

## Exhibit Application/ Space Assignment

**Application/Definitions:** These rules and regulations apply to and are made a part of the Exhibit Application/Contract for Exhibit Space entered into by ACP and the Exhibitor named therein. All capitalized terms that are not defined herein have the same meanings as set forth in the Contract for Exhibit Space.

**Space Assignment:** Please send the enclosed application, along with a 30% deposit payable by U.S. check, to the address indicated on the application. Applications for exhibit space received by June 1, 2009, will be assigned space based on priority points (see below) accrued. Applications for exhibit space received after June 1, 2009, will be assigned space in order of receipt. Applications sent without payment will not be processed. A purchase order will not serve as payment and will not hold exhibit space. An executed copy of your application indicating space assignments and cost will be returned to you after your application has been processed. The College is unable to guarantee that exhibitors applying for space after November 27, 2009, will be listed in the Scientific Program and/or official ACP publications.

**Floor Plan:** A preliminary floor plan is available at [www.acponline.org/exhibits](http://www.acponline.org/exhibits). ACP reserves the right to rearrange the floor plan at any time and to relocate exhibitors if it becomes necessary for causes beyond the control of ACP or if it is advisable in the best judgment of ACP.

**Priority Point System:** Priority for space assignment is based on points awarded to previous ACP Technical Exhibitors. Each exhibitor will obtain 1 point for each 10' x 10' space rented. Added to the sum of points will be a bonus: 3 points for each consecutive year of exhibiting in the last 10 ACP annual meetings. To benefit from your priority points, ACP must receive your application for exhibit space and deposit before June 1, 2009. Applications received after June 1, 2009, will be assigned in order of receipt.

**Exhibit Types:** Exhibitors are identified as either Technical or Professional:

Technical Exhibitors are defined as for-profit organizations that are promoting a product or service, including professional placement/recruitment. Products should be medical in nature, be related to the practice of medicine or of specific interest to ACP attendees. Technical Exhibitors must fill out the Technical Exhibit Application/Contract.

Professional Exhibitors are defined as nonprofit, medically related organizations whose functions relate to medical activities. Professional Exhibitors are limited to 501(c)3 or 501(c)6 health care organizations approved by ACP. This category does not include job placement/recruitment.

**Eligibility to Exhibit:** ACP show management reserves the right to control all aspects of the Exhibit Hall. ACP specifically reserves the right to determine the acceptability of applications for exhibit space. Applications to exhibit will be accepted or rejected based on criteria including, but not limited to, the product/services, professional or educational benefit, con-

sistency with the ACP mission or goals, and spatial constraints in the Exhibit Hall. ACP reserves the right at its sole discretion to refuse any application on the basis of ACP policies and guidelines.

**New Exhibitors:** Companies who have not exhibited with ACP within the past 5 years are required to submit company brochures/materials describing their product/service with their application. Materials must be submitted with the application. A booth will not be assigned until the new exhibitor supplies the necessary documentation.

**Exhibitor Service Manual:** Further information regarding exhibiting at Internal Medicine 2010 will be included in the Exhibitor Service Manual, available to all paid exhibitors in February 2010. Information regarding the convention center; the official decorator, Champion Exposition Services; the official vendors for security, audiovisual, floral, and photography; all ACP forms, etc., will be included in this manual. In addition, exhibitors will receive periodic Exhibitor Bulletins to keep them up-to-date on any new information.

**Contractual Agreement:** As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Warnings may be issued so that exhibitors may take corrective action before a violation is incurred. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibit hall without refund or appeal. ACP reserves the right to amend any and all rules and regulations at any time.

**Note: ACP Ethical Guidelines prohibit exhibitors that promote the sale of products by physicians out of their office.**

## Cancellation and Reduction Terms:

Cancellations and reductions must be submitted in writing and will be processed using the date of receipt as the official cancellation/reduction date.

- a. If an exhibitor cancels or reduces space on or before June 1, 2009, there is no penalty.
- b. If an exhibitor cancels or reduces space on or before December 18, 2009, the cancellation fee is 30% of total exhibit space.
- c. If an exhibitor cancels or reduces space after December 18, 2009, the cancellation fee is 100% of total exhibit space, regardless of the reason for cancellation/reduction.

## Exhibit Schedule

### Badges/Exhibitor Registration:

Exhibitor Registration will begin on Tuesday, April 20, at 9:00 a.m. A complete listing of dates and times will be included in the Exhibitor Service Manual. Exhibitors must register and obtain their badges from the exhibitor registration desk located in the Hall D Lobby of the Metro Toronto Convention Centre. Without badges, exhibitors cannot enter the Exhibit Hall. Exhibitor badges allow access to the hall during installation, dismantling, and all exhibit hours. Hall access before or after these hours must be requested in writing from the ACP Exhibit Manager. Installation

and dismantling companies and other exhibitor-designated contractors must obtain work identification for their personnel from the official ACP security vendor. Work identification allows access to the exhibit hall only during move-in and move-out. Access will be denied during exhibit hours.

**Booth Staffing:** Exhibits must be staffed and operational at all times during exhibit hours. Any exhibitor vacating their booth before the closing of each day will incur a loss of all priority points and may jeopardize future participation at the ACP annual meeting.

**Installation of Exhibits:** Exhibit installation will begin on Monday, April 19, at 8:00 a.m. and continue through Wednesday, April 21, until 5:00 p.m. The aisles must be clear of all crates/cartons by 5:00 p.m., on Wednesday, April 21, so that the aisle carpet can be installed. Please remain in your booth until this process is complete. Any exhibitor placing empty crates or cartons in the aisle after the carpets have been installed and cleaned will be charged for removal and re-cleaning at prevailing labor rates. Any booth where installation has not begun by 5:00 p.m., Wednesday, April 21st, will be installed by the official decorator at the exhibitor's expense or may be removed from the exhibit floor at the discretion of the ACP Exhibit Manager. If removed, this space can then be resold or re-assigned by ACP without obligation on the part of ACP for any refund. No exhibit may be erected after the exposition opens. Under no circumstances will children under 12 be admitted in the Exhibit Hall during installation hours. An adult must accompany young adults age 12-16.

### Dismantling of Exhibits:

Dismantling will begin on Saturday, April 24th, at 2:30 p.m. A complete listing of dates and times will be included in the Exhibitor Service Manual. No dismantling of exhibits or packing of equipment and/or materials will be permitted until 2:30 p.m.

**Exhibitors who begin to pack or dismantle their booths before 2:30 p.m. will incur a penalty of \$1,000, loss of priority points, and/or failure to exhibit at future meetings.**

All exhibits must be completely packed and dismantled by 5:00 p.m. on Sunday, April 25th. All exhibitor freight must be completely removed from the building by noon on Monday, April 26th. All outbound carriers must be checked in no later than 8:00 a.m. on Monday, April 26. Under no circumstances will children under the age of 12 be permitted in the Exhibit Hall during dismantling hours. An adult must accompany young adults age 12-16.



## Exhibitor Rules and Regulations

**Use of ACP Name/Logo:** ACP's name, seal, logo, and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or on product literature either inside or outside the exhibit area. This rule applies before, after, and/or during the meeting, unless prior approval has been received from the ACP Exhibit Manager.

**ACP Ethical Guidelines:** ACP Ethical Guidelines prohibit exhibitors that promote the sale of products by physicians out of their office. ACP reserves the right at its sole discretion to refuse any application on the basis of ACP policies and guidelines. Any exhibitor who violates ACP guidelines will incur a violation.

**Booth Operations:** No exhibitor may operate in a way that violates the rights of another exhibitor. The decision on appropriate conduct will be at the discretion of the ACP Exhibit Manager. Exhibits must not project beyond the space allotted. Exhibits may not obstruct the view or interfere with the traffic of other exhibits. All exhibits are to be presented in a dignified manner, without a sideshow atmosphere. The use of professional actors, magicians, or performers in the Exhibit Hall is prohibited. No soliciting of attendees in the aisle or high-pressure "pitch" of any kind is permitted. Demonstrations and the distribution of literature and samples must take place **inside** the assigned booth. Canvassing outside the booth and distribution of materials outside the booth is prohibited. If live models are used, exhibitors are expected to be prudent when selecting attire for them. Professional discretion should be observed at all times. Booths are to be kept clean and in good order. Your company should

expect to see U.S. physicians, international physicians, residents, students, and allied health professionals.

No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface them; the exhibitor is liable for damage from failure to observe these rules. The background of the display must show the generic name of any drug product that is featured.

Exhibitors are prohibited from publishing information gathered as a result of exhibiting without the prior written consent of ACP.

The distribution of bags is strictly prohibited unless they meet the criteria set forth in the Exhibitor Service Manual.

### Distribution of Product Samples and Giveaways:

Exhibitors are permitted to distribute products of their own manufacture. The College has the option to withhold or withdraw permission for exhibitors to distribute giveaways/premiums, advertising, or other materials it considers objectionable. Giveaways must be of minimal value, relate to the physician's work, benefit the patient, or be used in traveling to the annual meeting and not affect/influence judgment. The distribution of giveaways will be limited to those items considered acceptable based on the ACP's Position Paper on Physician-Industry Relations and must be approved in writing by the ACP Exhibit Manager. The distribution of bags is strictly prohibited unless they meet the criteria set forth in the Exhibitor Service Manual. A detailed policy of acceptable giveaways and guide-

lines will be included in the Exhibitor Service Manual.

Exhibitors should be aware of the Canadian Code of Conduct as it relates to healthcare meetings. All exhibitors are responsible for adhering to the appropriate Canadian codes and regulations. More information is available at [www.canadapharma.org](http://www.canadapharma.org)

**Raffles:** Exhibiting companies wishing to sponsor contests or raffle drawings must obtain written permission from ACP. Approval is based on any local legal restrictions and the AMA's Ethical Guidelines, which state that "the contest or drawing be open to all meeting attendees and be conducted in a professional manner." Raffle prizes should be valued at \$100 or less. ACP reserves the right at its sole discretion to refuse any application on the basis of ACP policies and guidelines.

**Booth Activities:** All booth activities (i.e., blood testing, demonstrations, guest appearances, etc.) must be submitted to the ACP Exhibit Manager for approval. ACP reserves the right at its sole discretion to refuse any application or booth activity on the basis of ACP policies and guidelines.

**Hanging Signs:** Signs, banners, or any other exhibit material may not be suspended, taped, nailed, screwed, or in any way attached to the ceilings, walls, columns, drapes, floor, or any facility surface. Lighting by secured truss (facility-approved) may be used to highlight a display or presentation, directly above the booth. Hanging signs are permitted above island booths only. Island exhibits (including signage and towers) may not exceed 20' in height.

**CME Credit:** Individual companies may offer continuing medical education programs in the Exhibit Hall; however, credit cannot be given for such courses on site.

### **Third-Party Representatives:**

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone and fax numbers, and signature and title with the application.

**Subletting of Space:** Subletting of exhibit space is prohibited. Two or more firms may not exhibit in a single space without prior approval from the ACP Exhibit Manager.

**Solicitation:** Non-exhibitors or representatives of non-exhibiting companies may not solicit business in any part of the Exhibit Hall or Convention Center.

### **ACP Media and Press Policy:**

Reporters who are appropriately badged with official ACP press badges are permitted to visit the exhibits, but, in accordance with ACP's media policy, reporters cannot conduct interviews or use cameras or recording equipment of any kind in the Exhibit Hall. Please direct any questions about the media to the ACP Communications Department in advance of Internal Medicine 2010 at 215-351-2668.

**Publicity and Advertising:** All products or service demonstrations, interviews, instructional activities, and distribution of promotional literature must be confined to the assigned exhibit space. Any persons soliciting business or distributing material outside their exhibit booth will be asked to vacate the building. Under no circumstances may products, promotional materials, invitations, magazines, or other materials be distributed to attendees at any hotel. Exhibitors may not use the American College of Physicians name or logo on any promotional materials or invitations without the College's consent.

**FDA Regulations:** Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes.

**Sound Restrictions:** No equipment or voice-reproducing machines can be operated in such a manner as to cause annoyance to other exhibitors. Earphones should be provided or such devices should be enclosed in a special soundproof booth. ACP reserves the right to determine when sound is interfering with another exhibit and must be discontinued.

### **Photography/Videotaping:**

Photography and videotaping of your exhibit requires written approval from the ACP Exhibit Manager. The taking of photographs, other than by the official photographer, is prohibited at any time in the Exhibit Hall. Cameras will not be allowed in the Exhibit Hall. Only the exhibitor may grant permission to have his or her exhibit photographed/videotaped while the Exhibit Hall is closed. Exhibitors may not photograph and/or videotape any other company's exhibit. Authorization tags will be sent upon written approval and must be kept on video cameras during show hours.

**Music:** Live performance of music is not permitted. The ACP has a signed license agreement with the American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music Inc. (BMI) covering recorded music for program events not including the exhibits.

### **Biological Waste Disposal:**

All medical and biological waste must be disposed of properly and must be handled by a licensed medical waste transporter. The exhibiting company is responsible for all costs of disposal.

**Smoking:** Smoking is prohibited in the Metro Toronto Convention Centre.

**Selling of Products:** Sales and order-taking are permitted, provided that all transactions are conducted in a manner consistent with the professional nature of the ACP and Internal Medicine 2010.

Exhibitors who plan to conduct financial transactions should contact the Canada Border Services Agency for complete information on how to proceed. 905-803-5261.

### **Violation of Regulations:**

All exhibitors or their representatives agree to comply with all regulations and conditions of contract as stated in the Exhibitor Prospectus. Those exhibitors who, in the opinion of ACP, do not conform to these regulations or who conduct themselves unethically will be subject to the following penalties:

- a. First violation will result in the loss of 50% of all accrued priority points.
- b. Second violation will result in the loss of all priority points.
- c. Third violation will result in the loss of eligibility for participation at future ACP annual meetings.

Visit [www.acponline.org/exhibits](http://www.acponline.org/exhibits) for more information.

## Exhibitor Services

### Official Decorator:

Champion Exposition Services  
139 Campanelli Drive  
Middleborough, MA 02346  
Phone: 800-723-1123  
Fax: 508-946-1019  
Outside US: 001-508-923-5200  
or E-mail:  
Help@championexpo.com

The official decorator is responsible for labor arrangements, furniture rental, and placement of incoming and outgoing freight, signage, and drayage service. It also serves as liaison between the exhibitor and other subcontractors (cleaning, electrical, or other) and is there to ensure a smooth operation within the Exhibit Hall. All decorator information and order forms are contained in the Exhibitor Service Manual.

### Use of Exhibitor-Designated

**Contractors:** ACP will work only with the exhibiting company because the contract for space is between ACP and the exhibiting company. Coordination with exhibitor-designated contractors is the responsibility of the exhibiting company; ACP cannot work directly with exhibitor-designated contractors. If you plan to use a service contractor other than the official contractor, notify the Exhibit Manager in writing by March 17, 2010. Otherwise, the nonofficial contractor will not be permitted to set up your booth. Please refer to the Exhibitor Service Manual for the Use of Exhibitor-Designated Contractor Forms and Regulations. For exhibitors who submit their Use of Exhibitor-Designated Contractor Forms after the deadline date, ACP will grant permission on a case-by-case basis to the nonofficial contractor. Exhibitor-designated contractors are required to furnish ACP with an insurance certificate in the amount of \$1,000,000 liability to

include property damage no later than March 17, 2010; the certificate must indicate full coverage for the installation and dismantling dates, April 19–25, 2010. The exhibitor must assume responsibility for all bills incurred by a display house or exhibitor-designated contractor acting as its agent. Display houses also will be under the direction of the Official Contractor. Objectionable practices by other exhibitors and disputes arising in the Exhibit Hall that cannot be resolved by the disagreeing parties should be reported to the ACP Exhibit Manager. If a problem exists and is not brought to the attention of the Exhibit Manager at the time of its occurrence, ACP can assume no responsibility for any of the results. Representatives of nonofficial contractors are expected to conduct themselves in a professional manner. Unprofessional conduct is not permitted, and individuals who do not comply will be asked to leave the exhibit floor.

**Labor Regulations:** The Metro Toronto Convention Centre is a 'right to work' facility. Exhibitors may install/dismantle their own booths provided that work is performed by regular full-time employees of the exhibiting company. All other display installation/dismantling must be performed by the appropriate union labor personnel.

### Material Handling Services:

Union jurisdiction prevails over the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. Exhibitors may unload/load their own personal or non-commercial vehicles, as long as materials are hand-carried. Exhibitors may not use dollies, hand trucks or other mechanical equipment.

### Shipping Information:

#### Advance receiving at the warehouse:

Only crated materials will be received at the warehouse, stored up to 30 days, and delivered to the booth; empty crates will be removed from the booth, placed in storage, and returned to the booth after the close of the show. Exhibit materials will be moved from the booth to the dock and reloaded on trucks.

#### Advance shipments must be labeled as follows:

Exhibiting Company/Booth Number  
ACP/Internal Medicine 2010  
c/o Champion Exposition Services  
Hot Freight  
5653 McAdam Road  
Mississauga, ON, Canada L4Z1N9

#### Direct shipments to the Metro Toronto Convention Centre:

Shipments must not arrive convention center before Monday, April 19. Freight will be logged in, and freight bills will be stamped with time and delivery. Shipments will be received at the loading dock and delivered to the booth; empty crates will be removed from the booth, placed in storage, and returned to the booth after the close of the show. Exhibit material will then be moved from the booth to the dock and reloaded on the carrier designated on your bill of lading.

#### Direct shipments must be labeled as follows:

Exhibiting Company/Booth Number  
ACP/Internal Medicine 2010  
c/o Champion Exposition Services  
Metro Toronto Convention Centre-  
South Building  
222 Bremner Blvd.  
Toronto, ON, Canada M5V3L9

### Official Supplier for Customs

**Brokerage Services:** ACP has selected Liberty CFS Inc. as the official supplier of customs broker-

age services for Internal Medicine 2010. Liberty CFS Inc. specializes in providing Canadian and U.S. customs brokerage services to the convention and trade show industry. Any customs inquiries should be directed to them for clarification.

--Liberty CFS Inc.  
Phone: 514-312-5582  
Fax: 514-312-5592  
www.libertycfs.com

### **Approval of Booth Schematics:**

Exhibitors with island booths of 400 square feet or more, structures exceeding 10 feet in height, and/or 2-story booths must submit booth schematics to the ACP Exhibit Manager for review and approval by March 17, 2010.

**Aisle Carpet and Drape:** Aisle carpet will be provided by ACP; 8'-high back drapes and 3'-high side drapes will be provided for all linear booths. Exhibitors are required to carpet their booth space. Any booth where carpet installation has not begun by 5:00 p.m., Wednesday, April 21, will be installed by the official decorator at the exhibitor's expense.

**Cleaning Service:** ACP will provide aisle carpet cleaning. Exhibitors are responsible for arranging cleaning service for their booths.

**Metro Toronto Convention Centre:** Information regarding electrical services, catering, fire rules, regulations, and so forth will be included in the Exhibitor Service Manual.

**Exhibitor Housing:** ACP has negotiated convention rates with a select group of hotels. We expect exhibitors to take advantage of these room blocks, which allow us to offer the best possible group rates. The deadline is February 12, 2010. So that ACP hotel rooms do

not go unused, please remember to cancel all unneeded rooms held by your company if you cancel or reduce exhibit space.

Cancellations must be received a minimum of 4 weeks prior to arrival date. For cancellation of 5 or more rooms within 4 weeks prior to arrival you will be required to pay a cancellation penalty equal to 1 night's room rate and tax per cancelled room. This penalty will be charged to the credit card on file used to guarantee these reservations and will be charged by ACP within 4 weeks of Internal Medicine 2010 and will only apply in the event that ACP is charged attrition.

**Americans with Disabilities Act (ADA):** All exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their assigned exhibit space.

**Lead Retrieval:** An electronic lead system designed to help exhibitors capture sales leads will be available. The lead retrieval cards given to attendees do not include phone numbers or fax numbers, based on ACP policy to protect our member's privacy. E-mail addresses are only included if provided by attendee at the time of registration. Space is provided on printout to manually enter desired information. Information on renting a lead retrieval unit will be included in the Exhibitor Service Manual.

**Cancellation of Exposition:** It is mutually agreed that in the event of cancellation of Internal Medicine 2010 due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the ACP management shall determine an equi-

table basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

**Liability and Security:** Each exhibitor must make provisions for safeguarding their goods, materials, equipment, and display at all times. General guard service will be provided by ACP for the exhibition period, but ACP, the guard service, and the Metro Toronto Convention Centre will not be responsible for the loss or damage of any materials by any cause. The exhibitor is responsible for all liability, losses, claims, and demands on account of any injury, death, or damage to property (including the Exhibit Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors, the exhibitor agrees to indemnify and hold harmless ACP and the Metro Toronto Convention Centre from and against any and all liability, losses, claims, and demands that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor. Neither ACP nor the owners of the Metro Toronto Convention Centre, their respective employees, agents, licensees, or contractors are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, however arising, except for claims for damages or injuries caused by or resulting from the negligence of ACP or the Metro Toronto Convention Centre or their respective employees, agents, licensees, or contractors. Emergency procedures including fire and safety regulations will be included in the Exhibitor Service Manual.

**Visit [www.acponline.org/exhibits](http://www.acponline.org/exhibits) for more information.**