



## **Rules and Regulations for Exhibiting at CSM 2012**

*(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 well being 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.

### **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, 2011.

#### **Commercial Exhibits**

For cancellations received prior to October 27, 2011, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received after October 27, 2011, and prior to December 6, 2011, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after December 7, 2011.

#### **Career Center, Nonprofit Association, 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 2012 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](mailto: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

## Booth Assignments

Booth assignments for all exhibitors whose applications are received on or before the due date 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, and (3) the date the application is received at APTA. **Applications received after the due date will be assigned on a first-come, first-served, space-available basis. NOTE: A company that has not settled all previous accounts with APTA will not be assigned booth space.**

When making your booth selections, remember that only a limited number of exhibitors will be able to obtain assignments in the prime areas. Therefore, you are encouraged to indicate other areas of the hall that you prefer if your first options are not available.

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-feet wide, 8-feet 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.

**Priority Point Information**

**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." Four complimentary badges are provided for each 10' x 10' booth (Career Center booths are provided 2 badges). The complimentary badges allow exhibitors into CSM 2012 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.

## 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, McCormick Place, 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 2012.

# Installation and Dismantle of Exhibits

## Hours

Each booth **must be ready** no later than **8:00 am on Thursday, February 9, 2012**. All exhibits must remain intact until the show closes on **Saturday, February 11, 2012**. NOTE: **For safety reasons, no one under 18 years old is permitted in the exhibit hall during installation and dismantling.**

# Official Service Contractor Information

## Official Service Contractor

GES is the official service contractor for APTA.

### **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 McCormick Place, 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 McCormick place 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. McCormick place 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.

[Contact: [sarahdriver@apta.org](mailto:sarahdriver@apta.org) | Last updated: 08/31/11]