

**American Nurses Credentialing Center
2018 ANCC NATIONAL MAGNET CONFERENCE®
EXHIBIT RULES AND GUIDELINES**

October 1, 2017

These Rules and Guidelines have been prepared to serve the best interest of the exhibitors, attendees, and the American Nurses Credentialing Center, also referred to as “ANCC”. Mutual cooperation will ensure the success of the exhibition. The exhibitor company representative who reserves the exhibit space online accepts these Rules and Guidelines, as part of the Application and Contract, and agrees to adhere to all conditions as outlined. ANCC will not accept the Application for Exhibit Space without the acceptance of the Rules and Guidelines.

These Guidelines may be amended at any time and are binding upon notice to the Sponsor/Exhibitor and continued participation in the event. The exhibitor company representative who reserves the Exhibit Space or his or her designee shall have the authority to act on behalf of the exhibitor in all negotiations.

LOCATION

The ANCC National Magnet Conference will be held October 24-26, 2018 at the Colorado Convention Center in Denver, Colorado.

SHOW MANAGEMENT

ANCC has selected Spargo, Inc. to manage the exhibits on their behalf. Spargo, Inc. will be referred to as “show management” in the Exhibit Rules and Guidelines.

SMOKING

The American Nurses Credentialing Center has adopted a non-smoking policy for all its meetings, conferences, and exhibitions. There will be no smoking allowed in the exhibit hall or meeting rooms at any time.

EXHIBITION MANAGEMENT

Each Exhibition is produced by and is the property of the American Nurses Credentialing Center. ANCC has contracted with Spargo, Inc. to provide all management functions and establish policies.

ELIGIBILITY

To ensure a valuable and quality Exhibition, ANCC reserves the right to accept or reject, in its sole and absolute discretion, an application to exhibit and to determine the eligibility of any exhibitor for inclusion in the Exhibition. Application to exhibit will be accepted or rejected based on availability of exhibit space and the proposed exhibitor’s products and/or services. The proposed exhibitor’s products and/or services should directly contribute to ANCC and principles of the Magnet Recognition Program®. Acceptance of an application to exhibit does not carry ANCC’s endorsement of the products or services.

ASSIGNMENT OF EXHIBIT BOOTH SPACE

Priority is given to 2017 ANCC National Magnet Conference exhibitors. All confirmed 2017 exhibitors are given a scheduled time, according to priority point rank, to visit the ANCC Sales Office during the 2017 ANCC National Magnet Conference to select booth space for 2018.

A deposit will not be required at the time of Exhibitor’s appointment. An invoice will be sent on or about November 6, 2017, requiring a 50 percent deposit of total booth fee by January 15, 2018. If the deposit is not received by January 15, 2018, ANCC reserves the right to release exhibit space being held for resale.

Exhibitors selecting space during Onsite Booth Assignments may cancel without penalty if written notification is received via email at anccexhibits@spargo.com on or before January 15, 2018. If notification is not received by this date, Exhibitor will be financially responsible for the booth space.

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Second Round Booth Assignments

Companies not selecting booth space at the 2017 ANCC National Magnet Conference may participate in second round booth assignments. Second round booth assignments will begin on October 16, 2017. These assignments are made on a firstcome, first served basis.

PAYMENT POLICY

Payment Options and Information

Payment may be made in US Dollars by check or credit card (Visa, MasterCard and American Express). Bank transfers are accepted upon approval by ANCC only. **Please note that exhibiting companies with an outstanding balance will be prohibited from moving in at the Colorado Convention Center.** Please email exhibitfinance@spargoinc.com if billing information differs from contact information or for bank transfer approval.

Deposit and Payment Information

Exhibitors who reserve their 2018 booth onsite must submit their 50% deposit by January 15, 2018. For all other applications received, a 50% deposit is due with application and 100% is due June 26, 2018. Exhibit space will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

SUBLETTING OF SPACE

Exhibitor may not sublet his exhibit space, nor any part thereof, nor exhibit, offer for sale, or advertise articles not manufactured or sold by the exhibiting company, except where such articles are necessary for proper demonstration or operation of the exhibitor's display, in which case identification shall be limited to the manufacturer's normal regular nameplate. Exhibitor may not permit non-exhibiting company representatives to operate from his booth. Rulings of ANCC shall, in all instances, be final with regard to use of exhibit space.

OCCUPANCY DEFAULT

Any exhibitor failing to occupy space contracted for shall not be relieved of the obligation of paying the full rental charge of such space. Any space not occupied by 10:00 am, Wednesday, October 24, 2018, will be forfeited by the exhibitor. The space may be reassigned or used by ANCC without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval by September 7, 2018, from ANCC 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 September 7, 2018. Requests may be submitted to Eileen McGill, Exposition Operations Manager, at anccexhibits@spargoinc.com. All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by ANCC to cover the booth area and convert it to a lounge area.

RENTAL OF EXHIBIT BOOTH SPACE

The following services/equipment are included in the exhibit space rental fee: standard draped back wall and side rails, exhibitor identification sign featuring exhibitor's name and booth number, general security guard service, daily cleaning of aisles, and four (4) complimentary exhibitor admission badges for each 10' x 10' exhibit space reserved. All furniture, carpet and accessories, technical and electrical requirements, and booth cleaning are the responsibility of the exhibitor.

EXHIBITOR BADGES AND ACCESS TO THE EXHIBIT HALL

Admission to the exhibit area will be by authorized badge only. The official ANCC badge must be worn whenever a representative is in the exhibit hall or at other ANCC events. ALL personnel representing the exhibitor or his/her agents on the exhibit floor during installation and dismantling must be properly identified with an official badge.

Only representatives who are employed by the exhibiting company or who will be working in exhibit spaces are to register as exhibitors. Exhibitor badges will admit exhibitors to the hall during exhibit set-up and dismantling hours, non-ticketed events and general sessions.

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Due to sold-out conferences in the past five years, exhibitors must register as full conference attendees at the published rates to attend concurrent sessions and earn CE credits.

Each exhibitor will receive four (4) complimentary badges per 10 x 10 exhibit space leased. Additional exhibitor badges may be purchased for \$200 each. Abuse of the exhibitor registration procedures will be considered a violation of these rules and guidelines.

On exhibit days, exhibitors will be admitted to the hall one hour before posted exhibit hours. Any request for access to the hall prior to that time must be made in advance with show management.

LISTING OF PROMOTIONAL MATERIALS

By exhibiting at the Conference, the exhibitor hereby grants ANCC a fully paid, perpetual, nonexclusive license to use, display, and reproduce the name of the exhibitor in any directory listing of the exhibiting companies at the Conference and to use such names in promotional materials. ANCC will not be liable for any errors in any listing or descriptions or omitting an exhibitor from the directory or other list or materials. **Exhibitors shall not use ANCC or Magnet® name and logo on any collateral material.**

CANCELLATIONS

In the event of cancellation by an exhibitor, ANCC shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

January 16, 2018 through June 26, 2018, 50% of total booth rental fee.

After June 26, 2018, 100% of total booth rental space fee.

ANCC must receive written notification of the cancellation. Notification should be sent to anccexhibits@spargoinc.com. Charges will be assessed based on the above schedule and date notification is received. In the event of either a full or partial cancellation of space by an exhibitor, ANCC reserves the right to reassign canceled booth space, regardless of the cancellation assessment. Should cancellation occur within 60 days prior to the first move in date, and if the space cannot be resold, you will be assessed fees incurred by ANCC to convert the booth area for attendee seating. Note that any exhibiting company that cancels exhibit space BEFORE it has made full payment is liable for full payment of the original cost of the total exhibit space less any applicable refunds as explained herein. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of the ANCC or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of the ANCC. The ANCC shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of the ANCC. Causes for such action beyond the control of the ANCC shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Denver Convention Center, municipal, state or federal laws, or act of God. Should ANCC terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of the ANCC and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by the ANCC through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

RELOCATION AND FLOOR PLAN REVISIONS

The ANCC retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

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BOOTH CONSTRUCTION AND DISPLAY GUIDELINES

General Requirements All exposed parts of any display must be draped or finished so as not to be objectionable to other exhibitors or to the ANCC. If such draping is not ordered, the service contractor, with the approval of show management, may install it at the expense of the exhibitor. The following rules shall apply:

1. Exhibit booths shall be constructed and arranged so that they do not obstruct the view of neighboring exhibits, cause aisle blocks, or distract from the overall appearance of the Exhibition.
2. All exhibits must be confined to the spatial limits of the respective booth(s) as indicated on the floor plan.
3. Exhibits may not span an aisle by ceiling or floor covering.
4. Equipment may not be artificially raised to exceed the height restrictions and must be placed so as not to block the view of or impede the sight line of adjacent exhibits.
5. Equipment, products, or materials to be shown or demonstrated must be placed in the contracted exhibit space to ensure that the attendee viewing the display or equipment will be in the booth and not impeding aisle traffic.
6. All exhibit floor spaces must be carpeted or covered with an approved material (bare floors in booths are not allowed).
7. Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor's expense.

Property Damage

No signs, parts of exhibits, supplemental lighting, or any other exhibit material may be taped, posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or any interior or exterior exhibition facility or furniture.

Fire Guidelines

All material used in the exhibit area must be flameproof to conform to local fire ordinances and the fire regulations of the exhibition facility. Combustible decorations such as crepe paper, tissue paper, cardboard and corrugated paper shall not be used. All packaging containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays. All display materials and equipment are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof that are found not to be fireproof may be ordered to be dismantled. All aisle and exhibit areas must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered. Exhibitors are also expected to comply with any fire regulations from the host facility.

Balloons

Helium and latex balloons are not permitted as part of an exhibit or for giveaway or sale. Any charge imposed by the exhibition facility for removal of any balloons will be passed on to the applicable exhibitor.

Photography

Exhibitors must obtain written approval from show management to photograph, videotape, and/or audiotape in the Exhibit Hall. Exhibitors who do not wish to use the official photographer listed in the Exhibitor Service Manual must complete the Notification of Intent to Use an Exhibitor Appointed Contractor Form located in the online Exhibitor Resource Center. The exhibitor-appointed photographer must provide show management with proof of adequate insurance as part of the EAC notification. The exhibitor will be required to make arrangements through the official security services company for an escort at their own expense. Exhibitors will only be permitted to photograph, videotape, and/or audiotape their own booth space. Exhibitors may not photograph or videotape other exhibitors' or organizations' exhibits and/or Exhibit Hall attendees.

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All photography, video, and audio equipment must remain within exhibitors' booth space and must not disrupt visitor traffic. Any pictures taken by the official ANCC photographer are property of the ANCC. The ANCC and its affiliates reserves the rights to use all such photographs/videos and reproductions, in any manner it may deem proper.

Music

ANCC is licensed with Broadcast Music, Inc. (BMI) and the American Society of Composers, Authors and Publishers (ASCAP). For music played in the exhibit area, exhibitors are responsible for obtaining licenses. Each exhibitor is required to identify and hold harmless ANCC from any liability arising out of music covered by other organizations.

Special Effects and Presentations

Audio-visual and other sound- and attention-getting devices and effects will be permitted only with such intensity as, in the opinion of ANCC; they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations may be conducted by professional presenters or models. Demonstrators are to be straightforward and professional.

Irregular Activities All business activities of the exhibitor must be conducted within the exhibitor's allocated space.

Any polls, surveys, or questionnaires that will be conducted with the exhibitor's booth must be submitted for review and approval by ANCC. The content must adhere to the established and published policies and practices of the ANCC. ANCC must be advised of the intended use of the data.

Canes, yardsticks, noisemakers, and sideshow tactics, or any other undignified and objectionable methods and materials, are expressly prohibited. For questions concerning the legality of distributing any promotional materials, please contact show management for approval.

Exhibitors may distribute samples; however, use of glass containers for this purpose is dangerous. Plastic or other unbreakable containers are recommended. The vendor assumes liability for any items that they distribute.

Hazardous materials displays (i.e., needles, glass containers, etc.) **MUST** be stored and secured when exhibit personnel are not present. It is the exhibitor's responsibility to ensure they are properly disposed of after the show in accordance with HAZMAT.

Giveaways and Drawings

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 online Exhibitor Resource Center. Request for approval of such giveaways items must be submitted through the online Exhibitor Resource Center no less than 60 days prior to the first day of move-in and include a sample, photograph or description of the item (if there will be a drawing, eligibility requirements, etc.). ***Exhibitors are not allowed to offer Lanyards, badge holders and water bottles in their booths.***

Refreshments will not be permitted to be served in the exhibitor's booth without the permission from ANCC and the official facility center. If permission is granted, these items must be provided by the official caterer unless the caterer allows the exhibitor to use another supplier.

Selling Guidelines

There is no restriction on selling on the exhibit floor. Exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit floor. All sales terms **MUST** be clearly displayed within the booth for attendees to see.

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Canvassing by Non-Exhibitors

The Exhibition is limited to business firms, professional organizations, educational institutions, and government agencies which have paid for their booth space. No other persons or concerns will be permitted to demonstrate their products, solicit orders, or distribute advertising materials in the exhibition facilities.

Utilities

It is understood and agreed that the Association shall use proper and responsible care to have all power services installed and operating during the Exhibition. However, the ANCC shall not be responsible for late installation or services interruption.

INSTALLATION AND DISMANTLING EXHIBIT

General Requirements

Materials for an exhibit may not be delivered to the exhibition facility before the official move-in dates and times. All displays must be completely installed by the end of the established move-in hours. No displays may be dismantled prior to the official closing of the Exhibition. Such activity will be considered in violation of these Rules and Guidelines. All materials must be removed from the exhibition facility by the end of official move-out date and time.

Show management reserves the right to assign specific days to each exhibitor for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate the exhibitor to pay all charges incurred for labor as a result of the disruptions of the delivery schedule. All laborers must be 18 years of age or older. No children under the age of 18 will be permitted on the show floor during installation and dismantling. During show hours, any person under the age of 18 must be accompanied by an adult.

Early Dismantling

Early dismantling is expressly **prohibited** by ANCC. Exhibits officially close on Friday, October 26, 2018 at 12:30 pm. 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 ANCC National Magnet Conferences.

Unions

Where union contracts exist within a facility, exhibitors must conform to those contracts and use the union personnel involved. Show management shall advise, on request, where such jurisdiction exists.

Official Contractors

The ANCC shall make available the service of qualified contractors to provide services that exhibitors may need. Where the exhibit facility or requirements make it mandatory that a particular contractor be used, exhibitors must use that contractor and no other.

Guidelines for Use of 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 general contractors 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 material handling) and to utilize qualified employees on the exhibit floor as requested by an exhibitor. Exhibitors must submit a Notification of Intent to Use NonOfficial Contractor to show management through the online Exhibitor Resource Center at least 30 days prior to Exhibition move-in.

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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. An original Certificate of Insurance must be submitted to show management at least 30 days prior to the first day of move-in, 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 ANCC, Spargo, Inc., Shepard Exposition Services and the Denver 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 ANCC. 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 ANCC with evidence of compliance.
5. The exhibit floor, aisles, loading docks, service and storage areas will be under the control of the ANCC'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 ANCC Exhibit Staff 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.

FAILURE TO FOLLOW THESE GUIDELINES COULD JEOPARDIZE AN EAC'S ABILITY TO OBTAIN PROPER AUTHORIZATION FOR INSTALLING, SERVICING, OR DISMANTLING AN EXHIBITOR'S BOOTH.

ANCC Booth Description

Inline Booth (linear 10'x10' booths)

No side rails, counters, or structure may exceed 4 feet in height, within 5 feet from the front of the exhibit space.

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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 in order to avoid raw exposure to a neighboring booth. If the exhibitor does not comply, show management will have the decorator drape the area at the exhibitor's expense. Corner booths may eliminate the outside 3foot side rail, if desired. Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the exhibitor does not comply, show management 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 in order to provide a harmonious environment to all exhibiting companies' sightline rules will be strictly enforced. No exhibit will be permitted to span an aisle by overhead construction. Exhibitors must provide space within the booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, show management has the right to discontinue the activity. No part of 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 show management, will provide required draping at the exhibitor's expense. Exhibitors must correct infractions prior to show opening on Wednesday morning.

Island Booth

An island booth is typically a 400squarefoot (20'x20') 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 sight lines 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 ANCC signs. Variances will not be granted. Two story or multilevel booths are prohibited. Exhibitor must provide suitable floor covering. Demonstration areas on the perimeters facing aisles are prohibited. Exhibitors must provide space within booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, show management has the right to discontinue the activity. Exhibitors must correct infractions prior to show opening on Wednesday morning. Exhibitors who wish to construct an island booth that will be 400 square feet or larger, are required to submit a digital drawing, rendering, or architectural plans to show management through the online ANCC Exhibitor Resource Center for approval no less than 60 days prior to the first day of move-in. Any changes that occur after initial submission must be resubmitted to show management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, show management reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. Please contact Eileen McGill, Exposition Operations Manager, at 703.631.6200 or anccexhibits@spargoinc.com with any questions. If the plans do not comply with ANCC Exhibit Design Rules or the final exhibit booth erected onsite does not comply with ANCC Exhibit Design Rules, show management will, at its sole discretion, require onsite 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 ANCC Exhibit Design Rules once onsite.

Hanging Signs

For an island booth (20'x20' or larger), 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 ANCC signs or other exhibitors' booths. Hanging signs must be suspended directly over the island booth and not over the aisles. No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture. Hanging signs are not permitted for island booths smaller than 20'x 20'.

EXHIBIT HALL CONDUCT

General Conduct

The materials and conduct of all exhibits are subject to the approval of ANCC, which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate for the Exhibition. This regulation also applies to displays, literature, advertising novelties, souvenirs and the conduct of the representatives, etc. Booth activities must be related to the product.

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Exhibitors will show respect and total professionalism to all other exhibitors in the hall at all times. Exhibitors shall not display harassing behavior toward attendees or other exhibitors. If there is any indication of this behavior, ANCC reserves the right to have the exhibitor and the exhibit removed from the exhibit floor.

Each exhibit space must be fully operational and staffed during the published exhibit hours as defined. False certification of any individual exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the Exhibition or banning him or her from the entrance to the exhibit floor, or removing his or her exhibit from the floor without obligation on the part of ANCC for refund of any fees. Upon the exercise of this authority by ANCC, the exhibitor, for himself or herself, his or her employees and agents, and anyone claiming a right to be on the exhibit floor on behalf of the exhibitor, waives any rights or claims for damage arising out of the enforcement of this paragraph.

LIABILITY AND INSURANCE

All space occupied by an exhibitor must be surrendered in the same condition it was at the commencement of occupation by that exhibitor. ANCC, its officers, directors, agents, representatives and employees shall not be liable for and are hereby released from any claims, liabilities, losses, damages, or expenses relating to or arising out of injury to any personal property of exhibitor or to any other property where such an injury, loss or damage is incident to arise out of, or is in any way connected with exhibitor's participation in the Exhibition. The exhibitor shall be fully responsible for any such injury, loss, or damage and the exhibitor shall protect indemnify, hold harmless and defend the ANCC its officers, directors, agents, representatives and employees from and against all such claims liabilities, losses, damages and expenses. 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 contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage. Such insurance shall name the ANCC, Spargo, Inc., Denver Convention Center and Shepard Exposition Services as additional insured. During the term hereof, the exhibitor shall maintain Workers' 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 hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to show management or its agent or representative as soon as practical but in no event more than three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

General perimeter security guard services will be provided by the ANCC for the Exhibition period including move-in and move-out. The security service, the exhibiting facility, the service contractor, show management and the ANCC are not responsible for any loss of any material by or for any cause, and urge the exhibitor to exercise normal precautions to discourage pilferage.

For the protection of the exhibitors, security guards will require an official Material Release Pass to remove any equipment, cartons, luggage, etc., from the exhibit floor until the official move-out period. Materials Release Passes may be obtained from show management.

EXHIBITOR REPRESENTATIVE'S RESPONSIBILITY

Neither the ANCC, nor its show management company or 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 subsequent to the conference or exposition event. By signing the Application and Contract for Exhibit Space, exhibitor expressly and voluntarily and knowingly assumes all such risk and expressly agrees, and hereby does, indemnify, defend and hold harmless the ANCC, its show management company 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 or negligence of exhibitor, exhibitor's agents, employees or representatives.

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COMPLIANCE AND ENFORCEMENT

The ANCC shall have full power in the interpretation and enforcement of all rules and Guidelines governing exhibitors. All matters and questions not covered by the Guidelines shall be subject to the final judgment and decisions of the ANCC.

Exhibitor accepts these Rules and Guidelines, **as part of the online Application and Contract**. ANCC reserves the right to reject, eject, or prohibit an exhibitor or its operations in part or in whole and refuse to admit the exhibitor for the failure to comply with these Rules and Guidelines. The exhibitors shall not be entitled to any refund of the booth space payment.

The exhibitor assumes all responsibility for compliance with all pertinent laws, ordinances, regulations, and codes of duly authorized local, state and federal governing bodies, concerning fire safety and health, together with the rules and Guidelines of the operations and/or owners of the property wherein the Exhibition is held.

Third parties, such as advertising and public relations agencies, acting on behalf of or representing the exhibitor, must adhere to and abide by these Rules and Guidelines. It is the exhibitor's responsibility to make its agencies and/or contractors aware of all Rules and Guidelines and deadlines dates and to forward all items to such agency or contractor that may be responsible.

SPONSORSHIP & ADVERTISING

Application for Sponsorship & Advertising – ANCC reserves the right to accept or reject, in its sole and absolute discretion, an application for sponsorship & advertising. The application for sponsorship and/or advertising is only valid when made in writing by the Sponsor to show management. Upon receipt of the signed application and acceptance of the company or organization as sponsor, show management will confirm the sponsorship and/or advertising. Once show management and ANCC have accepted the signed application for the sponsorship and/or advertising, it becomes legally binding for the Sponsor (hereinafter referred to as "Sponsor").

Sponsorship Payment Information – A 50% deposit is due by January 15, 2018 and 100% is due June 26, 2018. Failure to make payments shall be considered a material breach of the agreement and may result in cancellation of sponsorship. Failure to make payments does not release the contracted or financial obligation of Sponsor.

Sponsorship Cancellation – ANCC must receive written notification of the cancellation. After the official sponsorship application has been accepted by show management, a Sponsor cancelling his application will be liable to pay the following fees, if the package cannot be reallocated to another company:

50% of the total rate, if the cancellation is received in writing after January 15, 2018;
100% of the total rate, if the cancellation is received in writing after June 26, 2018.

All bank charges, including sender's and receiver's charges, resulting from a refund related to cancellation of sponsorship and/or advertising will be at the charge of the Sponsor.

Prohibition of Transfer

Sponsors may not assign or share any part of the sponsorship and/or advertising.

ANCC MARKETING GUIDELINES

The purpose of these rules is to provide clear, concise, enforceable standards for appropriate marketing activities. If an Exhibitor's marketing practices are found to be inappropriate the Exhibitor may be prohibited from participating in the conference.

1. Exhibitors may not use the ANCC or Magnet Recognition Program® logos in marketing/advertising to promote their participation within the National Magnet Conference ® including banner ads, print ads, internet ads and direct mail.

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2. Exhibitors may use the ANCC or Magnet Recognition trademarks (as detailed in #3 below) in their marketing/advertising materials to promote participation within the National Magnet Conference. Exhibitors may not use the ANCC/Magnet trademarks intertwined or near their own logos.
3. Exhibitors must refer to Magnet® in the following formats in ad/marketing materials:
ANCC National Magnet Conference®
ANCC Magnet Recognition Program®
MAGNET®
4. Exhibitors may not use tag lines in ad/marketing materials which misrepresent its ability to assist attendees in their pursuit or retention of Magnet Recognition®
5. Endorsement may not be made by an organization or its representatives applying for Magnet Recognition® or an organization that has lost Magnet Recognition®.
6. Exhibitors may not make false statements in their advertisement/marketing materials regarding Magnet Recognition® relationship in meeting federal or state regulatory requirements.
7. ANCC National Magnet Conference® program advertising is subject to ANCC approval.
8. Exhibitors are not permitted to recruit attendees for open employment positions at an institution inside the exhibit hall during the conference.
9. Exhibitors/sponsors are neither endorsed nor affiliated with ANCC or the Magnet Recognition Program® and are prohibited from implying an endorsement or affiliations in advertising/marketing materials.
10. Exhibitors may not make prizes or giveaways conditional upon doing business with the Exhibitor.
11. Exhibitors cannot alter any ANCC trademark in advertisements or marketing materials (exp. Company is Magnetized).