National Medical Association

Annual Convention and Scientific Assembly

JULY 31–AUGUST 4, 2010 • GAYLORD PALMS HOTEL AND CONVENTION CENTER • ORLANDO, FL

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National Medical Association
2010 Annual Convention and Scientific Assembly Exposition Rules and Regulations

Payment Schedule
All applications should be forwarded with a minimum deposit of 50% for each booth requested. Remaining balance due must be postmarked no later than April 5, 2010.

Assignment of Booth Space
Priority for space assignment will be given to previous exhibitors based on an assignment order system. The assignment order system will expire on Tuesday, July 28, 2009 at 4:00. After the expiration of the assignment order system, remaining exhibit space will be sold on a first come, first served basis. NMA reserves the right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

Cancellation by Exhibitor
In the event of cancellation/decrease by an exhibitor, NMA shall determine an assessment covering the reassignment of space, prior to services performed, and other damages related to cancellation/decrease, according to the following schedule: September 29, 2009 – April 5, 2010 50% of total booth rental fee. After April 5, 2010, 100% of total booth rental fee. **NMA must receive written notification of the cancellation/decrease. Date cancellation/decrease notice is received by NMA will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, NMA reserves the right to reassign canceled booth space, regardless of the cancellation/decrease assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation/decrease assessment. Appropriate payment must be received within 15 days of cancellation/decrease.**

Eligibility for Exhibiting
NMA promotes the exhibits to participants as an integral part of the educational opportunities offered by the conference. As an exhibitor, you will have approximately three days to interact with convention attendees.

The standard booth size will be 10' x 10'. Each booth includes a draped 8'-high back wall, 36"-high dividers, and a uniform two-line booth sign. This sign will carry the booth number and the company's name.

Installing, Exhibiting, Dismantling
Hours and dates for installing, exhibiting, and dismantling shall be those specified by NMA. **Exhibits must be staffed during all show hours and may not, to any extent, be dismantled before the official closing on the final day of the exposition. Any Exhibitor who begins to dismantle or pack exhibit materials prior to the official Exposition closing will be assessed a $500 penalty fee and may be restricted from participating in future NMA Expositions until this fee is reconciled.** Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before the specified conclusion of the dismantling period set by NMA.

Exhibit Representatives
NMA will strictly adhere to the restricted number of complimentary exhibitor registrations allocated per booth size: 4 complimentary exhibit registrations per 10' x 10'. Additional exhibitor registrations are available for an additional fee to be set by NMA. All badges will be held until they are picked up by an individual company representative or by the Convention Coordinator at the exhibitor registration booth. Registration will be located at the Gaylord Palms Hotel & Convention Center in Orlando, Florida.

Off-Site Activities
Exhibitors who plan to have off-site activities agree that such events will not take place between 8:00 a.m. and 5:30 p.m. between July 31- August 5, 2010. Public notices of such events shall be displayed only in the exhibitor's booth. Notices may not be posted at the Gaylord Palms Hotel & Convention Center.

Standard Aisle Booth
Displays must not be higher than 8' in back of booth. The 8' back wall limitation may extend 3' forward into the booth space, but after that, the 4' limitation on height will apply unless the exhibitor has a written variance permit from NMA.

Please note that no walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Display materials in the remaining 6' of booth space must not exceed 4' in height.

The aisles are available to all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. Do not place your demonstration areas on the aisle of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowds. The regulation applies even if your exhibit booths are directly across the aisle from each other.

Island Booth
Display is bordered on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height, and sufficient "see-through" or "walk-through" area must be provided so as not to block the view of adjacent exhibits. Models or to-scale drawings of cubic content exhibits must be submitted in advance to the Exposition Manager for approval.

Peninsula Booth
The maximum height of 8' along the back wall is permitted to extend 3' forward, then must drop down to 4'. The 8' height may extend to the front of the booth within the 12' back wall limit.

Inspection of the exhibit will be made during set up to advise the exhibitor if any deviation from the exhibit rules is noted. In the event the exhibitor is not available, the decorator, with the approval of the Exposition Manager, will provide draping necessary and submit charges to the exhibitor. Volatile or inflammable oils, gases other explosives or inflammable matter; or any substance prohibited by city law or insurance carriers are not permitted on the premises. Canvassing or distribution of advertising material outside the exhibitor's own space, is not permitted. Solicitations of business, or conferences in the interest of business, except by exhibiting firms, are prohibited. Contests, lotteries, raffles or games of chance, the distributions of large shopping bags as well as the display or promotion of special discount offers are strictly prohibited. Character of the exhibit is subject to approval by the Association. The Association reserves the right to refuse applications of companies not meeting standards required, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This also applies to displays, literature advertising, novelties, souvenirs and conduct of persons.

Default in Occupancy
Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space, as provided in the signed application. If booth is not occupied by the opening of exhibits for attendees, the Association may repossess exhibit space.

Carpeting
The exhibit hall is not carpeted; exhibitors are required to provide carpeting. If carpeting is not in a booth, NMA will order it and charge to the exhibitor. Companies occupying island booths must have carpeting to cover entire booth or contract with the Official Decorator to fill in the space with carpeting.

Contract Agreement
It is agreed and understood that the full regulations stated in the Exhibitor's Manual and on the signed contract are part of a contract between the exhibitor and NMA, and that the submission of application for exhibit space constitutes the exhibitor's agreement to abide by these regulations.

Exhibit Sales
NMA prohibits the direct sale of products and merchandise on the exhibit floor. Companies in violation of this policy will be escorted off the exhibit floor without a refund of exhibit fees.

Security and Insurance
NMA, the Gaylord Palms Hotel & Convention Center, the Official Decorator and its subcontractors cannot accept responsibility for the protection of exhibitors' materials and displays during the convention. Exhibitors are expected to carry risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their booths, as appropriate, at their own expense.

Smoking Policy
NMA strictly enforces a no smoking policy in the exhibit hall and meeting rooms.

Limits of Liability
The exhibitor agrees to make no claim against the National Medical Association, its committees, members, agents or employees, or the Gaylord Palms Hotel & Convention Center for any reason whatsoever, including negligence, theft, damage or destruction of goods, or for any injury to himself, his agents, or employees while in the Convention quarters, or for any damage of any nature or character whatsoever, including any damage to his business by reason of failure to provide space for the exhibit or the removal of the exhibit.

Exhibit Restrictions
Exhibitors may not alter the locations of exhibits or of booths without the written consent of the Association's Exposition Management. Exhibitors may not sublet their space or any part thereof. The Association reserves the right to restrict or relocate at the exhibitor's expense any exhibit because of noise, method of operation, materials, traffic congestion, or any other reason that becomes objectionable. Exhibit demonstrations must be confined within the bounds of the respective booths. Aisle space may not be used to distribute promotional material. Exhibitors are strictly prohibited from engaging in direct sales in the exhibit hall. Volatile or inflammable oils, gases other explosives or inflammable matter, or any substance prohibited by city law or insurance carriers are not permitted on the premises. The Association reserves the right to refuse applications of companies not meeting standards required, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This also applies to displays, literature advertising, novelties, souvenirs and conduct of persons.

Protection of Hall Property
Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls, columns, or booth drape, or hang things from sprinkler pipes. No helium balloons allowed at the Gaylord Palms Hotel & Convention Center.

Decorator and Drayage Service
Rental of booth furnishings, freight storage and handling, special sign service, labor and cleaning will be handled by an Official Exposition Decorator.
An exhibitor's service manual containing information and rates for freight storage and handling, decorator and drayage services including order forms for labor, cleaning and electrical services, will be sent to exhibitors 60 days prior to the show.
Please note that instructions contained in the exhibitor's service manual take precedence over those outlined here.

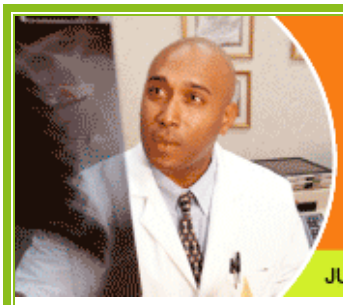

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EXHIBIT HALL AND FACILITY REGULATIONS

- **Balloons** are not permitted in the exhibit hall.

- **Booth Set Up Guidelines** - Only official contractors, exhibitor appointed contractors and exhibiting company personnel are permitted on the exhibit floor during move-in and move-out. **NO ONE** under the age of 18 is permitted on the exhibit floor during that time. It is the responsibility of Exposition Management to ensure the overall appeal of the exhibit area. We need your cooperation in assuring an attractive Exposition. Exposition Management complies with any policy the Fire Marshal mandates, and adheres to the official IAEE guidelines. Should your exhibit not conform you will be asked to modify it on-site at your expense. Exhibit Management will advise you if you are in violation and give you the opportunity to make adjustments prior to the Fire Marshal walkthrough.

- **Soliciting** outside of your exhibit space is prohibited.

- **Ceiling Height** in the exhibit hall is 24'. Your booth and signage must comply with show rules; see height restriction rules in the RULES AND REGULATIONS section. Please contact Show Management if you should have any questions at 703-631-6200.

- **Children** under the age of 18 are not permitted in the exhibit areas at any time.

- **Crates/Carton Removal and Storage -** Exhibitors will **NOT** be permitted to store empty crates or boxes in their booth areas during the show period. However, empty crates or boxes, when properly marked and identified by the exhibitor, will be removed, stored and returned to the booth at no additional charge if the exhibitor uses the Official Material Handling Contractor to handle their freight in and out of the show. '***Empty***' stickers are available at the Hargrove Service Desk in the exhibit hall.

- **Direct Cash** sales from the show floor are NOT permitted.

- **End-Cap Draping** Any portion of your exhibit with **visible** unfinished sides or backs exposed (i.e. metal grid behind pop-up displays) **MUST BE DRAPED OFF** by 9:00AM on Sunday, August 1, 2010. After this deadline Exhibit Management reserves the right to drape off any unsightly areas at the Exhibitor's expense. You may contact Hargrove Inc. to arrange for end-cap draping or simply order it from them at show site. The sides and the back of the outside of your booth may not carry any signs or other copy that would detract from the adjoining exhibit.

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EXHIBIT HALL AND FACILITY REGULATIONS CONT'D

- **Fire Regulations**

1. All draperies, backdrops, bunting and other booth decorations must be flameproof; exhibitors must have certificate of flame retardance compliance.

2. All paper and other flimsy materials used for decorative purposes, including flameproof paper are prohibited.

3. The use of liquid petroleum and gases is prohibited

4. Helium Balloons are prohibited.

5. All gasoline-powered vehicles used for indoor exhibits must contain less than 1/8 tank of fuel per vehicle, have locking gas caps or heavy duct tape (no paper tape) placed over the fuel spout, and have both battery leads disconnected and taped. Tanks cannot be refueled or emptied inside the Gaylord Palms Hotel & Convention Center.

6. Flammable or combustible mixtures, waste, liquids and other hazardous materials are not permitted without approval of the Gaylord Palms Hotel & Convention Center.

7. Combustible crates and packaging boxes MUST be removed after set-up period to the storage area.

- **Floor Covering** – The exhibit hall is NOT carpeted! Individual booth carpet is **NOT** included! It is an Association Management requirement that all spaces be carpeted at the exhibitor's expense by 4:00PM on Saturday, July 31, 2010. After that time, Exhibit Management reserves the right to install any color carpet available in stock at the exhibitor's expense.

- **Food & Beverage** service dispensed or given away at booths must be supplied and prepared by the Exhibitor Booth Catering Department at the Gaylord Palms Hotel & Convention Center. Please contact Exhibit Management first before ordering your Food and Beverage items since official approval is necessary. Exhibit Management may be reached at 703-631-6200.

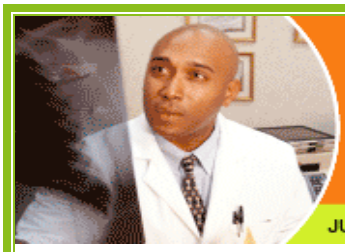
- **Parking** is not allowed in any of the loading dock areas.

- **Shipments –** please follow the shipping instruction outlines in the Hargrove section carefully in order to avoid any unnecessary charges.

- **Smoking –** is strictly prohibited in the entire facility.

- **Tips & Gratuities** to union employees are strictly prohibited.

It is the financial obligation of each exhibitor to leave the facility, floors, and walls in the same condition as they were originally.



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GENERAL REMINDERS

- **Hanging Signs and Graphics:** Only permitted in standard **Island Booths** and are not permitted in standard In-Line Booths or Peninsula Booths. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements; for example, the highest point of any sign should not exceed the maximum allowable height for the booth type. Hanging signs & graphics should be set back ten feet (10') from adjacent booths. **Hanging signs cannot exceed 20' to the top of the sign.**

- **Demonstrations:** As a matter of safety and courtesy to others, exhibitors should conduct presentations and product demonstrations within the contracted exhibit space and not encroach on the aisles or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, qualified personnel should only conduct demonstrations.

- **Sound/Music:** In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

- **Lighting:** Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting: No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles. Lighting, which is potentially harmful, such as lasers, or ultraviolet lighting should comply with facility rules and be approved in writing by exhibition management. Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

- **Storage:** Fire regulations in most facilities prohibit storing product, literature, empty containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area as long as these items do not impede access to utility services, create a safety problem or look unsightly.

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GENERAL REMINDERS

- **Electrical:** Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested: All 110-volt wiring should be grounded three-wire. Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage". Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures are not recommended and are often prohibited. Cube taps are not recommended and often prohibited. Power strips (multi-plug connectors) should be UL approved with built-in over-load protectors.

- **Flammable and Toxic Materials:** All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. All flame proofing certificates should be available for inspection. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

- **Americans with Disabilities Act (ADA):** All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available form the U.S. Department of Justice ADA Information Line (800-514-0301).

- **Structural Integrity:** All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

- **Canopies and Ceilings:** Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements. The base of the Canopy should not be lower than seven feet (7') from the floor or within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with show general contractor.

- **Towers:** A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used. Towers in excess of eight feet (8') should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

GAYLORD PALMS™
RESORT & CONVENTION CENTER
Florida

RULES AND REGULATIONS FOR EXHIBITS AND DISPLAYS

Fax or Mail to: Gaylord Palms Resort & Convention Center
Attn: Exhibit Service Representative
3208 Gaylord Way, Kissimmee, Florida 34746
(407) 586-2219 Fax (407) 586-2279
Email to: GPExhibits@gaylordhotels.com

ADVANCE PRICE DEADLINE – 14 Days Prior to the First Show Day

- **A discounted rate is provided to exhibitors who order services in advance. Full payment must be received at Least Fourteen (14) days prior to the first day of show to qualify for the Advance Price. Payment is accepted through exhibit services in the form of VISA, MASTERCARD, AMERICAN EXPRESS, DISCOVER, DINERS CLUB and Money Order (U.S. funds drawn on U.S. banks only). Florida State Sales Tax (7%) will be applied to all equipment & service orders. Checks and cash are not accepted. All pricing is subject to change without notice.**
- **The hotel is not responsible for any injury, loss, or damage that may occur to the exhibitor, the exhibitor's agents, employees, or property, or the any other person or property prior, during, or subsequent to the period covered by the exhibit contract.**
- **In accordance with the Osceola County Fire department, no exhibit, display or drape will obstruct, impede or otherwise hinder access to fire strobes, fire speakers, fire department access cabinets or fire pulls.**
- **The Gaylord Palms Resort and Convention Center has deployed a wireless management system in its exhibit halls that assists Gaylord Palms IT representatives with the delivery of flawless high speed internet access. The use of any UNORDERED wireless access point or any other device that broadcasts open internet access is strictly prohibited. At no time will an exhibitor or customer power up any wireless device not provided by Gaylord Palms Resort and Convention Center without prior authorization. See the "Information Technology Terms, Conditions & Regulations" and "Network & Telecommunication Services" forms enclosed in this service kit for additional information as well as ordering procedure and pricing.**

- Credit will not be given for services ordered and not used. Cancellations must occur prior to the installation of services.
- Exhibits, displays, and equipment are to be brought into and taken from the Exhibit Hall via the loading dock only.
- Stick-on decals (except name tags) may not be distributed or used in the convention center.
- Holes may not be drilled or punched into any surface in the convention center.
- The painting of exhibits or signs is not allowed inside the convention center.
- Decorations, banners, signs, etc. are not to be affixed to any wall, door, window, column, ceiling, or any painted surface in the convention center.
- Static helium balloon displays are permitted in the convention center. Helium balloons may not be used as giveaways. Helium tanks must be removed daily. Storage of tank within the building is not permitted.
- Tape used on the floor of the exhibit must be low residue carpet tape and low residue safety tape. Accepted brand are Polyken 105C, Renfrew #147, and Asiachem SST-736 or approved equivalent. All tape is to be removed from the floor at the end of the event.
- The hotel reserves the right to purchase, prepare and provide all food and beverage items.
- Cooking permit must be obtained before any cooking activity is permitted within the convention center. A 3A40 B.C. fire extinguisher must be in the booth, within 30 feet of the each cooking device. Compliance with all Osceola County Health Department rules and regulations is required. Holding tanks for cooking residue (oils, grease, etc.) are required. Cleaning of equipment is not permitted in hotel restrooms. Clean-up arrangements must be coordinated in advance through show management.
- The use of "Day tanks" bottled gas may be used in conjunction with an approved exhibit or display for cooking or demonstration purposes. Tanks must have a release valve and be removed from the convention center at the close of daily activities. Storage of tanks inside the building is prohibited.
- Vehicles that are used as part of a display should have no more than a ¼ tank of fuel or 10 gallons whichever is less. The tank must be taped shut or have a locking gas cap and the battery cables must be disconnected.
- Covered or multi-leveled booths over 300 sq. ft are required to have an automatic extinguishing system or required fire watch personnel. A battery operated smoke detector will be required for each covered booth, structure or tent regardless of square footage. Scaled, stamped plans of the booth must be submitted. Cost of fire watch personnel is determined by Osceola County Fire and Rescue. Contact Conference Services for additional information.
- Haze and/or smoke producing devices must use water-based fluids. The use of these devices must be approved in advance through Conference Services in conjunction with Osceola County Fire and Rescue Services.
- **Freight Services:** Material Handling/Freight Deliveries including but not limited to, small package, overnight, LTL & van line carriers will not be accepted by Gaylord Palms Resort & Convention Center Exhibit Hall representatives prior to your event, during your event & after your event. Shipments during the event contract dates should be in the attention of the events Official Service Contractor. Those events without a service contractor should contact IKON. The Official Service Contractor material handling includes unloading your exhibit material, storage up to 30 days in advance at the warehouse address, delivering to the booth, the handling of empty containers to and from storage, and the removing of material from the booth for reloading onto outbound carriers. Please call your Official Service Contractor with any shipping questions.

- IKON provides Executive Shipping Solutions and can be contacted at 407.586.2566.

- **GUIDELINES FOR ALL CARPETED AREAS**
- The following policy and procedure will be in effect for all areas of the hotel with existing carpet.
- Gaylord Palms Resort does not provide cleaning supplies, vacuums, large waste receptacles, whales or janitorial services for the exhibit hall area unless it is included in the sales contract. Trash removal from the exhibit hall and/or ballroom is the responsibility of the decorating/production company. Any property damaged or destroyed must be replaced to its original condition.
- It is the responsibility of the decorating/production company to return exhibit hall and/or ballroom space to "Move-In Condition". All tape and tape residue as well as stains and debris must be removed. The decorating/production company is responsible for vacuuming the exhibit hall and/or ballroom prior to departure.
- Chalk marks or the use of chalk lines will be prohibited on any carpeted area for event layout.
- All carpeted areas must be covered with visqueen or Polytac before any decorating/production equipment or freight is brought into the space.
- Prior to installation, the exhibit hall staff must approve any tape applied to the hotel carpet. It is required that low tack tape is applied to the carpet and contractor's double-face tape be applied to the low tack tape.

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BOOTH HEIGHT RESTRICTIONS

LINEAR EXHIBITS ("IN-LINE")
Back wall height limitation is 8'.

Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear 5' of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

CORNER EXHIBITS
A Corner Booth is a Linear Booth ("In-Line") exposed to aisles on two sides. All other guidelines for Linear Booths apply.

ISLAND EXHIBITS
Height limit INCLUDING signage is 20'.

An Island Booth is any size booth exposed to aisles on all four sides.
Dimensions: An Island Booth is typically 20'x20' or larger, although it may be configured differently.
Use of Space: The entire cubic content of the space may be used up the maximum allowable height.

PENINSULA EXHIBITS
Height limit for a 20'x20' and larger is a 14' solid wall. 4' set back from aisles at the end of the booth. Height limit for a 10'x10' and a 10'x20' is 8' solid wall. 4' set back from aisles at end of the booth.

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: one which backs up to Linear Booths, and one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."
Dimensions: A Peninsula Booth is usually 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths.

END-CAP EXHIBITS
End-cap booths are not permitted at the National Medical Association Annual Convention.

Please refer to the diagrams immediately following for a pictorial description of the blocking rules and height restrictions.

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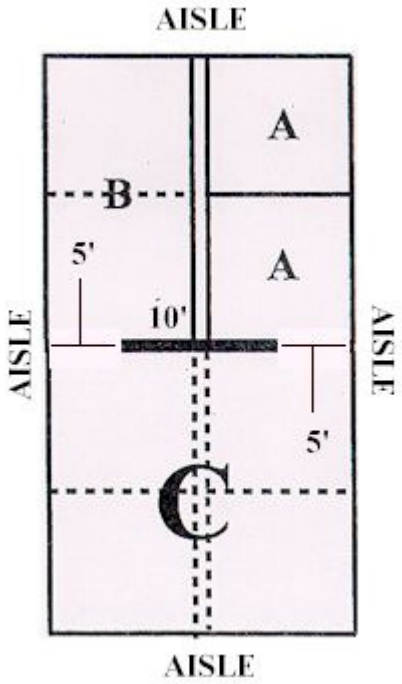
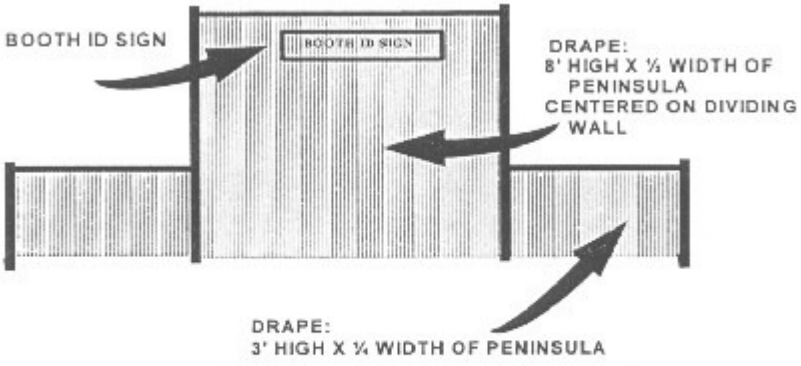
PENINSULA BOOTH LAYOUT FOR TYPE "C"





Standard Booth Equipment
for "dividing wall" for Peninsula Booth & End-cap Booth

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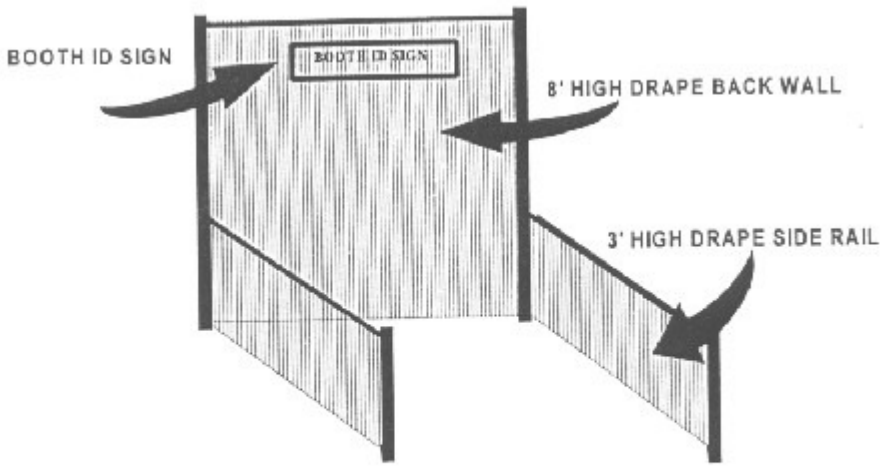
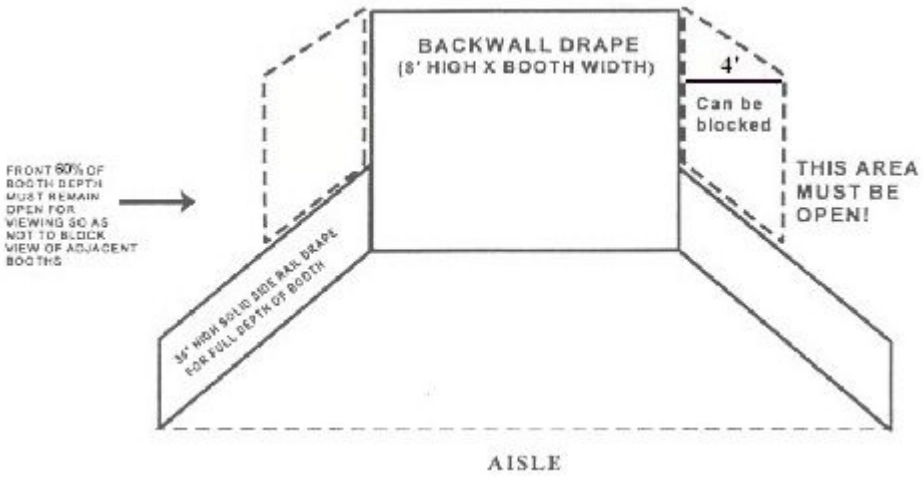
IN-LINE BOOTH LAYOUT FOR TYPES "A" & "B"



Standard Booth Equipment
for "In-Line" Booth
(Types "A" & "B")



EXHIBITING TIPS FOR SAVING TIME AND MONEY

- Read the exhibitor manual thoroughly, and be certain that forms are completed by someone familiar with your show needs and the on-site person.
- Be sure to complete all the Show Management required forms-such as exhibitor registration, program listing, lead retrieval etc.
- Make sure that your on-site representative has copies of all orders, invoices and paperwork associated with exhibiting and shipping.
- Order by the deadlines shown on the forms to take advantage of generous discounts.
- Provide diagrams whenever possible…for hanging signs, electrical placement/distribution, booth installations, etc.
- Be sure to comply with Fire Marshal and Show Management Rules & Regulations regarding booth design for the construction and design of your exhibit. On-site changes can be costly due to unapproved exhibits.
- Consider the costs of rental displays, carpet and booth furnishing versus shipping and material handling charges for the same.
- Meet your freight target times, and instruct your drivers to check in at the marshaling yard (if applicable) before the deadline noted in the service manual to avoid additional surcharges.
- If you provide your own booth carpet, ensure that it is packed at the rear of the truck so that it can be offloaded and installed first. Also consider shipping it in advance to allow for straight-time installation when possible.
- Please, make sure that all of your display items are packed securely in crates or boxes. Loose, pad-wrapped and non-palletized items are charged at higher rates.
- Work closely with your freight carrier representative to ensure that items being shipped are classified and labeled accurately.
- Ship hanging signs in advance to allow for straight-time installation when possible.
- Place a rider on your existing company insurance policy to ensure that your exhibit or product is covered from the time they leave your possession to the time they are returned, or purchase show insurance. Show Management and official contractors are not responsible for lost, stolen, damaged exhibits or products.
- Submit exhibitor personnel badge requests in advance.
- Submit Exhibitor Appointed Contractor paperwork and appropriate insurance no later than 30 days prior to move-in.
- Take necessary security precautions, such as not leaving laptops in your booth over night, etc.
- If you have a dispute regarding ANY payments for services or for damages to property, please be sure to contact a member of Show Management before the show closes.
- Be sure to look over all products when delivered to your exhibit and document ANY damage-be sure to provide Show Management with a copy of your report.
- If you plan to dispute any charges provided by any “Official Service Provider” please notify Show Management immediately we may be able to lend assistance.

GLOSSARY OF TRADE SHOW TERMS

A

Advanced Order-An order for show services sent to the contractor before move-in.

Air Freight-Materials shipped via airplane.

Air Walls-Movable barriers that partition large areas. May be sound resistant, but not necessarily soundproof.

Aisle Signs-Signs, usually suspended, indicating aisle numbers or letters.

Audio/Visual-Equipment, materials and teaching aids used in sound and visual. (Also A/V)

B

Backloader-Truck, which loads from back opening door.

Backwall-Panel arrangement at rear of booth area.

Backwall Booth-Perimeter booth

Baffle-Partition to control light, air, sound, or traffic flow.

Bill of Lading (B/L)-Document of form listing goods to be shipped.

Blanket Wrap-Non-crated freight shipped via van line covered with protective blankets or padding.

Blister Wrap-Vacuum formed transparent plastic cover.

Bone Yard-Contractor storage area at show site.

Booth Number-Number designated to identify each exhibitor's space.

C

CAD-Computer-Aided Design

Canopy-Drapery, awning, or other room-like covering.

Capacity-Maximum number of people allowed in any given area.

Carpenter-Union that is responsible for uncrating of exhibits and display materials, installation and dismantle of exhibits including cabinets, fixtures, shelving units, furniture, etc., laying of floor tile and carpet, and recrating of exhibits and machinery.

Cherry Picker-Equipment capable of lifting a person (s) to a given height. (Also **HIGH JACKER, SCISSOR LIFT**)

Chevron-Type of cloth used for backdrops.

Corkage-The charge placed on beer, liquor, and wine brought into the facility but purchased elsewhere. The charge sometimes includes glassware, ice and mixers.

Cross Bar-Rod used in draping or as a support brace.

Cut & Lay-Installation of carpet other than normal booth or aisle size.

CWT-Hundred weight. A weight measurement for exhibit freight. Usually 100 pounds.

D

Decorating-Dressing up exhibition with carpet, draping, plants, etc.

Decorator-Union that is responsible for hanging all signs except electrical signs, drape and cloth installation, and tacked fabric panels.

Direct Billing-Accounts receivable mailed to individuals or firms with established credit.

Dismantle-Take down and removal of exhibits.

Display Builder-Company, which fabricates display.

Dock-A place where freight is loaded onto and taken away from vehicles. (Also see **LOADING DOCK**)

Dolly-Low, flat, usually two feet square, platform on four wheels used for carrying heavy loads.

Drayage-The unloading of your shipment, transporting it to your booth, storing and returning your empty crates and cartons, and reloading your shipment at the close of the show.

Drayage Charge-The dollar cost based on weight. 100-pound units; or hundredweight, abbreviated CWT, calculates drayage. There is usually a minimum charge.

Duplex Outlet-Double electrical outlet.

E

Electrical Contractor-Company contracted by Show Management to provide electrical services to the exhibitors.

Electrician-Union that handles installation of all electrical equipment.

Empty Crate-Reusable packing container in which exhibit materials were shipped. When properly marked with "EMPTY" sticker indicating booth number and company name, they are removed, stored and returned at no charge.

Exclusive Contractor-Contractor appointed by show or building management as the sole agent to provide services. (Also **OFFICIAL**)

Exhibit Booth-Individual display area constructed to exhibit products or convey a message.

Exhibit Directory-Program book for attendees listing exhibitors and exhibit booth location. (Also **SHOW GUIDE**)

Exhibit Manager-Person in charge of individual exhibit booth.

F

Fire Exit-Door, clear of obstructions, designated by local authorities to egress.

Fire Retardant-Term used to describe a finish (usually liquid) which coats materials with a fire-resistant cover.

Flameproof-Term used to describe material, which is, or has been treated to be fire-retardant.

Floor Manager-Person retained by show management to supervise exhibit area and assist exhibitors.

Floor Marking-Method of marking booth space.

Floor Order-Goods and/or services ordered on-site.

Floor Plan-A map showing layout of exhibit spaces.

Foam Core-Lightweight material with a Styrofoam center used for signs, decorating, and exhibit construction.

Fork Lift-Vehicle with power-operated pronged platform for lifting and carrying loads.

Freight-Exhibit properties, products and other materials shipped for an exhibit.

Freight Aisle-Aisle to remain clear for incoming freight.

Freight Forwarder-Shipping company.

Full Booth Coverage-Carpet covering entire area of booth.

G

Garment Rack-Frame, which holds apparel.

General Contractor-Company, which provides all services to exhibition management and exhibitors.

Guarantee-The number or servings to be paid for, whether or not they are actually consumed; usually required forty-eight hours in advance.

H

Hand-Carryable-Items that one person can carry unaided (meaning, no hand trucks or dollies).

Hand Truck-Small hand-propelled implement with two wheels and two handles for transporting small loads.

Hardwall Booth-Booth constructed with plywood or similar material as opposed to a booth formed by drapery only.

Header-1. Fascia 2. Overhead illuminated display sign.

Hospitality Suite-Room or suite of rooms used to entertain guests.

I

I&D-install and dismantle.

ID Sign-Booth identification sign.

Illuminations-Lighting available in hall, built into exhibit, or available on a rental basis.

Infringement-Use of floor space outside exclusive booth area.

Inherent Flameproof-Material that is permanently flame resistant without chemical treatment.

Installation-Setting up exhibit booth and materials according to instructions and drawings.

Island Booth-An exhibit space with aisles on all four sides.

J

Job Foreman-One who is in charge of specific projects.

K

Kiosk-Freestanding pavilion or light structure.

L

Labor-Refers to contracted workers who perform services.

Labor Call-Method of securing union employees.

Labor Desk-On-site area from which service personnel are dispatched.

Light Box-Enclosure with lighting and translucent face of plastic or glass.

Loading Dock-Area on premises where goods are received.

Lobby-Public area which serves as an entrance or waiting area.

Lock-up-Storage area which can be locked up.

M

Marshalling Yard-Check-in area for trucks delivering exhibit material.

Modular Exhibit-Exhibit constructed with interchangeable components.

Move-In-Date set for installation. Process of setting up exhibits.

Move-Out-Date set for dismantling. Process of dismantling exhibits.

Mylar-Trade name for plastic material.

N

Net Square Feet-The amount of space occupied by exhibits in a facility, not including aisles, columns, registration area, etc.

No Freight Aisle-Aisle that must be left clear at all times during set-up and dismantle. Used to deliver freight, remove empty boxes and trash, and in case of emergency.

O

Official Contractor-General contractor or decorator.

On-Site Order-Floor order placed at show site.

On-Site Registration-Process of signing up for an event on the day of, or at the site of, the event.

O.T. Labor-Work performed on overtime. Work performed before 8:00am and after 4:40pm Monday through Friday, and all hours on Saturdays, Sundays and Holidays.

P

Package Plan-Management providing furniture and/or services to exhibitors for a single fee.

Padded Van Shipment-Shipment of crated or uncrated goods such as product or display materials. (Also **VAN SHIPMENT, AIR-RIDE**).

Pallet-Wooden platform used to carry goods. (Also **SKID**)

Pegboard Panel-Framed panel of perforated hardboard.

Perimeter Booth-Exhibit space located on an outside wall.

Pipe and Drape-Tubing with drapes, which separate exhibit booths.

Planting-Floral décor to enhance the appearance of the exhibition.

Pre-registered-Registration which has been made in advance with necessary paperwork.

Press Room-Space reserved for media representatives.

POV-A privately owned vehicle, such as a passenger car, van, or small company vehicle, as distinguished from trucks, tractor-trailers, and other over-the-road vehicles. A POV left unattended will almost certainly be towed away. If you must unload a POV, use the POV line. (See below).

POV Line-Special loading dock reserved for POV's where materials are unloaded at prevailing drayage rates. To get on a POV line, driver reports first to marshalling area.

Private Security-Security personnel hired from a privately operated company. (Also **BOOTH SECURITY**)

Pro-Number-Number designated by the freight forwarders to a single shipment, used in all cases where the shipment must be referred to.

Q

Quad Box-Four electrical outlets in one box.

R

Rail-Low drape divider between exhibit booths. (Also **SIDE RAIL**)

Rear-Lit-Method of lighting transparency from behind.

Registration-Process by which an individual indicates their intent to attend a trade show.

Rental Booth-Complete booth package offered to exhibitors on a rental basis.

Rigger-Union that is responsible for crating, unskidding, positioning, and reskidding of all machinery.

Riser-A platform for people or product.

S

Security Cages-Cages rented by exhibitors to lock up materials.

Service Charge-Charge for the services of waiters/waitresses, housemen, technicians, and other food function personnel.

Shop-Service contractor's main office and warehouse.

Showcard-Material used for signs.

Showcase-Glass-enclosed case for articles on display.

Show Manager-Person responsible for all aspects of exhibition.

Show Office-Management office at exhibition.

Shrink Wrap-Process of wrapping loose items on pallet with transparent plastic wrapping.

Side Rail-Low divider wall in exhibit area, usually 36" high.

Skirting-Decorative covering around tables/risers.

Smoker-Ash stand.

Space Assignment-Booth space assigned to exhibiting companies.

Space Rate-Cost per square foot for exhibit area.

Special Handling-Applies to display and/or product shipment requiring extra labor, equipment, or time in delivery to booth area.

Staging Area-Area adjacent to main event area for set-up, dismantling, and temporary storage.

Stanchions-Decorative posts which hold markers or flags to define traffic areas. Ropes or chains may be attached.

Stop Job-When an exhibitor is doing some type of work in the booth which is claimed by a union, that union's steward will request that you go to the service desk so that the contractor can supply the exhibitor union labor.

S.T. Labor-Work performed on straight time. Usually work performed 8:00am to 4:30pm, Monday through Friday.

T

Target Date-Move-in date assigned to exhibitors over 300 square feet by the general contractor and the show management.

Teamster-Union that handles all material in and out of the hall except machinery. Exhibitors are permitted to hand carry small packages into the hall.

Tent-Portable canvas shelter for outside.

Time & Materials-Method for charging services on a cost-plus basis. (Also **T & M**)

Traffic Flow-Movement of people throughout an area.

U

Union-An organization of workers formed for mutual protection and for the purpose of dealing collectively with their employer in wages, hours, working conditions and other matters pertaining to their employment.

Union Steward-On-site union official.

V

Velcro-Material used for fastening.

W

Waste Removal-Removal of trash from the building.