assignment of Exhibit Space	4
Priority Points.....	4
Contracted Space	5
Corporate Booth Groupings.....	5
No Show Policy.....	5
2019 Exhibit Space Reservation.....	6
Installation and Dismantling of Exhibits.....	6
Booth Configuration.....	6
ADA Compliance	6
Booth Construction and Arrangement	7
Carpet.....	7
Demonstration Areas.....	7
Fire Safety Regulations	7
Hanging Signs.....	7
Identification of Exhibit Space	7
Island Booth Requirements	7
Exhibitor Activities	8
Association Name and Logo Usage.....	8
Business Conduct.....	8
Education on the Exhibit Floor.....	8
Ancillary Activities.....	9
FDA Approval	9
Exhibit Representative Conduct	9
Aggressive Behavior	9
Alcohol	9
Booth Staffing	9
Drawings and Presentations	9
Food and Beverage on the Exhibit Floor.....	9
Giveaways	10
Infectious Medical Waste Handling and Disposal.....	10
Laser Policy.....	10

Lighting.....	10
Market Research.....	10
Media Events.....	10
Music Licensing.....	11
Photographs.....	11
Prohibited Items	11
Smoking.....	11
Sound Restrictions	11
Exhibit Floor Access.....	11
Registration and Badges	11
Exhibitor Access to Educational Sessions	12
Non-Exhibitors	12
Prospective Exhibitor Badges.....	12
Manufacturer’s Representatives	12
Guest Badges	12
Exhibitor Lists	12
Good Neighbor Policy.....	12
Right of Inspection	12
Third-Party Vendors and Agencies	12
Exhibitor-Appointed Contractors (EACs)	13
Security	13
Violations.....	14
APPENDIX A, AORN Rules & Regulations	15

Application and Interpretation of Rules

These Rules and Regulations apply to and are made a part of the AORN’s Application and Contract for Exhibit Space (“Contract”) entered into by AORN and the Exhibitor named therein with respect to the AORN Surgical Conference & Expo (“AORN Expo”) to be held in New Orleans, LA, March 24-28, 2018 (“AORN Expo”) at the New Orleans Ernest N. Morial 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 Exhibitor Service Manual or otherwise provided by AORN. AORN and SPARGO, Inc. (AORN Exposition Management) 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 Exposition Management to raise the question and establish clarity and understanding of that rule. Questions may be directed to Meghan Leahy, AORN Exposition Management, at 703-654-6929 or meghan.leahy@spargo.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 Exhibitor Resource Center which is included as part of the [AORN Expo website](#).

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)
- 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 (if confirmed to exhibit by 01/19/2018)
- Online exhibitor listing
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Manual)

Government Agency*

Government agency (including US Military), as agreed to by AORN, that promote products, services or careers related to perioperative nursing. Non-profit organizations and associations do not qualify for the Government agency rate. The following package is included in the Government agency exhibit space:

- 7" x 44" booth ID sign
- 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 (if confirmed to exhibit by 01/19/2018)
- Company product category listing in the Program/Exhibit Guide
- Online exhibitor listing
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Manual)

*The items listed above are included in your exhibit space package, as a Government Agency exhibitor. Substitutions to the package are not permitted. If you would like to make any changes in colors, sizes or types of furnishings, those changes will be at the Exhibitor's expense.

Recruitment Exhibitors - Career Center*

Career Center exhibit space must meet the eligibility criteria as follows: hospitals, nursing registries/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 Center exhibit space:

- 7" x 44" booth ID sign
- 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. (if confirmed to exhibit by 01/19/2018)
- Company product category listing in the Program/Exhibit Guide
- Online exhibitor listing
- General perimeter security (Additional security for individual booths may be contracted using the booth security order form in the Exhibitor Service Manual)

*The items listed above are included in your exhibit space package, as a Career Center exhibitor. Substitutions to the package are not permitted. If you would like to make any changes in colors, sizes or types of furnishings, those changes will be at the Exhibitor's expense.

Exhibitor Service Manual

Within this document you will find multiple references to the Exhibitor Service Manual. This manual will be made available to you in 12/2017. The Exhibitor Service Manual will be included on the [AORN Expo website](#) under the Exhibitor Resource Center menu.

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. The Priority Point System will expire upon show closing, Tuesday, March 27, 2018 at 2:00 PM. After the expiration of the Priority Point Systems, all remaining booths will be sold on a first-come, first-served basis.

Priority Points

AORN uses a priority point system to facilitate assignment of exhibit space from year to year. At onsite booth sales, exhibitors will select their preferred booth space for the next year's Expo. Companies that do not select their booth space onsite will be allotted a booth based on space available at the time of receipt of the contract.

Exhibitors with the most priority points (in descending order) are awarded the opportunity to select their booth space first. The priority points are assigned as follows:

- One point for each current year 100 square foot booth space
- One additional point for each year exhibited
- Additional points for current year sponsorship (see chart below)
- Five additional points if CE credit is offered in the exhibit booth for the current year

- Additional opportunities, as determined and communicated by AORN

Activity	Points Earned
Current Year Exhibit & Meeting Space	1 point for each 100 square feet of space
Years Exhibited	1 point for each year of exhibiting
Current Year Housing through Wyndham Jade	1 point for booking hotel rooms in the official Annual Meeting hotel room block
Current Year Advertising	3 points per \$5,000 spent
Current Year Grant to AORN Foundation	3 points for a minimum of \$5,000 spent
In-Booth Education through Pfiedler	5 points for In-Booth Education through Pfiedler (Workshop only. Maximum 5 points earned per year, per company)
Current Year Sponsorship Bronze	7 points for sponsorships valuing \$35,000 - \$50,000
Current Year Sponsorship Silver	9 points for sponsorships valuing \$50,000 - \$75,000
Current Year Sponsorship Gold	11 points for sponsorships valuing \$75,000 - \$125,000
Current Year Sponsorship Platinum	15 points for sponsorships valuing \$125,000+

Priority Point Rules

- AORN will provide point opportunities consistently for all exhibitors or potential exhibitors.
- In the event an exhibiting company merges with, is bought out by, or purchases another company, the parent company may assume the higher number of priority points with written consent from others companies.
- Priority points cannot be combined across companies.
- Exhibitor may forfeit priority points if they do not comply with the Contract and Rules & Regulations.
- Housing, support and in-booth education must be confirmed by February 19, 2018 to accrue points.

Exhibitor's Years Exhibited points will be reduced by 50% after missing one year of exhibiting and will be completely forfeited after missing two consecutive years of exhibiting

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 Meghan Leahy, AORN Exposition Management at 703-654-6929 meghan.leahy@spargoinc.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 of 2:00 PM on Sunday, March 25, 2018 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.

2019 Exhibit Space Reservation

Initial assignment of booth space for AORN's 2019 Surgical Conference & Expo in Nashville, Tennessee will take place onsite during the 2018 Expo in New Orleans. All companies who exhibit at the 2018 Expo will be given the opportunity to participate in booth assignment for the 2019 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 2018 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 official 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 scheduled 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. Dismantling your booth early will result in penalties up to including loss of priority point and exhibiting privileges.

The Installation and Dismantle schedule will be included in the Exhibitor Service Manual, available in 12/2017. Please contact Meghan Leahy, AORN Exposition Management, at 703-654-6929 or meghan.leahy@spargoinc.com with any questions.

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 Manual).

- 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 Manual.
- 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 2' in from all sides.
- Floor plans and elevation blueprints for island exhibits or booths involving other unusual construction must be submitted through the online [Exhibitor Resource Center](#) for approval by 2/19/2018. 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. Please contact Meghan Leahy, AORN Exposition Management, at 703-654-6929 or meghan.leahy@spargoinc.com with any questions.
- Multi-storied booths are permitted. The second level will be billed at 40% of the per sq. ft. space rate. Exhibitors with multi-storied booths must comply with all fire-safety/structural limitations imposed by the Conference Facility and must bear the cost of any special security measures (i.e. fire watch) required by the Conference Facility.
- 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 Exposition Management and must comply with the guidelines set forth by the Ernest N. Morial Convention Center. Please contact Meghan Leahy, AORN Exposition Management, at 703-654-6929 or meghan.leahy@spargoinc.com with any questions.

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 will be asked to install, at their 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 Manual.

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 this means 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 Manual. 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' from exhibit hall floor to the top of the hanging sign. 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 installation orders must be submitted directly to Freeman. 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.
- In the Ernest N. Morial Convention Center, Halls I1 and J have very low ceilings and as a result there is limited rigging in those areas.

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 Manual).

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 from the exhibit hall floor to the top of the hanging sign.
- Provide sufficient see-through areas so as not to block the view of the adjacent exhibits. AORN requires a 50% see-through effect front to back and side to side, 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 will be made at the Exhibitor's expense.
- Floor plans and elevation blueprints for island exhibits must be submitted through the online [Exhibitor Resource Center](#) for approval by February 19, 2018. 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. Please contact Meghan Leahy, AORN Exposition Management, at 703-654-6929 or meghan.leahy@spargoinc.com with any questions.

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 2018" on promotional items for the conference for the current conference year. Except for the foregoing use, Exhibitor is granted no 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. Information and guidelines will be included in the Exhibitor Service Manual, available in December 2017.

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

Pfiedler Enterprises is the 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. Information regarding these opportunities can be found in the Exhibitor Service Manual.

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 contracted boothspace.

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 Resource Center. The form will be online in late May 2017.

- 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. Exhibitors and/or sales representatives are not permitted to conduct any activities in other exhibiting companies’ booths or in any public aisle space. Exhibitor personnel may not enter or photograph the exhibit space/meeting rooms of another exhibitor without permission from the latter. At no time may anyone enter an unstaffed booth of another exhibitor. Rules governing conduct and activities include but are not limited to:

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. Booths that aren't staffed are in violation of the rules and regulations and will be subject to penalty up to and including loss of priority points and exhibiting privileges.

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 discouraged. Exhibitors are responsible for making arrangements to get prizes to the winners after the event and at their expense. There is not a dedicated area at the AORN Global Surgical Conference & Expo for prize distribution.

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 Centerplate, the exclusive provider of food and beverage at the New Orleans Ernest N. Morial Convention Center. 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 Manual. Despite availability on catering menus, plated items, grilled or odorous foods are expressly prohibited on the Exhibit Floor except during the Opening Reception. Popcorn is not permitted at any time. Exhibitors that will be providing food and beverage to attendees in their exhibits must order and pay for porter service through Freeman, the exclusive provider of porter service at the New Orleans Ernest N. Morial Convention Center.

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. Please submit a description of the item to be given away through the Exhibitor Resource Center. 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.

Prize awards, lotteries, drawings, contests, favors, advertising premiums, or any other items with a value of \$100 or more to be given to attendees, must be pre-approved by show management through the Giveaway Request Form which is part of the online [Exhibitor Resource Center](#), available in December 2017. Request for approval of such giveaways items must be submitted through the online Exhibitor Resource Center by February 19, 2018 and include a sample, photograph or description of the item (if there will be a drawing, eligibility requirements, etc.). Prizes should be related to job performance or enhancement and not personal in nature.

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 industry@aorn.org for a detailed quote. More information can also be found on www.aorn.org/surgicalexpo/exhibitors/market-research.

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 using a non-professional camera's and cell and smart phones are allowed in the exhibit hall. No other audio/video recording devices are allowed. AORN defines a professional camera as anything with a removable lens and/or any camera with a 3x zoom capacity or greater than 10 megapixels. For professional photographs of their booth exhibitors should fill out the order form from the AORN Official Photographer located in the Exhibitor Service Manual. Exhibitors may only photograph their booth during hours that the exhibit hall is open. Access to the exhibit before or after hours must be approved by show management. For approval please contact Meghan Leahy, AORN Exposition Management at 703.654.6929 or meghan.leahy@spargoinc.com. 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 or lighter-than-air 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. Sound systems may not exceed booth height restrictions, and any system must be directed into the booth. All sound equipment must remain in the confines of contracted space. 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 Manual 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 contracted.
- 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 2017.

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 2018 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. Entering another exhibiting company booth to solicit business is strictly prohibited. Photographing another exhibitor's booth or product(s) without their consent is prohibited. Should you encounter behavior that violates this policy, please contact your floor manager immediately so he/she may deal with the situation appropriately.

Right of Inspection

AORN and AORN Exposition Management 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. Floor managers will endeavor to make you aware of violations during booth installation however some violations may not be visible until set up is complete. Compliance with correcting violations is mandatory. Non-compliance will result in a penalty to include a loss of priority points up or exhibiting privileges.

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 Manuals, forms, and promotional materials to third parties.

Exhibitor Appointed Contractors (EAC)

The Convention Industry Council defines an Exhibitor Appointed Contractor (EAC) as "any company other than the designated "official" contractor providing a service to an exhibitor". These include installation and dismantle companies, display and design companies, photographers, florists, audio/visual companies, computer rental companies, security, etc. As a general rule of thumb, if the person is not an employee of your company (with the exception of manufacturer's reps), and they will be working on your equipment, display or products, they are considered an EAC. Material handling is an exclusive service provided by the Official Contractor as appointed by show management.

Exhibitors and Exhibitor Appointed Contractors (EAC) must comply with the following guidelines:

1. An EAC shall have the right to provide services (excluding non-exclusive services)) and to utilize qualified employees on the exhibit floor as requested by an exhibitor. Exhibitors must submit a Notification of Intent to Use Non-Official Contractor to AORN Exposition Management through the online [Exhibitor Resource Center](#) by February 19, 2018.
2. The EAC must carry public liability insurance for bodily injury and property damages in the minimum amount of \$1,000,000 and Workers Compensation in accordance with local law. A Certificate of Liability Insurance must be submitted to AORN Exposition Management through the online [Exhibitor Resource Center](#) by February 19, 2018, verifying public liability insurance for bodily injury and property damage for the time period covering the Exhibition, including move-in exhibit hours, and move-out, and naming the AORN, SPARGO, Inc., The Freeman Companies and the Ernest N. Morial Convention center as additional insured.
3. The EAC must abide by existing labor regulations or contracts and rules and Guidelines established by the exhibition facility and AORN. All services provided by an exhibitor-appointed contractor must be completed in a timely, professional manner and within the established times for move-in and move-out.
4. The EACs are required to have all licenses, permits or bonding required by federal, state and country or municipal governments, prior to commencing work, and shall provide AORN with evidence of compliance.
5. The exhibit floor, aisles, loading docks, service and storage areas will be under the control of the AORN's designated official service contractor.
6. The EAC must possess and be prepared to present a true and valid order for service from an exhibitor to AORN Exposition Management to permit admittance to the exhibit floor.
7. An EAC should perform all services in a professional manner and not engage in solicitation of current or future business on the exhibit floor during move-in, exhibit hours, or move-out. Exhibitors are responsible for the conduct of the contractors they appoint.
8. An EAC will need to submit to show management at least 15 days prior to Exhibition move-in, names of all employees who will be working in the exhibit hall prior to the commencing work. These individuals must follow the rules of ingress and egress for the exhibit hall. The EAC must also submit the names, addresses and telephone numbers of key personnel to contact in the case of emergency, and designate a contact in the area local to the Exhibition to handle emergency situations during the period of the Exhibition.
9. EACs must confine operations within the exhibit area of the client exhibitor. Aisle and vacant areas of the exhibit hall may not be used as work areas or storage and dispatch areas.
10. It is the responsibility of the EAC to remove all tape installed from the floor and bulk trash from exhibit

hall (such as skids or crates) or the EAC will be billed accordingly by the official service contractor for the labor to complete such task.

11. EAC will fully cooperate with the official service contractor and will not interfere with the efficient utilization of labor.
12. It is the exhibitor's responsibility to provide EAC with information pertaining to exhibit; i.e., utilities, service order forms, dates, hours, shipping instructions, rules and Guidelines, etc.
13. EAC's must complete set up within the published hours. Requests to move in early or remain late on set up days must be made through show management.
14. Install and Dismantle companies are prohibited from setting up temporary work stations in the exhibit hall.

Failure to follow these guidelines could jeopardize an EAC's ability to obtain proper authorization for installing, servicing, or dismantling an exhibitor's booth.

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 Manual. 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 Expo website](#) under the Exhibitor Resource Center menu 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 Government booths receive carpet as part of their booth package.

Linear (in-line) Booth

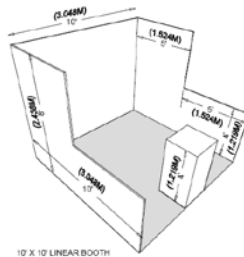
Definition: A Linear Booth has only one side exposed to an aisle and has at least one adjacent neighbor on either side of the booth. They are also called “in-line” booths.

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.

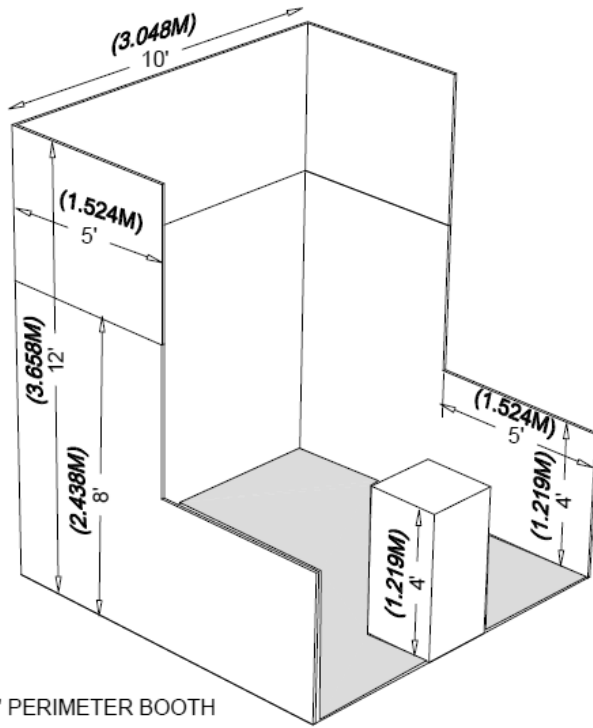


Perimeter Linear Booth

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.



10' X 10' PERIMETER BOOTH

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: Provide sufficient see-through areas so as not to block the view of the adjacent exhibits. AORN requires a 50% see-through effect, front to back and side to side, on the portion of the booth from the floor up to a minimum of 8' in height, 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.

