It’s not too late to register, booths are still available!

87th Annual Meeting
and Trade Show
Exhibitor Prospectus and Sponsor Information

“The AHA Trade Show is a chance to introduce new ideas/concepts for remote provision and delivery of patient care.”

“This show is a great opportunity, due to the time of year, to have our hospital CEOs participate in a nationally recognized event.”

October 4-6, 2017
Statehouse Convention Center
Little Rock, Arkansas
Thank You to the 2016 AHA Annual Meeting and Trade Show
Corporate Sponsors and Exhibitors!

360 Degree Medicine
AAMSCO Identification Products
ACS - Administrative Consultant Services, LLC
Advanced Cabling System, Inc.
AHA Services, Inc.
AHA Workers' Compensation
Self-Insured Trust
American Data Network
ArCom Systems, Inc.
Arkansas Association of Hospital Trustees
Arkansas Blood Institute
Arkansas BlueCross BlueShield
Arkansas Center for Health Improvement (ACHI), UAMS
Arkansas Foundation for Medical Care
Arkansas Graphics, Inc.
Arkansas Health & Wellness Solutions
Arkansas Health Executives Forum
Arkansas Medical News, Inc.
ARORA
Arthur J. Gallagher & Co. (Formerly Hagan Newkirk Financial Services)
The Austin Company
BancorpSouth Insurance Services, Inc.
Baptist Health EICU Care
BKD, LLP
Centimark Corporation
CertaPro Painters, LTD
Clark Contractors, LLC
Commerce Bank, N.A.
Conexus Solutions, LLC
CoreSource, Inc.
Cornerstone Hospital of Little Rock
Correct Care, Inc.
CR Crawford Construction, LLC
Crews & Associates, Inc.
Critical Alert Systems, Inc.
Cromwell Architects Engineers, Inc.
Curtis Stout
DataPath Administrative Services, Inc.
The Delta Companies
The Diamond Agency
DocuVoice, LLC
EmCare, Inc.
Emergency Staffing Solutions
EMS, LLC
Engelkes Felts & Barnhardt, LTD
Evo Business Environments
EZ Way, Inc.
Friday, Eldredge & Clark, LLP
Harding University MBA Program
Harness Roofing, Inc.
Health eCareers
Healthcare Innovative Products, LLC
Healthcare Staffing Services, LLC
Heartland Medical Sales and Services, Inc.
Hewlett Packard Enterprise Services
Arkansas Medicaid
Hill-Rom
Hillyer Architectural Products
Image Works Commercial Interiors
IMS - Integrated Medical Systems International, Inc.
Integrity Rehab Group
iVantage Health Analytics
Jackson & Coker Permanent
Jeron Electronic Systems, Inc.
JTS Financial Services, LLC
LaSalle Solutions
LHC Group, Inc.
Liberty Mutual Insurance
LifeShare Blood Centers
Masimo
The Medicus Firm
MedPro Group
Meridian Leasing Corporation
Merritt Hawkins
An AMN Healthcare Company
Mid-South Medical Imaging, LLC
Mitchell Williams
Morgan Hunter HealthSearch, Inc.
Nabholz Construction Corporation
Patient Matters, LLC
Pension Consultants, Inc.
Perry Johnson & Associates, Inc.
Polk Stanley Wilcox Architects
Powers of Arkansas
Premier Care
ProAssurance Corp.
Professional Credit Management, Inc.
Publishing Concepts, Inc.
Quest Diagnostics
Randall Data Systems, Inc.
Razorbak Air Filter, Inc.
Remi
Roof Connect
School & Office Products of Arkansas, Inc.
sComm
Soderquist Leadership
Southeast Imaging
Staples Business Advantage-Workplace Studio
State Health Alliance for Records Exchange (SHARE)
The StayWell Company, LLC - Krames Patient Education By StayWell
TeamHealth
Tech Systems Inc.
TEG Architects
Telehealth Services
Therapy and Rehab Solutions, Inc.
ThyssenKrupp Elevator Americas
Today's Office Inc.
Triple-S Alarm Co., Inc.
UAMS Center for Distance Health
University of Arkansas, Little Rock
Weekend MBA Program
USDA Rural Development
Valley Services, Inc.
VersaSuite
Vision Service Plan
Vizient, Inc.
Voice Products, Inc.
WD & D Architects
Webster University-Little Rock Area
Welch, Couch & Company, PA
Western Specialty Contractors
WorkSite Lighting
Zelis Healthcare

Corporate Sponsors Listed in Red
FACTS
The Arkansas Hospital Association (AHA) will hold its 87th Annual Meeting and Trade Show October 4-6 in Little Rock. The Trade Show will be held on Thursday, October 5 from 1:00 p.m. until 4:00 p.m. and is open to hospital purchasing decision-makers.

The Trade Show will showcase products, equipment and services for the health care industry with an emphasis on acute care, psychiatric and rehabilitation hospitals. The Statehouse Convention Center (SCC) provides plenty of space for all exhibits and meal service to be located in a single room.

TRADE SHOW SCHEDULE
Wednesday, October 4
2:30 p.m. - 6:30 p.m.   Exhibitor Registration and Set Up
Statehouse Convention Center

Thursday, October 5
7:00 a.m. - 10:00 a.m.  Exhibitor Registration and Set Up
Statehouse Convention Center
11:00 a.m. - 12 noon   Exhibitor Luncheon
1:00 p.m. - 4:00 p.m.  Trade Show Open
3:15 p.m. - 4:00 p.m.  Trade Show Hospitality
4:00 p.m. - 7:30 p.m.  Dismantling of Booths

See AHA Exhibit Rules and Regulations for additional information about the Trade Show, assignment of space, contractor services, etc.

AHA ANNUAL MEETING
The Arkansas Hospital Association Annual Meeting will be held at the Little Rock Marriott, 3 Statehouse Plaza. The Trade Show will be located in Governor’s Halls I-II in the adjacent SCC.

Sponsors and exhibitors are welcome to attend the Annual Meeting events; however, a registration form, available in the Annual Meeting program, must be completed and returned. Sponsors receive complimentary registration fees to the Annual Meeting (see page 6); additional fees may apply to exhibitors based on sessions and whether they are ticketed events. Non-exhibiting companies are not allowed to attend the AHA Annual Meeting. The AHA Annual Meeting program will be available August 1, 2017.

AHA ANNUAL MEETING SCHEDULE
The official schedule of the AHA Annual Meeting begins with scheduled programs on Wednesday, October 4 and continues through Friday morning, October 6. A final schedule of events will be included in Exhibitor Registration packets.

CONTACT
For additional information or questions about the AHA Trade Show, contact Anna Sroczynski at (501) 224-7878 or asroczynski@arkhospitals.org.
New for 2017!!!

Taken from suggestions and comments from previous exhibitors and sponsors, AHA is implementing several changes and additions to the 2017 Trade Show!

♦ New floorplan to boost attendee interaction with exhibitors and sponsors
  - Tables will be set within the aisles for attendees to rest and chat
  - An emcee will continuously move around the Trade Show floor interacting with both attendees and exhibitors to keep everyone engaged
  - AHA is adding several additional give-a-ways to entice attendees to visit booths - random company names will be drawn and attendees standing in that booth will receive gift cards!

♦ AHA Annual Meeting attendee lunches, prior to the Trade Show, have been moved closer to the Exhibit Hall for easier access and entry to the Trade Show

♦ Changes to the AHA Annual Meeting sessions are being assessed to increase attendee audiences
  - Increased number of national speakers
  - Wider range of topics to draw in additional target audiences

♦ Hospitality bars set up 45 minutes prior to the conclusion of the Trade Show

Meet our 2017 emcee!

D.J. Williams Jr. is a co-host on the morning show at Little Rock NBC affiliate television station KARK channel 4. D.J. was formerly a tight end drafted by the Green Bay Packers out of University of Arkansas in the fifth round in the 2011 NFL Draft. D.J. also played for the Jacksonville Jaguars, New England Patriots, Tampa Bay Buccaneers and Washington Redskins before becoming a free agent in 2015.

Williams attended Central Arkansas Christian High School, where his initial athletic interest was basketball; he was encouraged to try football by high school coach Tim Perry. D.J. was named all-state after his senior season, and was considered a four-star recruit by most recruiting services. The 2010 John Mackey Award recipient at the 2010 Home Depot College Football Awards Red Carpet show on ESPNU, he also won the 2010 Disney Spirit Award as college football's most inspirational player. D.J. was named to the 2010 1st Team All-SEC squad by the coaches and the AP, after amassing 54 receptions for 627 yards and 4 TD for the Razorbacks which finished 10-3 after a loss to Ohio State in the Sugar Bowl. Arkansas won the Liberty Bowl over East Carolina in his junior year of 2009, finishing with a record of 8-5.

Like other students Williams could have cited many accolades; however, he chose this statement alone to appear with his picture in one of his yearbooks: "Baptized into Christ." Williams has cited the Passion of the Christ as exemplifying the way he and his mother, Vicky Williams, and his two sisters overcame his abusive father and other challenges including on the football field.
Sponsor Information

SPONSOR BENEFITS

- Printed recognition in pre-Annual Meeting mailings (application must be received by July 3)
- Recognition during sponsored sessions
- Identification sign indicating level of sponsorship
- List of Annual Meeting registrants and the AHA’s annual membership directory
- Recognition in Arkansas Hospitals magazine

With these additional benefits:

**Diamond Sponsor**

- 2 Booths in Trade Show*
- 8 Complimentary Registration Fees and Tickets to Annual Meeting Events
- 1 Year Subscription to AHA publications

**Platinum Sponsor**

- 1 Booth in Trade Show*
- 6 Complimentary Registration Fees and Tickets to Annual Meeting Events
- 1 Year Subscription to AHA publications

**Wi-Fi Sponsor (1 Available)**

- 1 Booth in Trade Show*
- 4 Complimentary Registration Fees and Tickets to Annual Meeting Events
- Company Name as Password for Wi-Fi

**Hospitality Sponsor (2 Available)**

- 1 Booth in Trade Show*
- 4 Complimentary Registration Fees and Tickets to Annual Meeting Events
- Recognition (Sign) at Hospitality Location

**Gold Sponsor**

- 1 Booth in Trade Show*
- 4 Complimentary Registration Fees and Tickets to Annual Meeting Events

**Silver Sponsor**

- 1 Booth in Trade Show*
- 2 Complimentary Registration Fees and Tickets to Annual Meeting Events

**Bronze Sponsor**

- 2 Complimentary Registration Fees

**Copper Sponsor**

- 2 Complimentary Registration Fees

**Please Note:** When registering, please do not email sponsor form. The AHA server does not allow for certain attachments to be received and your registration form may be lost.
Company Name

Contact Person’s Name

Title ________________________________ Phone ________________________________

Mailing Address

City, State, Zip ________________________________ E-mail ________________________________

Please print a brief description of your product, service and/or organization for use in exhibitor/sponsor promotional materials:
_________________________________________________________________________________
_________________________________________________________________________________

Please email company logo to: asroczynski@arkhospitals.org. This must be received by July 3, 2017.

Corporate Sponsor Levels
(Please indicate level)
☐ Diamond: $10,000+ ☐ Complimentary Booths*
☐ Platinum: $7,500 ☐ Complimentary Booth* - SOLD!
☐ Wi-Fi: $6,000 ☐ Complimentary Booth* - SOLD!
☐ Hospitality: $6,000 ☐ Complimentary Booth* - SOLD!
☐ Gold: $5,000 ☐ Complimentary Booth*
☐ Silver: $3,000 ☐ Complimentary Booth*
☐ Bronze: $2,000
☐ Copper: $1,500

*Important note: You MUST check this box and complete the enclosed Exhibit Booth Registration and Contract (page 9) to receive a complimentary booth in the AHA Trade Show.

PAYMENT METHOD

☐ Check enclosed (payable to Arkansas Hospital Association)

☐ Visa ☐ MasterCard only (AmEx or Discover will not be accepted)

Card Number ________/______/______/______ Expiration Date ________/______ Phone # __________

Name on Card ________________________________ CVV Code (3 digit # on the back of the card) ________

Signature _________________________________________________________________________

Credit Card Billing Address _________________________________________________________________________

Please return form and entire payment by July 3, 2017 (to be included in final program booklet) to:
Anna Sroczynski, Exhibits Manager; Arkansas Hospital Association; 419 Natural Resources Drive, Little Rock, AR 72205; Phone: (501) 224-7878; Fax: (501) 224-0519

Sponsor Cancellation/Refund Policy:
No refunds will be given after promotional materials have been printed (July 3).
Exhibit Information

Exclusive Exhibit Hours: Thursday, October 5, 1:00 p.m. – 4:00 p.m.

EXHIBITOR BENEFITS
- Market your products to purchasing decision-makers attending the Trade Show
- Follow up with prospective customers using the AHA Trade Show registration list (distributed during Exhibitor Registration) and membership directory
- List your company’s name and products/services in the Trade Show Listing
- Ability to drive into the Trade Show Hall for set up and tear down
- Carpeting throughout the entire Trade Show
- Cash drawing for one lucky exhibitor (must be present to enter and win)

The 2016 AHA Annual Meeting and Trade Show attracted more than 250 health professionals, including hospital CEOs, COOs, CFOs, governing board members, purchasing directors, nursing executives, compliance officers, marketing and PR personnel, human resources and others.

EXHIBITOR FEE & BOOTH INFORMATION

All booths (excluding sponsor aisle) are $950*
- All booths are 10’x 10’
- 8’background drapery and 3’side rails
- Electricity, (if requested) on Registration Form
- Identification sign
- Aisle and booth carpeting
- 6’skirted table (if requested) and 2 chairs
- Complimentary lunch
- On-site list of attendees
- A total of four (4) representatives in booth at no extra charge, no exceptions.

*Deadline for booth registration is July 3, 2017, after which a $150 late fee will be charged.

No exceptions.

PLEASE NOTE

♦ Booth assignments are not guaranteed until full payment is received.

♦ Exhibitors **MUST** remain set up until the Trade Show closes at 4:00 p.m.
  - Exhibitors found dismantling before 4:00 p.m. will not receive an updated attendee list, nor will they receive the first mailing of the exhibitor prospectus for the next year.

♦ When registering, please **do not email exhibitor form**. The AHA server does not allow for certain attachments to be received and your registration form may be lost.
AHA EXHIBIT BOOTH
REGISTRATION AND CONTRACT
October 4-6, 2017 (Trade Show October 5)

Deadline for booth space is July 3, 2017, after which a $150 late fee will be charged.

The following information will appear as submitted in all AHA publications. Acknowledgement letter and exhibitor kit will be mailed to the CONTACT person listed on the contract. Please print or type all information.

Company Name ________________________________________________________________

Address _______________________________________________________________________

City ___________________________ State _________ Zip ______________

Phone ___________________________ Fax ___________________________ E-mail ________________________

Company Website __________________________________________________________________

Company Description - 25 words or less: (Please type or print legibly.)
_________________________________________________________________________________
_________________________________________________________________________________

BOOTH SPACE and FEES (please list number of booths requested)

Booth location preferred (if available): 1st _______ 2nd _______ 3rd _______

#____ Booth(s): $950 each (or $1,100 after 7/3/2017) (10’x 10’, draping, 2 chairs, carpet and sign)

This fee covers the following, but you MUST designate what you need:

___ I will need a 6’ table.  ___ I will need basic electricity (at no extra charge*).

*requesting electricity on the Trade Show floor will cost $70; paid directly to SCC.

A total of four (4) representatives will be allowed in each booth at no extra charge (except for Diamond [8] and Platinum [6] Sponsors).

PLEASE NOTE: The following person will receive all future correspondence and confirmation of booth space.

Contact Person ___________________________ Title ___________________________

Mailing Address, City, State, Zip _____________________________________________

Phone ___________________________ Fax ___________________________ E-mail ________________________

We agree to follow the Exhibit Rules and Regulations as set forth by the Arkansas Hospital Association. Please Note: requirements of #8 and #15 in Rules and Regulations (page 10 & 11).

SIGNATURE __________________________________________________ DATE __________

Unless indicated otherwise, $50 of the exhibit fee will be contributed to the AHAPAC. ☐ No

PAYMENT METHOD (A 50% deposit is due with this application; booth assignments will not be guaranteed until full payment is received.)

_____ Check enclosed (payable to Arkansas Hospital Association)

_____ Visa _____ MasterCard only (AmEx or Discover will not be accepted.)

Card Number ___________ / ___________ / ___________ / ___________ Exp. Date ___________ CVV code ___________

(3 digit # on the back of the card)

Name on Card ___________________________ Signature ___________________________ Phone ___________________________

Credit Card Billing Address _______________________________________________________

INSTRUCTIONS: Please return the Booth Application and Contract with your deposit of 50% of the booth space (entire fee is due by 7/3/2017) to: Anna Sroczynski, Exhibits Manager; Arkansas Hospital Association; 419 Natural Resources Drive, Little Rock, Arkansas 72205; telephone: (501) 224-7878; fax: (501) 224-0519.
It is the responsibility of all Exhibitors/Corporate Sponsors to read and follow the rules and regulations listed below. An attestation is provided for signature on the AHA Exhibit Booth Registration and Contract.

1. **SPONSORSHIP/PURPOSE**: The AHA Annual Meeting and Trade Show is sponsored by the Arkansas Hospital Association, a not-for-profit corporation. The purpose of the Annual Meeting is to provide educationally oriented service to the health care field, its personnel and related associations; to offer a forum for the exchange of information on health-related issues, services, skills and technology; and to promote effective two-way communications between health care providers and suppliers of related products and services. The terms AHA® or Association® used in these regulations shall mean the Arkansas Hospital Association, and, as the context requires, its employees acting for the AHA in the management of the Trade Show.

2. **EXHIBIT DATE AND HOURS**: The Trade Show will be opened to attendees on Thursday, October 5, from 1:00 p.m. – 4:00 p.m.

3. **ELIGIBILITY**: The technical exhibit area is opened to exhibitors/sponsors whose products and services are directly related to the health care field. Acceptance of exhibitors/sponsorship is at the sole and absolute discretion of the AHA. An application to exhibit is not accepted until the exhibitor is notified by the AHA in writing of the acceptance, and any such acceptance is subject to the conditions and requirements contained in these Rules & Regulations and within the exhibitor contract.

4. **APPLICATION FOR EXHIBIT SPACE**: Applications for space are submitted on the AHA Exhibit Booth Registration and Contract form. Return the form, along with the deposit, to: Anna Sroczynski, Exhibits Manager; Arkansas Hospital Association; 419 Natural Resources Drive, Little Rock, Arkansas 72205. No telephone reservations will be accepted. **EXHIBIT SPACE WILL NOT BE HELD WITHOUT A DEPOSIT**.

Upon acceptance, confirmation will be mailed to the contact person and serve as a record of space assignment. Each firm represented at the Annual Meeting must have contracted for space.

5. **BOOTH RENTAL RATE AND DEPOSIT**: All Trade Show booths are ten feet by ten feet. Space assignment shall not be less than one booth or multiples of that size at a rental rate of: $950 for a booth ($1,100 after 7/3/17), which includes draping, 6’ table (if requested) with 2 chairs, basic electricity (if requested), carpet and company sign. **After September 29th**, all electrical orders must be placed with the SCC.

A deposit of 50% of the total payment for sponsorship and exhibit booth space is required with the return of the AHA Exhibit Booth Registration and Contract form; however, the entire space rental fee may be sent with the registration. **The balance in full must be paid on or before July 3**.

6. **ASSIGNMENT OF SPACE**: Booth space will be assigned according to the following criteria: priority for companies that exhibited the prior year; preference of the exhibitor; number of spaces requested; date of receipt and acceptance of AHA Exhibit Booth Registration and Contract form; and the dispersion of similar exhibits. Every effort will be made to assign the booth space required or the next closest location. The final assignment of booth space is, however, at the sole discretion of the AHA. After final assignment of booth space, AHA reserves the right to rearrange the floor plan and may relocate any exhibit in its discretion. However, the exhibitor will be consulted prior to such relocation. AHA Educational Tables are reserved for Arkansas member institutions wishing to display educational materials only. Corporate Sponsors and AHA Services, Inc. endorsed companies will be given the opportunity to display in special areas, booths 1-29, 30-36 and 51-57, respectively.

7. **REFUNDS AND CANCELLATIONS**: If written notice of space cancellation is received by the Association prior to July 3, a full refund less a $150 administrative fee will be made. For sponsorship cancellation, please see sponsor contract. If space is cancelled on or after July 3, no refunds will be made and the outstanding balance will be due the AHA. If, however, the AHA is able to rent the space to another exhibitor, the rent paid will be refunded, less a $150 administrative fee. The AHA is under no obligation to solicit a replacement exhibitor.

8. **SUBLETTING OF SPACE**: The subletting, assignment, or apportionment of the whole or any part of the assigned booth space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in their space any products and/or services other than those manufactured or sold by the contracting exhibitor within the regular course of their business, nor permit the solicitation of business by others within their space. If an exhibitor has affiliated with another business entity to offer one or more products or services in the regular course of its business, the exhibitor may exhibit such product or service within their booth space and give credit to the affiliated business entity only with the express written permission of the Association.

If an exhibiting company plans to provide items in their booth that require the hiring of a company outside their regular course of business (ex: smoothies, ice cream, chocolate fountain, popcorn machine, photo booth, etc.), AHA must be contacted for approval.

9. **BOOTH CONSTRUCTION AND ARRANGEMENT**: Exhibit booths will be supplied and erected by the AHA, consisting of a draped background 8’ high and draped side partitions 3’ high. The official booth height is 8’. The entire exhibit hall, including all booths, is carpeted. If an exhibitor desires a deviation from the booth space requirements (10’ by 10’ by 8’), permission must be obtained from the AHA. All exposed, unfinished parts of an exhibit must be draped to present an attractive appearance. Inspections of the exhibits will be made during set up time and effort made to advise the exhibitor if any deviation from the exhibit rules is noted.

10. **INSTALLATION OF BOOTHS**: Installation of exhibits at the SCC will be from 2:30 p.m. to 6:30 p.m. on Wednesday, October 4, and Thursday morning, October 5, from 7:00 a.m. to 10:00 a.m. **NO EXCEPTIONS!**

11. **CONTRACTOR SERVICES AND INFORMATION**: The AHA has selected Southwest Design & Display (SDD) to serve as the official contractor to provide various services to exhibitors. These services include: shipping and drayage, labor for erecting and dismantling and booth equipment and furniture. All contractor services must be provided by SDD. Complete information, instructions and schedule of prices regarding shipping and drayage, labor for erecting and dismantling, furniture, etc., will be included in the Exhibitor® Service Kit to be forwarded by August 4. An Exhibitors® Service Center will be maintained on the exhibit floor to facilitate service requests from exhibitors. Payment for services provided to the exhibitors by the official contractor is the **responsibility of the respective exhibitor**. All services not ordered in advance of September 15, must be procured through the Exhibitors® Service Center, which will be maintained in the exhibit area.

12. **EXHIBITOR HOUSING**: A block of rooms has been reserved at the Little Rock Marriott (which is adjacent to the SCC), the Annual Meeting headquarters hotel. Hotel room rates are $175 single or double occupancy. Each exhibitor is responsible for making his/her own room accommodations. The telephone number is (501) 906-4000.
13. **DELIVERY OF EXHIBIT MATERIAL:** Each exhibitor will be responsible for the delivery and removal of equipment and/or display material to and from the exhibit hall. The AHA, along with the SCC security, shall control all traffic into/out of the exhibit areas to minimize delays.

14. **SHIPPING AND STORAGE:** The SCC will not accept shipments for storage. All shipping arrangements must be made through SDD. SDD will deliver shipments to the assigned booth space when the displays are set up. An information sheet detailing procedures for handling shipments to SDD will be included in the Exhibitors’ Service Kit.

15. **DISMANTLING OF EXHIBITS:** Exhibits must be dismantled between 4:00 p.m. and 7:30 p.m., Thursday, October 5. However, exhibitors found dismantling before 4:00 p.m. will not receive an updated attendee list following the Annual Meeting nor will they receive the first mailing of the exhibitor prospectus for the next year. All exhibits must be removed by 7:30 p.m., Thursday, October 5. The AHA will not be responsible for any materials left after this time. Exhibitors are responsible for making arrangements for prompt pickup for all outbound shipments. The official drayage contractor will be available to assist the exhibitors on Wednesday and Thursday.

16. **EXHIBITORS’ REPRESENTATIVES:** Each exhibitor will name one individual to act as its authorized representative for all decisions regarding the exhibit throughout the duration of the exhibit contract. Each exhibitor must provide an attendant within his/her exhibit space during opening hours of the Annual Meeting as defined above. Each exhibitor must have a bona fide employee or representative who receive commission, brokerage or salary from the exhibitor, but excluding representatives who maintain and own inventories of merchandise for resale.

False certification of individuals as exhibitors’ representatives, misuse of exhibitors’ badges or any other method or device used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the exposition or barring him from further entrance on the exhibit floor or removing his exhibit from the floor, without obligation on the part of the Association for refund of any fees. Upon the exercise of this authority by the Association, the exhibitor, for himself, his employees or his agents, waives any rights or claims for damage against the Association arising out of enforcement of this paragraph.

17. **EXHIBITOR REGISTRATION:** All exhibitors are to register their personnel in advance. Booths are limited to four (4) representatives. Any additions or changes in registration made during the Annual Meeting must be certified by the exhibitor’s authorized representative. Admission to the exhibit hall will be by official registration badge only. The official registration badge must be worn whenever the exhibitor is in the exhibit hall. **No badge will be issued until exhibitor registration fee is paid in full.**

18. **PRESENTATION OF PRODUCTS AND SERVICES:** The purpose of the Annual Meeting exhibit program is to further the education of health care professionals. The consumption of a sale, be it cash or charge, throughout the duration of the Trade Show is expressly forbidden. Contacts, however, may be made for future discussion of sale and delivery of products and/or services. The method and manner of sale shall be proper, and any exhibitor shall be subject to eviction, without refund, if his sales procedure is objectionable.

19. **SPECIAL VISUAL AND SOUND EFFECTS:** Audio visual and other sound and attention-getting devices and effects are permitted only at such decibel intensity as, in the opinion of the AHA, do not interfere with the activities of neighboring exhibitors. Operational equipment being demonstrated should not operate at noise levels which are objectionable to neighboring exhibitors. Moving equipment or machinery compressors or other apparatus must not create objectionable noise or sound.

20. **SECURITY AND LIMITATION OF LIABILITY:** The AHA will provide peripheral security only in the exhibit hall during the exhibition period; however, the Association shall have no responsibility for the protection of the exhibitor’s booth, materials or displays during the Annual Meeting. Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment and display at all times, and the exhibitor hereby releases the AHA and the SCC from any and all claims, losses, damages and expenses arising out of any losses to any thereof.

The exhibitor releases and waives any claim against the SCC, the AHA, and their respective board members, officers, directors, employees, contractors and agents (hereinafter referred to as “Indemnitees”) from any and all claims, losses and damages arising from or in connection with any cause whatsoever, including without limitation, negligence, loss, theft, damage, or destruction of goods, or for any injury to itself, its agents, employees and contractors while in or about the exhibition premises. Exhibit agrees to indemnify and to hold harmless and defend Indemnitees from any losses, claims, liabilities, damages and expenses (including attorneys’ fees) arising from whatever cause whatsoever, including without limitation property damage or loss and injury or harm to persons, arising out of or caused by exhibitor’s maintenance, use, set-up, construction, removal and operation of its exhibit and booth, or the acts or failure to act of the exhibitor and its officers, directors, employees, agents, contractors and invitees while in or about the SCC or the Little Rock Marriott for the AHA Annual Meeting and Trade Show and from any breach of the exhibitor contract.

The exhibitor must confirm that drivers of any vehicles driven on SCC premises are insured as required by Arkansas law.

21. **IRREGULAR ACTIVITIES:** All business activities of the exhibitor must be within the exhibitor’s allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the AHA are expressly prohibited. To ensure the quality of the meeting any uncommon promotional techniques should have prior AHA approval. Distribution of refreshments or other products for consumption on the premises, not manufactured by or specifically related to the sales activities of the exhibitor, shall not be permitted.

All foodstuffs and beverages are controlled by an exclusive agreement with the SCC caterer. If samples of these items are to be part of the exhibit, approval from the AHA is required. Where food products are permitted to be served, the preparation of such foods cannot cause odors considered to be offensive or objectionable to other exhibitors or registrants. Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls or to the standard booth equipment. No part of any exhibit, or any signs relating thereto, shall be posted, nailed, screwed or otherwise attached to columns, walls and floors.

22. **SOCIAL FUNCTIONS:** Any exhibitor wishing to sponsor a social function during the Annual Meeting must do so with the approval of the AHA. No social functions, however, will be permitted during exhibit hours or during educational sessions.

23. **RULES A PART OF CONTRACT:** These rules and regulations are to be considered as a part of all exhibitor contracts. The AHA reserves the right to interpret them as well as make final decisions on all points which the rules and regulations do not cover.