



Rules and Regulations for Exhibiting at CSM 2014

(The policies stated below constitute a bona fide part of the contract for exhibit space.)

The exhibits are intended for educational and informational purposes to improve physical therapy education, practice, and research. They should complement the meeting and sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies, and services relevant to physical therapy. All material/equipment should be timely and relevant to physical therapy and should contain no inaccurate or misleading information.

An exhibitor is defined as any one of the following categories: Companies that share officers, executive boards, staff, sales personnel, support groups, ownership in whole or in part of: (A) profit and nonprofit corporations, organizations, associations, or businesses, including acquisitions or mergers thereof; (B) solely owned subsidiaries of "A"; (C) a division of the above categories "A" or "B"; (D) a military organization; and (E) a government agency.

The policies stated in the Rules and Regulations constitute a bona fide part of the contract for exhibit space. APTA and the APTA Exposition Services team reserve the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and wellbeing of the exposition. APTA may restrict exhibits that detract from the general character of the exposition. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibits as a whole. Exhibits should be presented in a manner that is consistent with the association's policies on sexual harassment and nondiscrimination. All matters and questions not covered in these policies are subject to the final judgment and decision of the association and the APTA Exposition Services team.

Persons under 16

For safety reasons, individuals under 16 years old are NOT permitted in the Exhibit Hall. If you are asked to leave the Exhibit Hall and refuse to do so, a loss of priority points may occur

Exhibitor Service Kit

Complete instructions, schedules, and prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc., will be included in the Exhibitor Service Kit. Exhibiting companies will receive the kit from the official service contractor, GES, after booth assignments are made.

Eligibility to Exhibit

The American Physical Therapy Association (APTA) and the APTA Exposition Services team determine the eligibility of any company or product to be exhibited at the exposition, either before or after the proper execution of the contract. First-time exhibitors must submit product literature. First-time publishers must submit copies of publications with the application/contract.

Cancellation Policy

All cancellations must be received in writing by December 6, 2013.

Commercial Exhibits

For cancellations received prior to October 25, 2013, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received after October 25, 2013, and prior to December 6, 2013, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after December 6, 2013.

Career Center, Nonprofit Organizations, and Foundation Exhibits

No refunds will be made for cancellations.

Cancellation of Exposition

It is mutually agreed that in the event of the cancellation of CSM due to circumstances beyond APTA's control, including, but not limited to, fire, strikes, government regulations, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated, and APTA, at its sole and exclusive discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of expenditures and commitments already made.

FDA Market Clearance

No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the US Food & Drug Administration (FDA) may be exhibited. All exhibitors for which FDA market clearance applies shall have documentation from the FDA on all products being displayed available at the booth. The documentation should state the model and regulatory class of those products that have been determined to be medical devices, as defined by the Federal Food, Drug, and Cosmetic Act, Section 201(h). All devices that have not obtained FDA market clearance and are intended for use on humans or that are not commercially available in the US will be permitted for exhibit only when accompanied by the appropriate signs that indicate their status. The following are signs that should be displayed: (1) "This device is not for distribution in the United States"; (2) "Device is limited by federal law for investigational use"; (3) "Cleared for marketing when intended for only"; (4) "Pending FDA market clearance." The signs must be easily visible and placed on or near the device itself and on any graphics depicting the device. All products to be exhibited at CSM 2014 must be identified on the application/contract and must include FDA market clearance status. Applications received without insurance information, an authorized signature, FDA information, and/or the required deposit will not be accepted or processed until the conditions of acceptance are met. APTA reserves the right to reject any application.

Note: Prior to receiving the FDA market clearance of a 510(k) for a device, a manufacturer is limited in what promotional activities may be undertaken with regard to the device. Prior to the clearance of a 510(k), a manufacturer may advertise or display the device, but the device may not be sold, given away, held, or offered for sale, nor may orders be solicited, even upon the qualification that orders cannot be filled until the FDA acts on the 510(k), unless the device is limited to research or investigational use. The failure to file a 510(k) is a misbranding violation [21 USC 352(o)]. Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act at 301/594-4692.

Notice of Disability Act

In compliance with the Americans with Disabilities Act of 1990, APTA will make all reasonable efforts to accommodate people with disabilities. Please contact the Exhibits Manager at 703/706-3223 or exhibits@apta.org with your request.

Referral-for-Profit Guideline

APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes participation in services that is in any way linked to the financial gain of the referral source." Because of this policy, APTA does not accept exhibit or sponsorship applications from companies whereas any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. Please contact APTA should you have additional questions.

Reservations and Payments

Payment of Previous Debts

All debts owed by the potential exhibitor to APTA must be paid in full prior to contracting for booth space with APTA. Booth space will not be assigned to a company that has any monies due to APTA.

Booth Reservations

The application/contract for exhibit space shall be completed and submitted by one of the following methods: (1) By mail with the check made payable in US dollars drawn by a US bank to the American Physical Therapy Association or (2) by credit card (credit card information will not be accepted over fax).

Insurance

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this exposition on the application/contract.

Waiting List

Companies on the waiting list for which no exhibit space opens will be refunded their payment in full within 30 days of the close of the exposition.

Booth Information

Standard Booth Equipment

All booths are 10' x 10' and are equipped with pipe and drape and an ID sign with company name and booth number indicated. Carpet and drape colors will be listed in the service manual. **Carpet is not included and is required.**

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4 feet in height must be kept within 5 feet of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by the APTA Exposition Services team, the decorator will provide necessary draping and submit the changes to the exhibitor.

Entering Another Exhibitor's Booth

Exhibiting company personnel should not enter another company's booth space without invitation, nor should personnel block access to another booth.

In-line Booths

In-line booths in the center of the exhibit hall may not exceed 8 feet in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12 feet. **Hanging signs are not permitted.**

Endcap Booths

An "endcap" is defined as a 10' x 20' space having 3 aisles faced toward the cross aisle at end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to an endcap display. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10-foot wide, 8-foot high, centered across the 20-foot back-wall area. All display fixtures over 42-inches high must be confined to those areas of the booth that are at least 5 feet from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining to an endcap exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. **Hanging signs are not permitted.**

Island Booths

Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. Island booths may not exceed 16 feet in height. A sketch of the exhibit must be approved by the APTA Exposition Services team prior to installation. **Hanging signs are permitted.**

Career Center Booths

The Career Center offers exhibitors seeking to employ or network with physical therapy professionals one location to promote job opportunities. Bulletin boards will be available for you to post employment opportunities. The fee entitles the company 2 complimentary exhibitor registrations and access to CSM programming on a space-available basis. If your company requires additional registrations, you must register those employees through regular attendee registration at the regular registration fee. Companies exhibiting in the Career Center should register their personnel in advance on forms provided in the Exhibitor Service Kit. Badges must be picked up in the exhibitor registration area by presenting a valid photo ID. **NOTE: The Career Center fees are non-refundable.**

Signs

Signage for in-line booths must face the aisle that the front of the booth faces. Double-sided signs that interfere with neighboring booths are not allowed. Hanging signs are permitted for island booths only.

Floor Load

350 pounds.

Miscellaneous

All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

Booth Assignments and Fees

Assignment of Space

Booth assignments for all exhibitors whose applications are received by the early bird deadline will be made based on the following criteria: (1) priority points accrued by the exhibiting company; (2) the amount of booth space requested by the exhibiting company; (3) the date the application is received at APTA; and (4) special needs of the exhibitor. Applications received on or after the early bird deadline will be assigned on a first-come, first-served, space-available basis. When making your booth selections, remember that only a limited number of exhibitors will be able to obtain assignments in the prime areas around the entrance, the food service area, and the APTA Resource Central. Therefore, exhibitors are encouraged to indicate other areas of the hall that you prefer if your first options are not available.

Relocation

APTA reserves the right to relocate exhibitors after booth assignments have been made, without prior permission from the exhibiting company. If it becomes necessary to relocate an exhibitor for any reason, the APTA Exposition Services team will contact the exhibitor by phone to discuss alternatives.

Point System Accrual

One point is accrued for booth placement for each year that a company exhibits at CSM. (**NOTE:** The point accrual system for CSM is separate and distinct from that of the APTA Annual Conference.) Exhibiting companies may contact APTA's Exposition Services team to receive their total points accrued.

Demerits

Demerits are applied as follows: loss of 4 points for major rule infraction (badge violation, outside booth solicitation, subletting of space, violation of the Rules and Regulations, and violation of FDA regulations); loss of 2 points for minor rule infraction (set-up violation, booth occupancy, smoking in hall, excessive sound levels, and odor annoyances).

Warnings

The first infraction will result in a verbal warning, and the exhibitor will be asked to sign off acknowledging the warning. If refused, a member of the Exhibitor Advisory Committee will sign off that the warning was issued. A second infraction will result in a loss of points. A third infraction will result in immediate suspension from the show and an automatic 1-year suspension. If an exhibitor reaches 0 points, a 1-year suspension will be imposed.

Relocation

If it becomes necessary to relocate an exhibitor for any reason, the APTA Exposition Services team will contact the exhibitor by phone to discuss alternatives.

Exhibitor Badges

Badges

Appropriate badges are required to enter the exhibit hall for installation and dismantle. Confirmed exhibitors may pick up their badges at exhibitor registration. Installation and dismantling companies must obtain "Installation/Dismantle Only" badges for all of their personnel at exhibitor registration.

All exhibiting companies should register their personnel in advance. An onsite company contact, the Exhibitor Liaison, must be designated in advance. Companies must accurately register their representatives as either "Exhibitor Employee" or "Dealer/Representative." Five complimentary badges are provided for each 10' x 10' booth (Career Center booths are provided 3 badges). The complimentary badges allow exhibitors into CSM 2014 programming on a space-available basis. Requests for badges beyond the allocated limit will cost **\$50 USD** each. Payment must accompany the request. Exhibitors may pick up their badges onsite at exhibitor registration located in the convention center using a valid photo ID. **Badges will not be mailed.**

Changes to the list of booth personnel must be made onsite at the convention center by the designated company contact, the Exhibitor Liaison. If a company representative with business card and valid photo ID wishes to register, he/she may do so without going through the Exhibitor Liaison provided that the allocated limit has not been reached.

NOTE: Dealers not affiliated with any exhibiting company but who wish to attend the exhibit must register onsite. The cost is **\$50 USD** per day and is good for admittance to the exhibit hall only.

Each exhibiting company is entitled to 1 guest badge per booth. The Exhibitor Liaison may pick up the badge when he/she registers or may leave the guest's name at registration so the badge may be picked up by the designated person at a later time. Guest badges are to be used only for CSM-related business and do not entitle the guest to participate in programming or special events.

Appropriate Badging

Exhibitor badges will reflect the name of the company shown on the Application and Contract for Exhibit Space. Each company representative must wear his or her own badge for admission to and while in the Exhibit Hall. Badges are not transferable among company employees, representatives, dealers, guests, and/or others. *Supplementing the official badge with business cards, ribbons, or company logos is not permitted.*

Please note: Exhibitor badges do not allow an individual to receive CEU's. The only way to receive CEU's is to be a registered conference attendee. An exhibitor may purchase a regular conference attendee registration on-site and

attend the educational sessions, in order to obtain CEU's.

Equipment Passes

An exhibitor may remove material from the exhibit hall after setup begins and throughout the show **only** if he/she has an exhibit hall equipment pass obtained from exhibitor registration.

Security Information

Security

APTA will provide **perimeter** security during installation, exhibit, and dismantle hours. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times. APTA shall not be held responsible for the loss of or damage to any material for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage as a result of theft or other causes.

Liability

APTA, the APTA Exposition Services team, Sands Expo and Convention Center, GES, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or his/her property from any cause whatsoever. APTA, APTA employees, and APTA representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or his/her employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss, damage, or injury. Upon signing the application/contract, the exhibitor expressly releases the foregoing institutions and individuals from any and all claims for loss, damage, or injury. This also includes the period of storage prior to and following CSM 2014.

Installation and Dismantle of Exhibits

Hours

Each booth **must be ready** no later than **8:00 am on Tuesday, February 4, 2014**. All exhibits must remain intact until the show closes on **Thursday, February 6, 2014**.

NOTE: Persons under 16

For safety reasons, individuals under 16 years old are NOT permitted in the Exhibit Hall. If you are asked to leave the Exhibit Hall and refuse to do so, a loss of priority points may occur

Official Service Contractor Information

Official Service Contractor

GES Exposition Services is the official service contractor for APTA. On site, GES will staff a service desk that will be open from the beginning of move-in through move-out. For each exhibitor's protection, an Exhibit Hall equipment pass must be obtained for the removal of any material/property from the Exhibit Hall during set-up and throughout the exposition. These passes can be picked up from the GES Service Center or exhibitor registration.

Shipping Information

All shipments must be fully prepaid. Materials shipped in advance of the exposition will be received at an appointed warehouse (up to 30 days in advance of the show), stored, and delivered to the booth location. If you must send your shipment directly to Sands Expo and Convention Center, it must arrive at the show site on the scheduled move-in days in order for GES to receive it. **If the shipment arrives at Sands Expo and Convention Center prior to the dates listed above, it will be refused, as there is no shipping and receiving department to hold materials.** The advance and onsite shipping addresses will be provided in the Exhibitor Service Kit.

Material Handling

Exhibitors must make arrangements for delivery, removal, storage, and return of crates/boxes. Rates for material handling will be available in the Exhibitor Service Kit.

Labor

GES will provide labor for setup and dismantling. We strongly encourage you to order labor in advance on the appropriate form in the Exhibitor Service Kit. **NOTE: Labor rates are subject to change.**

Any fulltime employee of an exhibiting company can erect his/her own exhibit without the assistance of hired labor. Any labor services required beyond what can or will be performed by the regular full-time employees of the exhibiting company will be provided by GES and/or an exhibitor-appointed contractor.

Exhibitors carrying in their equipment and displays must use a freight gate. Sands Expo and Convention Center does not provide carts, dollies, or pallet jacks for exhibitor use. **Loading and unloading through the lobby is prohibited.**

Unofficial Service Contractors

Exhibitors who plan to use an installation and dismantle contractor other than the "official" contractor must complete the "Exhibitor Authorization Form for Independent Contractors" found in the Exhibitor Service Kit. Exhibitors are responsible for distributing show information to their independent contractors.

Policies & Regulations for On Site Exhibiting

Exhibitor Code of Conduct

Each representative of an exhibiting company is expected to conduct himself/herself in a professional manner. Although a spirit of friendly and honest competition is recognized as a valid business practice, the use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered to be a violation of the Code of Conduct. Violation(s) of local and/or federal laws can result in immediate suspension (without verbal warning) from the exposition as well as a loss of priority points at the discretion of the Association. A violation of this Code should be reported to APTA's Exposition Services team by an exhibiting company for prompt attention. An individual who is found to have violated this Code will be suspended from participation in future APTA expositions for a period not to exceed 10 years. The individual may also be suspended from this exposition at the discretion of the Association. The exhibiting company that he/she represents may lose all of its accrued points for booth placement with APTA.

Booth Staffing

Exhibitors may enter the Exhibit Hall one hour prior to the opening each day and may remain until one hour after the hall closes each evening. All exhibits must be staffed during the hours in which the Exhibit Hall and Career Center are open. Any exhibiting company that does not staff its booth or that begins packing its equipment and/or materials before the close of the show on the final exhibit day will be penalized (forfeiture of desired booth location at future APTA expositions, no invitation to exhibit at future expositions, etc). Aisles must be kept clear and exhibits arranged so that exhibit personnel are inside the space rented.

Breaches of Contract

Breaches or infractions of an exhibitor's contractual obligations could affect the status of the company's future eligibility to exhibit and/or result in the termination of the exhibitor's display privilege at APTA's expositions. Termination may become effective during the exposition, at which time the exhibitor must remove his or her exhibit as soon as possible without disruption of the exposition. Expulsion of, or restrictions placed on, an exhibitor may not give rise to a claim for any refund of rental or other exposition expenses.

Disruptive Exhibits

Public address, sound producing, or amplifying devices must be tuned to conversational level and will be monitored by the APTA Exposition Services team and the Exhibitor Advisory Committee. The operation of any equipment or apparatus that produces odors annoying to neighboring exhibitors or guests will not be permitted.

Entering another Exhibitor's Booth

Exhibitor personnel should not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth.

Forms of Entertainment or Amusement

Attention-getting devices in the form of entertainment or amusement must be approved by the APTA Exposition Services team prior to the opening of the exposition. Only activities that, at the discretion of the APTA Exposition Services team, are in keeping with the professional environment of the exposition will be allowed.

Inspection of Booths

The APTA Exposition Services team, along with the Exhibitor Advisory Committee, will inspect each booth prior to the opening of the exposition to ensure that the exhibitor has adhered to the rules and regulations set forth in this document. The APTA Exposition Services team and/or the Committee will inform the exhibitor of any infractions, and all corrections must be made before the exposition opens.

Photography

The use of any camera equipment in the Exhibit Hall other than APTA's official conference photographer and APTA's Web & New Media staff without permission is strictly prohibited. This includes, but is not limited to, any photographic device or equipment, such as a camera, video recorder, camera phones, and/or recording devices, digital, or otherwise. For questions or permission to utilize photography of any kind, please contact the APTA Exhibit Management team.

Photography/Videotaping and Camera Crews: It is imperative that each company notify its participating personnel of these rules. Photographing, including using camera enabled cell phones, videotaping or otherwise examining another exhibitor's equipment or display without permission is forbidden. Live public/media broadcasts by exhibitors are strictly prohibited. A representative of one exhibiting company is not allowed to photograph or videotape another exhibitor's booth. Violation of this rule will result in the expulsion of the offending exhibitor from the exhibit hall and a loss of priority points by the exhibiting company.

Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crews **must** comply with the following procedures:

1. Exhibitors may request permission from APTA Exhibit Management to use a non-official photographer to photograph their booth for **internal marketing purposes only**. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the exhibit hall.
2. Exhibitors may request permission from APTA Exhibit Management to use a non-official mobile camera crew to videotape their own booth for **internal company purposes only**. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the exhibit hall.

3. Non-official photographers and/or mobile camera crews must be escorted to and from exhibitors' booths by APTA Exhibit Management.

4. All non-official contractors must provide a Certificate of Insurance to APTA Exhibit Management in the amount of \$2 million dollars naming the American Physical Therapy Association as the additional insured.

NOTE: APTA's Exhibit Management does not require schedules or request approval for personnel to enter the hall for the installation and dismantle of stationary cameras and video equipment which will be used by exhibitors for approved booth presentations or activities as long as these are not used for live public/media broadcasts.

Photography request forms are found in the Exhibitor Services Kit.

Product Demonstrations

Exhibitors are permitted to demonstrate their equipment and to make informational presentations regarding their products or services in their booths. No exhibitor or agent of an exhibitor shall perform any activity that is, or appears to be, medical or health care evaluation or treatment of any individual.

Sales

The purpose of the American Physical Therapy Association's exhibit program is to further the education of the attendees by providing information, services, products, and industry trends which are pertinent to the physical therapist's professional interest. Consistent with this purpose, exhibitors may make sales of and take orders for exhibited products/services. Exhibitors may not sell or take orders for any other products/services. At no time may the exhibit or product display be altered to fulfill a transaction. Exhibitors may not sell items to be carried from the Exhibit Hall unless they are small enough to be easily hand-carried. No signage or advertising of product pricing will be allowed. It is the responsibility of each exhibiting company to submit sales tax to the State in which the conference is being held - Department of Taxation, where applicable.

Smoking

Smoking is not allowed in the Convention Center.

Soliciting

All business activities, circulars, and advertising matter of the exhibitor may be conducted and/or distributed only within the booth(s) assigned to the exhibitor. No material may be placed on seats or attached to walls, ceilings, or woodwork in the Exhibit Hall or left in public spaces for distribution. Publishing companies shall not solicit other exhibitors to advertise in their publications.

Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without the prior knowledge and written consent of APTA. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business without the prior written consent of the APTA Exposition Services team.

In summary, the above are the Rules and Regulations for exhibiting with the American Physical Therapy Association. By signing the Application to Exhibit, you have agreed to abide by these rules. Please contact APTA if you have any questions