

HCEA Exhibitor Information: Exhibitor Activities, Conduct & Giveaways

EXHIBITOR CONDUCT

Exhibitors must confine their marketing activities to the space for which they have contracted. Marketing (by exhibitors or attendees) is not allowed in the HCEA Booth, refreshment areas, cyber café, lounges or aisles. Exhibitors are encouraged not to “escort” their current clients while they visit other exhibitors.

Exhibitors will not be permitted to use strolling equipment outside their booth. This includes puppets, robots and similar live or automated promotional vehicles. Puppets, robots or other similar attention-getting marketing tools that are used within a booth will be treated like permanent booth structures, kiosks or signs and must not create an obstruction with neighboring booths in keeping with the rules found in the Rules and Regulations section of the prospectus.

The contents or operation of an exhibit should not create an interference with adjacent exhibitors. This includes, but is not limited to, overstaffing, obstructions, noise, odors, lighting, material storage, access, etc.

All booth staff are to conduct themselves in a professional manner throughout the Annual Meeting.

Any booth staff conducting themselves in a manner not deemed to be professional by HCEA staff may be asked to leave the Exhibit Hall.

SELLING IN THE AISLES

Any selling activity in the exhibit aisles is strictly prohibited and will be enforced. If such activity is observed, it should be reported to the HCEA Meetings Manager or any member of the Exhibitors Advisory Council or HCEA staff.

1. All attendees will be reminded of this policy in their registration packet.
2. Enforcement will include:
 - a. First Violation—Warning
 - b. Second Violation—Revocation of access privileges at current meeting.

OBJECTIONABLE EXHIBITS

Exhibits that, in the opinion of HCEA, are objectionable in design, content or operation or in violation of these Rules and Regulations, will not be allowed.

GIVEAWAYS

HCEA encourages exhibitors to incorporate the meeting’s giving back theme into their giveaways by the possibility of implementing a give-back program to a local or national charity rather than a giveaway item.

Exhibitors may distribute samples, souvenirs or other giveaways only within their booths and with advance written approval by HCEA. Such requests must be submitted using the Giveaway Approval Form to Abby Freeman, HCEA Meetings Manager, by May 18. Requests received after May 18 may not be approved.

- a. Giveaways may not exceed \$25 in **retail** value.
- b. You must order enough of your giveaway item to provide one **OF THE SAME ITEM** for every attendee who visits your booth, excluding other Supporting Members. (approximately 200-300 of the item)
- c. Distribution of food items is limited to individually wrapped items. Exhibitors may not distribute food and/or beverages of any kind, including bottled water, without written approval by HCEA. Requests must be made by May 18.
- d. Food and/or beverages purchased outside of the MCC may not be brought into the MCC.

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ROOM DROPS

All room drops must be approved using the Exhibitor Giveaway and Room Drop Approval Form prior to May 18. Once a room drop is approved, you will coordinate the drop directly through the hotel. HCEA is not able to provide lists of who has reserved a room at the headquarter hotel.

DRAWINGS, LOTTERIES & RAFFLES

Exhibitors are strictly prohibited from conducting drawings, lotteries, raffles or other contests.

Please note that this prohibition includes raffles conducted on-site for prizes to be given away later, raffles conducted on computers in the booth, games or contests in which only certain attendees can win and any other promotion that constitutes a raffle or drawing.

Exhibitors found violating this rule will be required to discontinue the raffle immediately or face enforcement action as described in "Enforcement of Rules and Regulations."

SCHEDULING OF ACTIVITIES

The scheduling of all activities, side trips, cocktail parties, hospitality suites, etc., that are not sponsored by HCEA are to be approved by HCEA in advance. No activities will be approved if scheduled during the Annual Meeting sessions, official social activities or exhibit hours.

Organizations may schedule activities on Saturday, June 26, before 5:30 PM or after 10:30 PM; and Sunday, June 27, after 6:30 PM. HCEA Staff must approve all requests by May 18.

Violators are subject to loss of exhibit privileges for the following year.

EXHIBITOR RESPONSIBILITY

It is the responsibility of the official exhibitor representative to see that all booth staff are aware of and adhere to the above rules and conduct themselves in a professional manner.

ENFORCEMENT OF RULES AND REGULATIONS

The Rules and Regulations of the HCEA Exhibition are intended to bring order and fairness to the medium. Without enforceability, however, they are of little value. HCEA reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Rules/Regulations herein. In the event of such restriction/eviction, HCEA is not liable for any refunds, rentals or other exhibit expense.

In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations will be subject to the following sanctions:

- 1st violation—Loss of current year priority points.
- 2nd violation—Loss of one-half accrued points.
- 3rd violation—Loss of remainder of points.
- 4th violation—One-year suspension of exhibit privilege.

Note: Exhibitors who dismantle before 5:00 PM, Monday, June 28, will be subject to a one-year suspension of exhibit privilege.

NO SELLING IN THE AISLES

HCEA strictly prohibits ANY selling activity in the aisles of the Exhibit Hall. This includes selling in the aisles by exhibitors and non-exhibitors, members and nonmembers. The best selling opportunity is in an exhibit booth. Selling in the aisles will be monitored and restrictions enforced.

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SIGNS/ ANNOUNCEMENTS/ FLYERS

No signs, posters or brochures will be allowed anywhere except within each exhibitor's booth. No signage is to be affixed to ceilings, doors, glass, painted surfaces, decorative walls or columns. Written copy for all announcements, invitations or flyers is to be approved, in writing, by HCEA and should be submitted using the Exhibitor Mailing Approval Form by May 18.

SOUND EQUIPMENT

Exhibitors are prohibited from using amplified sound equipment of any nature without permission from HCEA. If permission is granted, the use of such equipment must not interfere with adjacent exhibitors or other activities in the Exhibition Hall.

MUSIC

Healthcare Convention & Exhibitors Association has paid appropriate music licensing fees. This agreement covers exhibitors' rights to play or use music in the exhibition, with permission from HCEA.

PHOTOGRAPHY/VIDEOTAPING/SKETCHING

An exhibit booth, its products, staff or visitors may not be photographed, videotaped or sketched except with the permission of the authorized occupants of that booth. This prohibition extends to attendees and members of the press, and will be enforced regardless of whether exhibits are open or closed. Unauthorized activities will subject the violator to immediate removal from the exhibition.

SMOKING

The HCEA meeting is a non-smoking meeting, and the MCC is a non-smoking facility.