

AACC 70TH AACC ANNUAL SCIENTIFIC MEETING & CLINICAL LAB EXPO

July 29–August 2, 2018 | Chicago, IL USA

American Association of Clinical Chemistry
70th Annual Scientific Meeting & Clinical Lab Expo
Exhibit Terms, Conditions, Rules and Regulations

The American Association for Clinical Chemistry, Inc. (herein referred to as AACC) and its exposition management company, SPARGO, Inc. is committed to providing the highest quality Annual Meeting and Clinical Lab Expo possible. It is agreed and understood that the AACC Exhibit Terms and Conditions, Rules and Regulations (Terms) for exhibitors are part of the contract between the exhibitor and AACC and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these Terms. In addition, exhibitors must follow the [exhibitor policies](#) of McCormick Place. AACC reserves the right to interpret, amend and enforce these Terms at any time as it deems proper to assure the success of the exposition. Written notice of any amendment or interpretations of the Terms shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.

All exhibits must conform to the rules set by the American Association of Clinical Chemistry. It is the responsibility of the official exhibitor representative to see that all booth staff are made aware of and adhere to all Terms and conduct themselves in a professional manner.

Acceptance of Application for Exhibit Space and Review of Activities

AACC reserves the right to accept or refuse the Application and Contract for Exhibit Space (Exhibit Contract) for any exhibit and, once an exhibit is on the floor, to require its modification or removal, whenever AACC considers such exhibit to be detrimental to its business, professional or ethical interests, or which originates from any organization whose displayed products do not meet the professional standards of AACC. AACC may review the exhibit floor activities of exhibitors at any time. AACC may deny an exhibitor access to or expel an exhibitor from the event without refund of any fees if, as determined solely by AACC, such exhibitor has not complied in all material respects with policies, legal requirement, the terms and conditions of the Exhibitor Contract, or the Terms. AACC may also seek other remedies in law or equity and limit the Company's access to AACC resources. AACC reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and prohibit or evict any exhibit that, in the opinion of AACC, detracts from the general character of the exhibit hall. All booth activities and content must be professional in nature and provide educational information related to the field of laboratory medicine. This reservation includes, persons, things, conduct, giveaways, printed material or anything AACC judges to be objectionable. In the event of such restriction or eviction, AACC is not liable for any refund to the exhibitor.

Exhibit Space Cancellation

All cancellations must be received in writing by SPARGO, Inc. Cancellations must be received by SPARGO, Inc. on or before October 1, 2017 to qualify for a full refund of any deposits made. If cancellation is

received by SPARGO, Inc. between October 2, 2017 and March 29, 2018, no refund of any deposits will be made, and a 50% deposit remains due. If cancellation is received by SPARGO, Inc. after March 29, 2018, no refunds will be made, and the company must pay the full cost of exhibit space rental.

Relocation of Exhibits and other Floor Plan Revisions

AACC retains the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the Clinical Lab Expo as determined solely by AACC. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation. Due to the large number of participating companies, AACC cannot guarantee that a company will not be located near a competitor.

Subleasing of Exhibit Space/Booth Sharing

An exhibitor may not sublet, share or apportion its contracted exhibit space to another organization or business unless prior written consent has been obtained by AACC. An exception will be considered when a corporate affiliation exists (meaning that the organizations share a parent company) or for a government sponsored pavilion (must be a minimum of 400 sq. ft). Each organization occupying the space will be required to submit a signed exhibit space contract. Only those companies and organizations that are the authorized occupants of an exhibit space will be entitled to exhibitor badges and /or a listing in the exhibitor directory published on the meeting website and in other show related materials.

Use of Exhibit Floor Plan

The exhibit floor plan and exhibitor list are the property of AACC. Use or publication for any purpose without AACC's written consent is prohibited.

Prohibition Upon Completed Sales

The AACC does not permit completed sales of merchandise on the exhibit floor.

Children Admittance Regulations

For safety and liability reasons, children under 16 years of age will not be permitted at any time in the exhibit areas.

Exhibitor Liability Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include a contractual liability and product liability coverage with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,00 aggregate coverage. Such insurance shall name the American Association for Clinical Chemistry, SPARGO, Inc. Metropolitan Pier and Exposition Authority – McCormick Place and the Freeman Companies (Freeman) as additional insured. During the term hereof, the exhibitor, shall maintain Worker's Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the exhibit hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to SPARGO, Inc. or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

Indemnification

Neither AACC, SPARGO, Inc. nor its other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses or other activities from any cause whatsoever, prior to, during or after the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowing assumes all such risk and expressly agrees, and hereby does indemnify, defend and hold harmless AACC, SPARGO, Inc. and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts omissions or negligence of exhibitor, exhibitor's agents, invitees, employees or representatives.

Forum

For any litigation allowable under this agreement, the parties agree to submit themselves to the exclusive jurisdiction of a court in the District of Columbia.

Applicable Law

This contract will be interpreted and enforced under the laws of the District of Columbia.

Failure to Occupy Exhibit Space

Any space not occupied by 2:00 pm, Monday, July 30, 2018 will be forfeited by the exhibitor. The space may be reassigned or used by AACC without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval by July 6, 2018, from AACC Exposition Management for late installation. Should an exhibitor have special circumstances and need additional time to complete the installation of their booth, a written request must be submitted by July 6, 2018. Requests may be submitted to Meghan Leahy, Exposition Operations Manager, at meghan.leahy@spargoinc.com. All booths must be staffed during the exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by AACC to cover the booth area and convert it to a lounge area.

Official Service Contractors

The official general service contractor is Freeman. AACC has designated certain other firms as official service contractors and strongly encourages exhibitors to use these contractors rather than non-official suppliers. McCormick place has an approved vendor program and may require the use of certain contractors. <http://www.mccormickplace.com/contractor-eac/contractor-eac-php>. The complete list of official service contractors will be provided in the Exhibitor Service Manual that will be available online in April 2018.

Booth Installation and Dismantling

All exhibits must conform to the standards set by the Healthcare Convention Exhibitors Association as follows;

Inline Booth (Linear 10x10)

No side rails, counters, or structure may exceed 4 feet in height, within 5 feet from the front of the exhibit space. Backgrounds are limited to 8 feet in height (12 feet for perimeter booths) and must not protrude more than 5 feet from the back wall. Exhibit construction may not exceed the height of the side rail except in the back half of the booth as noted above. The reverse side of any wing panel extending from the back wall of the display must be draped to avoid raw exposure to a neighboring booth. If the exhibitor

doesn't comply, AACC will have the decorator drape the area, at the exhibitor's expense. Corner booths may eliminate the outside 3-foot side rail if desired. Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the exhibitor does not comply, AACC will have the items stored at the exhibitor's expense. Additional pipe and drape will be required at the exhibitor's expense for those booths that have exposed areas between the back wall of their structure and the back wall of the booth. Please note that to provide a harmonious environment to all exhibiting companies' sightline rules will be strictly enforced. No exhibitor will be permitted to span an aisle by overhead contrition. Exhibitors must provide spec within the booth to accommodate spectators. If spectators interfere will normal traffic flow in the aisles or if they overflow into adjacent exhibits, SPARGO, Inc. has the right to discontinue the activity. No part of the exhibit or signs may be pasted, nailed or otherwise affixed to convention center walls, doors, etc. Exposed, unfinished sides of the exhibit booth must be draped. In the event the exhibitor is not present, the decorator with the approval of SPARGO, Inc., will provide required draping at the exhibitor's expense. To confirm your booth adheres to the outlined rules and regulations, please submit a rendering to Meghan Leahy, Exposition Operations Manager, at meghan.leahy@spargoinc.com. Exhibitors must correct infractions by 8am on Tuesday, July 31, prior to the exhibit hall opening.

Island Booth

An island booth is typically a 400 square foot (20x20) or larger exhibit space exposed to the aisles on all four sides. Island booths must be constructed to allow access from all sides. Island booths should have open sightlines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than **20 feet** from the exhibit hall floor and cannot block visibility of AACC signs. Variances will not be granted. Two-story or multi-level booths are prohibited. Exhibitor must provide suitable floor covering. Demonstration areas on the perimeters facing the aisles are prohibited. Exhibitors must provide space within island and other booths to accommodate spectators. If spectators interfere with normal traffic flow of the aisles and overflow into adjacent exhibits, SPARGO, Inc has the right to discontinue the activity. Exhibitors must correct infractions by 8 am on Tuesday, July 31 prior to the exhibit hall opening. Exhibitors who wish to construct an island that will be 400 square feet or larger are required to submit a drawing, rendering or architectural plan to SPARGO, Inc. through the online AACC Exhibitor Resource Center for approval by June 8, 2018. Any changes that occur after the initial submission must be resubmitted to SPARGO, Inc. for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, SPARGO, Inc. reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. Please contact Meghan Leahy, Exposition Operations Manager at 703-631-6200 or meghan.leahy@spargoinc.com with any questions. If the plans do not comply with the AACC Exhibit Design Rules, SPARGO, Inc., will at its sole discretion, require on-site modification of the booth at the exhibitor's expense to meet these requirements. No exceptions will be granted if the exhibitor fails to provide plans in a timely manner or for booths that do not comply with AACC Exhibit Design Rules once onsite.

Hanging Signs

For an island booth the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed **20 feet** from the exhibit hall floor and cannot block visibility of AACC signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisle. AACC may grant an exhibitor request to allow a sign to hang over an aisle to conjoin with another portion of that exhibitor's booth. An additional fee for the incorporated aisle space will apply. No part of any exhibitor signs shall be posted, nailed or otherwise attached to columns, wall, floors or other part of the building or its furniture.

Lighting

All island booths may utilize special lighting. Lighting must be directly over or in the exhibitor's booth and may not be higher than 20 ft from the exhibit hall floor, extend into the aisles or neighboring booths. Exhibitor lighting cannot affect other exhibitors or aisles. Overhead lighting may be dimmed or turned off at the exhibitor's expense with onsite approval from AACC. Requests may be made onsite at the Exhibitor Service Desk. It is the responsibility of the exhibiting company's booth contact to notify their contractors and agents of the height restrictions for hanging signs and lighting.

Booth Carpet

AACC will carpet all visible aisle space within the exhibit area and will supply linear exhibitors with pipe and drape. Exhibitors must completely cover the entire area of the exhibit space with carpeting or an approved material (bare floors are not permitted). The order form for carpeting will be provided in the online Exhibitor Service Manual. At the discretion of AACC, Freeman will carpet exhibitor booths that are not appropriately carpeted at the expense of the exhibitor.

Helium Balloons/Lighter Than Air Objects

The use of helium balloons and/or lighter than air objects is prohibited in the exhibit hall.

Shipping and Targeted Freight Move-In

All confirmed exhibitors will receive a target date and time for freight delivery, which will be identified in the Exhibitor Service Manual. Please keep in mind that the target date/time is for the freight delivery only, not for booth installation. A minimum of four hours between the target freight delivery and time of installation of the booth must be allowed. Freeman will begin accepting advanced freight at their warehouse 30 days prior to the first official move-in day. Direct shipments to the Convention Center will be received during installation dates ONLY. If you are using your private vehicle to deliver freight to the convention center, please refer to the [exhibitor policies](#) published by McCormick Place. Any shipment that arrives at the convention center prior to official installation dates will be refused. Empty crates will be removed, stored, and returned after removal of aisle carpet at the close of the exhibit hall for shipping via outgoing carriers from show site. When planning your dismantling and subsequent departure at the end of the show, please allow approximately 6-8 hours for return of all empty shipping materials from storage. Crates will be returned as quickly as possible but the sheer number of empties for a show this size makes faster delivery a challenge. The Fire Marshal prohibits the storage of any shipping materials behind or in booths. All exhibits must be ready for removal from the exhibit area by 10:30am on Saturday August 4, 2018. Do not store anything of value in crates being removed to storage. Requests for an earlier move-in must be made in writing no later than June 9, 2018. An explanation of the special circumstances warranting the exception should be sent to Charlie Hall with Freeman at Charlie.Hall@freemanco.com

Installing, Exhibiting and Dismantling Labor Policy

Exhibitors shall utilize proper authorized labor for exhibit installation services during move-in, exhibitor services during open hours and exhibit dismantling during move-out according to the official policies/union agreements of AACC, Facility Management, Official General Services Contractor and all applicable state and local laws. To access current rules, regulations and policies of McCormick Place visit this link [exhibitor policies](#). Exhibitors planning to build special displays onsite should employ union display labor companies in their fabrication, carpentry and electrical work. Information on Union rules and Jurisdictions will be available in the Exhibitor Service Manual.

Exhibitor Appointed Contractors

If you plan to use an exhibitor appointed contractor to install and dismantle your exhibit, or provide other services, the following must be received by June 8, 2018.

- A. A properly executed "exhibitor Appointed Contractor" form in the Exhibitor Resource Center (available online in April 2018)
- B. Certificate of Liability Insurance naming AACC as the Certificate Holder and SPARGO, Inc., AACC, The Freeman Companies and the Metropolitan Pier and Exposition Authority - McCormick Place, as additional insured and covering the non-official contractors with scope and limits not less than \$1,000,000 per occurrence/\$2,000,000 aggregate coverage.
- C. Certificates of Liability Insure for Exhibitor-Appointed Contractor (s) must indicate the name of the exhibiting company/organization and the booth # that they are representing in the description area of the Certificate of Insurance. If said information is not included, the Certificate of Insurance will not be accepted by AACC.
- D. The exhibitor appointed contractor must provide proof of Workers' Compensation and Occupation Disease Insurance in full compliance with all federal and state laws.

If the documentation described above is not delivered to SPARGO, Inc. by the June 8, 2018 deadline, or is incomplete or inaccurately executed, the non-official contractor will be denied access to the exhibit hall. Non-official contractors are not permitted to set up service desks in the exhibit hall. All Exhibitor Appointed Contractors are permitted on the exhibit floor ONLY during official move-in and move-out hours provided the information above is supplied. Exhibitor personnel, including Exhibitor Appointed Contractors hired to work in their booth, may not solicit from outside of their booth or elsewhere in the meeting venue, including meeting rooms and poster sessions, and may not canvas in any part of the Exhibits or meeting venue. Failure to comply with any or all the above will result in the refusal of the Exhibitor Appointed Contractor's access to the exhibit hall and the ability to service your exhibit.

Food and Beverage

Food and beverages (except for popcorn) are allowed in the booths during exhibit hours. Savor is the exclusive caterer for McCormick Place. Contact [Savor](#) for catering options.

Vehicles in Exhibit Booths

Any vehicle used in an exhibit booth must conform to convention center rules for vehicles. These rules generally require disconnection of the battery, limit the amount and types of fuel in the vehicle and may require fire watch personnel. A spotting fee may also be incurred. Specific rules and regulations will be posted in the Exhibitor Resource Center. Vehicles over 5' in height cannot be placed within 10' of any aisle. Special move-in and move-out arrangements must be made in advance. Contact [Meghan Leahy](#) for additional details and requirements.

Electrical Safety

All wiring on booths or display fixtures within an exhibitor's booth must meet underwrites rules and standard fire department inspection applicable under all appropriate state, county, city and McCormick Place electrical and fire codes and regulation. This applies to construction not pre-wired equipment.

Fire Regulations

All materials used in the exhibit hall must be flameproof and fire resistant to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear always, and fire stations and fire extinguishers must not be covered or obstructed. **To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.**

Accessible Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitor may store a limited supply of literature or product appropriately within the booth areas, so long as these do not impeded access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibitor materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Manual.

Porter Service

To maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways must order Porter service. Porter service includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes during show hours. Standard wastebasket emptying doesn't include removal of empty boxes. Empty boxes may not be placed in the exhibit hall aisles., behind or adjacent to columns, or in trash cans in the exhibit hall during show hours. If an exhibitor doesn't properly handle empty boxes, AACC will remove the boxes at the exhibitor expense.

Removal of Exhibit Materials at Close of Exposition

Exhibitors are not permitted to simply abandon exhibit materials and shipping materials (booth walls, carpet, furniture, skids, crates, etc. or biological materials) at the end of the Expo. Please remove booth walls, carpet, furniture, skids, cares, etc., before you depart. Exhibitors that will have a significant amount of trash are required to submit a removal plan and provide contact information for the exhibitor and the waste removal company contact. This does not include small amounts of promotional materials or routine trash in trash cans and wastebaskets or material rented from suppliers in the exhibitor service manual. Should you leave exhibit and or shipping materials behind, your company may be prohibited from exhibiting at future AACC Annual Meetings and you will be charged for all costs associated with removal of your material from McCormick Place.

Early Dismantling

Early dismantling is expressly prohibited by AACC. Exhibits official close on Thursday, August 2, 2018 at 1:00pm. All booths must be staffed until that time. Exhibitors that dismantle before closing will be subject to priority- point reduction and possible exclusion from future Clinical Lab Expos.

Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, floors, walls or columns, standard booth equipment, and other exhibitors' property.

Labor

Information regarding labor rules and rates will be published in the Exhibitor Service Manuel available online in April 2018. Exhibitor Bulletins will also be sent our intermittently via email (please be sure to include your email address on the exhibit space contract).

Security

AACC will provide reasonable security protection for the perimeter of the exhibit hall, but Exhibitor acknowledges that AACC is not liable for any of Exhibitors property, for the security of the booth itself or for the safety of it' s staff or visitors to its booth. Exhibitors will take reasonable precautions to protect its property. Forms for ordering individual booth security will be in the Exhibitor Service Manual. Exhibiting companies conducting private demonstrations in their exhibit booths during off hours are required to order security and individuals participate in the demonstrations must be escorted to and from your

booth. The Security Office located in the Exhibitor Service Center will supervise a 24 hour lock up Security room for small packages tool kits, laptop computers, VCR's etc. This service is available to exhibitors at no charge.

Electricity, Water/Drain, Gas, Phones, Internet and Related Services

Forms for these services will be included in the Exhibitor Service Manual.

Electronic Badges and Lead Retrieval

AACC uses electronically encoded badges for lead retrieval. These badges have the registrant's name and contact information plus selected demographic information electronically encoded on the card. An electronic inquiry retrieval system must be used to access the information. Please note that the only information included on the badges is the information provided on the attendee registration form. Details and rental rates for electronic inquiry retrieval systems will be included in the Exhibitor Service Manual.

Cleaning

All booth areas and furnishings are provided in a clean and orderly state on the first day of set up for your area of the exhibit hall. However, the exhibitor is responsible for any cleaning services required between initial booth materials delivery and show opening. A cleaning service form will be in the Exhibitor Service Manual.

Exhibitor Service Manual

The Exhibitor Service Manual will only be available online and will be available in April 2018.

Exhibitor Badge Registration

Each exhibitor will be allotted 7 booth staff badges per 10'x10' booth. Valid government phot IDs with proof of age are required to obtain a badge for admission to the exhibit hall. No children under 16 years of age will be permitted in the exhibit hall at any time.

Waste Disposal

No oils or combustible liquids may be poured in convention center drainage or sewer systems. Hazardous and toxic materials and chemicals, and all medical wastes, require special disposal methods. Exhibitors are required to inform SPATGO, Inc., in advance that such materials and/or substances will be used in the facility. Proper disposal methods must be provided by the exhibitor and approved in advance. All liquids left on the exhibit floor will be considered hazardous waste and the cost for the disposal of this material and substantial penalty will be the exhibitor's responsibility.

Biological Materials

The United States Department of Agriculture has advised AACC that some exhibiting companies have had test kits and reagents on display that contain animal products imported from outside the United States. The USDA requires that all animal-derived and cell cultured materials must have import permits.

Promotional Activities

AACC recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations and the distribution of literature or samples must take place within the exhibitor's booth. Commercial firms and other organizations may not, for example, engage in marketing activities using hotel television channels, individual company distribution of marketing materials in hotels, (e.g. giveaways, flyers, or door drops), or the branding of beverage napkins, hotel keys, etc. unless

through the Official AACC Sponsorship programs. No queuing in the aisles will be permitted. Please allow for queuing to take place in your exhibit booth space. Canvassing or distributing materials outside of the exhibitor's rented booth space is not permitted. No literature may be distributed in the convention center, hotels, official hotel shuttle bus stops, or any public area. Presentations that promote a company's products and services are allowed within that company's exhibit booth. Demonstrations must be in an area such that any crowd that gathers will be contained within that exhibitor's space and will not block the aisles or neighboring exhibits.

Distribution of Promotional Materials

AACC provides the ClinPak official door drop program to selected hotels in the official housing block. This is the only way that exhibitors may distribution of materials in the hotels. Other distribution of advertising materials in hotels is prohibited. Examples: promotional pieces slipped under the doors in hotels are prohibited; promotional pieces stacked for pickup on registration counters are prohibited. All hotels have been advised to refuse such requests from exhibitors or their agents. Distribution of advertising materials at the convention center such as near entrances or shuttle bus locations. Any such materials found will be discarded. Anyone handing out materials outside of an exhibit booth will be removed from the facility. Any company's that leave promotional materials outside of their contracted exhibit space will lose one (1) priority point.

Contests, Lotteries, Raffles and Games of Chance

Contests, Lotteries, Raffles, and Games of Chance must be conducted in accordance with applicable law and must comply with the guidelines of the [American Medical Association \(AMA\)](#) that state: "the contest must be open to all meeting attendees and be conducted in a professional manner." Prizes must be educational in nature and moderate in value (\$100 or less). Notification of winners, semi-finalists, and runners-up, etc. must take place after the conclusion of the AACC Annual Meeting and Clinical Lab Expo. Contests of any kind must first be approved in writing by AACC. Exhibitors intending to conduct contests, lotteries, raffles or games of chance must complete the Request for Approval of Giveaway Form through the online AACC Exhibitor Resource Center by June 8, 2018.

Giveaways

It is AACC's policy that all giveaways by exhibitors will meet the giveaway standards of the [PhRMA Code](#), whether or not the exhibitors have adopted the PhRMA Code. It is the responsibility of the exhibitor to ensure the giveaway follows applicable code and to receive approval for distribution. In keeping with the PhRMA Code, all giveaways by exhibitors must be designed primarily for educational purposes. Giveaways must not exceed \$100 in value and must be available to all registered attendees. The following items are **not** eligible giveaway items: balloons, cash or cash equivalents, golf/tennis balls, hats, fans, massagers, stuffed animals, t-shirts, toys.

Approved Giveaway items: Hand Sanitizers, Pens, Catering, Lens cleaning cloths, Industry related books, Business card holders, USB's, Safety glasses, Gloves, Tools related to the job (petri dishes, slides, beakers, graduated cylinders, ph papers, droppers, tube pinching clamps, beaker tongs, test tube racks, thermometers, stirring rods, pipettes and bulbs and funnels) Scales, Instant Sealing Pouches and Lab Air Monitors.

AACC may withhold or withdraw permission to distribute gifts, souvenirs, advertising or other materials, which at its sole discretion, it deems inappropriate/objectionable or did not receive approval.

Music Licensing

AACC does not obtain ASCAP or BMI music licensing that will allow the use of copyrighted recorded music in the booths. Exhibitors interested in playing copyrighted music must obtain the proper licensing from ASCAP or BMI.

Exposition Photography/Recording Policy

Exhibiting companies/organizations must obtain in written approval from SPARGO, Inc. to photograph, videotape and/or audiotape in the exhibit hall and will only be permitted to photograph, videotape and or audiotape in their contracted exhibit space. Exhibitors may not photograph, videotape and or audiotape other exhibitors and or attendees. Requests may be submitted to Meghan Leahy, Exposition Operations Manager at meghan.leahy@spargo.com. Exhibitors that choose not to use the official photographer listed in the Exhibitor Service Manual must submit and Exhibitor Appointed Contractor Form and valid Certificate of Liability Insurance through the online AACC Exhibitor Resource Center by June 8, 2018. The exhibiting company /organization will be required to make arrangements through the official security services company for escort at its own expense. It is recommended that arrangements be made with electrical services for show level lighting and power during the photo shoot if this is approved to take place when the hall is closed. Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth provided that written permission/authorization is obtained from any distinguishable individuals and no other exhibit booth or its contents is distinguishable. AACC is not liable for failure of any exhibitor to obtain such permission. These activities must be conducted without disruption to Exposition activities or limitation to the accessibility of exhibitors. Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, once they have obtained permission from the exhibiting company before engaging in photography or audio/visual recording of or within said booth.

Recording equipment (audio, video or photo) is prohibited in educational sessions unless permitted under separate, written agreement with AACC. AACC or SPARGO, Inc. will confiscate badges and remove from the exhibit area any person found in violation of these rules.

Conducting Exhibits

Clinical Lab Expo identification badges must be worn and visible at all times during the show and within show facilities. These facilities include the exhibit hall meeting rooms and sessions and official social events schedule during the Clinical Lab Expo. The aisles of the exhibit hall are public space and free access is available to all qualified badged individuals. However, access to the aisles doesn't include freedom to disturb or disrupt any other exhibitor's product demonstrations. As a courtesy to attendees and other exhibitors while observing product presentations, limit conversation volume and content to that which will not disturb attendees of the product demonstration. Onsite personnel may not enter the booth of another exhibiting company without the permission of appropriate member of the exhibiting company's staff. If asked to leave another exhibitor's booth do so immediately and without dispute. When asking another exhibitor's personnel to leave your booth, do so courteously and discreetly. If you are seeking to arrange a B2B conversation with another exhibitor, for example, to become a distributor or to ask an exhibitor to distribute your products, do not disturb the exhibitor interaction with other booth visitors. Instead - without disturbing the current conversation with a booth visitor-- wait for an opportunity to speak with a company representative to set up a meeting at a more convenient time for the exhibitor.

Soliciting or Suit Casing

Is strictly prohibited at AACC. Should you encounter solicitors, please make a SPARGO, Inc. representative or floor manager aware immediately. Try and obtain a business card from the solicitor or be able to give a good description of attire and location.

Exhibit Booth Staffing

Exhibit booths must be staffed during exhibit hours. Booth personnel must wear their badges at all times.

In Booth Promotions and Demonstrations

The use of promotional robots, signage and other materials is restricted to the exhibitor's own booth and must conform to line of sight and height restrictions for the booth type. Professionals hired for other than product demonstrations require prior approval by SPARGO, Inc. SPARGO, Inc. reserves the right to evict any model or mannequin used in a booth that, in its sole discretion, it considers to be inappropriate for the Clinical Lab Expo.

Combustible, Flammable Materials

No combustible decorating may be used. Use of volatile or flammable liquids, gases or solids must be approved by the Fire Marshal and, if approved, must be kept in safety containers. All fluids, reagents, etc. must be removed from exhibits at closing on Thursday. Removal is the exhibitor's responsibility. (See the information in the McCormick Place [exhibitor policies](#) regarding waste disposal and biological samples)

Reporting Infractions of Rules

Exhibitors should report any infraction of these rules to SPARGO, Inc, as soon as possible after the incident occurs. Record the individual's name and company so that any required further actions may be taken in a timely manner. Exhibitors should report infractions to the Exposition Management office in the Exhibit Hall.

Light, Sound and Amplification

Audio-visual presentations and other light and sound effects are permitted only with SPARGO, Inc.'s consent and in those locations and at such intensity that, in SPARGO, Inc.'s opinion, do not interfere with the activities of neighboring exhibitors. For example, speakers, or video terminals may not be placed in the corner of booths, causing disturbance or lines in the aisles. SPARGO, Inc. will monitor all lighting and sound producing equipment for compliance. All microphones and other sound producing equipment should be kept at a level of 85 decibels or below.

Private Demonstrations

Exhibitors will be permitted to conduct off-hour private demonstrations in the exhibit hall on Tuesday and Wednesday afternoons and Wednesday and Thursday mornings ONLY. No private demonstrations are permitted in the exhibit hall before the exhibits open at 9:30am on Tuesday, July 31, 2018 after exhibits close at 1:00pm on Thursday, August 2, 2018. Private demonstrations must be cleared through SPARGO, Inc. two weeks prior to the start of exhibitor move in. Exhibiting companies conducting private demonstrations in their exhibit booths during off hours are required to order security and individuals participating in the demonstrations must be escorted to and from your booth. Companies requesting permission for private demonstrations can find the application forms in the Exhibitor Service Manual. Note: Cleaning crews begin vacuuming aisle carpets after the show closes on Tuesday and Wednesday evenings you may continue private demonstrations while the crews work, but the cleaning equipment may add considerable ambient noise when working in the area around your booth. Exhibitors may not take attendees away from the convention center during exhibit hours for private demonstrations of

products offsite. This is deemed inappropriate and unfair to other exhibitors who have contacted for exhibit space in expectation of access to attendees.

Americans with Disabilities Act

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act, and shall hold AACC harmless from any consequences of an exhibitor's failure in this regard.

Use of AACC Name and Logo

The AACC logo may not be used on any materials produced by organizations other than AACC itself. Use of the American Association for Clinical Chemistry's name or copyrighted material requires prior written approval by AACC.

Cancellation of Exposition

It is mutually agreed, that in the event of a cancellation of the AACC annual meeting as a result of strikes, acts of God, war, weather, terrorism, disaster, curtailment of transportation facilities, government regulations, or other causes that would prevent its scheduled opening or continuance, this agreement may be terminated by AACC. AACC shall refund the portion of the exhibit fees remaining after deduction of expenditures made before cancellation and non-cancellable commitments.

Ancillary Meeting and Meeting Room Requests

Only current exhibiting companies and nonprofit organizations that are supporters of AACC may apply to hold ancillary meetings during the 70th AAACC Annual Meeting and Clinical Lab Expo. AACC will assign meeting space in its sole discretion. Entertainment, meetings, or similar activities will not be permitted in hotel rooms or other private or public facilities during hours conflict with AACC sponsored events. Contracted hotels will not reserve meeting rooms or function space for anyone during the meeting dates without prior AACC approval. All Ancillary Meeting Requests must be submitted by form to AACC. Questions about meeting room requests may be directed to Jackie Nassy at jnassy@aacc.org. Ancillary meetings may not conflict with any of the AACC official sessions, including poster sessions.

Priority Point System

The priority point system is designed to recognize companies that support AACC and its activities, and to encourage new companies to participate. Priority points not only determine exhibit hall placement, but also help determine placement for group housing blocks. Please keep in mind that, in addition to the priority point total, other factors will also influence the final hotel placement.

Mergers and Acquisitions

Priority points will be calculated for the company names stated on the exhibit space contract or corporate support letter of agreement. If companies have since merged or been acquired, the surviving company will be allotted the combined total of points from each company. A company that has merged with another company must notify your exhibit sales account manager at aaccexhibits@spargo.com so that the points can be reviewed and reassigned.