

# Exhibiting at CSM 2010

(The policies stated on pages 6–10 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 Exhibitor Prospectus 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.

## ELIGIBILITY TO EXHIBIT

The American Physical Therapy Association 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 contract and application.

## 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 available at the booth documentation from the FDA on all products being displayed. 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 2010 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.

## 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 the Association.

### Booth Reservations

The "Application and Contract for Exhibit Space" shall be completed and submitted by one of the following methods: by mail with the deposit check made payable in US dollars drawn on a US bank to the American Physical Therapy Association, or by fax with completed credit card information (VISA, MasterCard, or American Express).

### 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 and Contract for Exhibit Space.

### 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 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, (3) the date the application is received at APTA, and (4) special needs of the exhibitor. 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.

### Career Center Booths

The Career Center offers exhibitors seeking to employ or network with physical therapy professionals one location to promote job opportunities. The Career Center will be staffed by the APTA Human Resources Department and will be offering career-enhancing resources. Bulletin boards will be available for you to post employment opportunities.

To secure a booth in the Career Center, complete the Application and Contract for Exhibit Space by checking the appropriate Career Center block. **The Career Center fees are non-refundable.** 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.

### 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 Code of Conduct, 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).

### 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 the Combined Sections Meeting 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.

### 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.

### 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.

## CANCELLATION POLICY

All cancellations must be received in writing by November 16, 2009.

Commercial Exhibits—For cancellations received prior to November 12, 2009, the exhibitor will be responsible for 25% of the full booth fee. For cancellations received after November 12, 2009, and prior to December 3, the exhibitor will be responsible for 50% of the full booth fee. No refunds will be made after December 4, 2009. 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.

## SECURITY

The American Physical Therapy Association 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. The Association 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

The American Physical Therapy Association, the APTA Exposition Services team, the San Diego 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, or 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 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 2010.

## OFFICIAL SERVICE CONTRACTOR

GES is the official service contractor for APTA.

## 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.

## BOOTH INFORMATION

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 kit. 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



Photo courtesy of: SDCVB

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 charges to the exhibitor.

### **In-line Booths**

In-line booths in the center of the 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 three 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. 1) 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; 2) 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.

### **Peninsula Booths**

Peninsula booths consisting of at least 4 booths may exceed 8 feet in height. If a back wall is used, it must be on the non aisle side and may not exceed 8 feet in height. The back wall should be centered and is permitted to extend 5 feet on each side at the 8-foot height and then must drop down to 4 feet. 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 four 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.

## **INSTALLATION AND DISMANTLE OF EXHIBITS**

### **Hours**

See installation and dismantle hours on page 4. Each booth must be ready for final inspection no later than 1:00 pm on Thursday, February 18, 2010. All exhibits must remain intact until the show closes on Saturday, February 20, 2010. NOTE: For safety reasons, no one under 18 years old is permitted in the Exhibit Hall during installation and dismantle.

### **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.

### **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 the San Diego Convention Center, it must arrive at the show site on the scheduled move-in days (February 17 or 18) in order for GES to receive it. If the shipment arrives at the 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 furnished 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 set-up and dismantle. We strongly encourage you to order labor in advance on the appropriate form in the Exhibitor Service Kit. Sample labor rates\* are as follows:

Straight time: \$60

Overtime: \$90

Sundays: \$100

Drayage: \$50.75 per cwt

\*Labor rates are estimates and subject to change.

Any full-time 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. Loading and unloading through the lobby is prohibited. The Convention Center does not provide carts, dollies, or pallet jacks for exhibitor use.

### **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.

### **Unofficial Service Contractors**

Exhibitors who plan to use an installation and dismantle firm 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.

### **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.

### **Equipment Passes**

An exhibitor may remove material from the Exhibit Hall after set-up begins and throughout the show ONLY if he/she has an Exhibit Hall equipment pass obtained from Exhibitor Registration.

## **EXHIBITOR BADGES**

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 2010

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 one 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.

## EXHIBITOR HOUSING CENTER

The official housing services provider for APTA is J. Spargo & Associates. Only J. Spargo can provide you with the most cost-effective, simple way to book your hotel reservations for this event.

New this year is the Exhibitor Housing Center, which allows companies to book and manage a group of rooms online. By booking your exhibitor block through the official APTA Housing Center, you will receive the discounted APTA rate as well as enjoying the excitement of conference activity. To support the meeting, secure your exhibitor room block by following the below steps:

- Go to [www.apta.org/CSM](http://www.apta.org/CSM)
- Click on the **Exhibitor Housing Center** link.

## Cancellation Policy

On December 4, 2009, at 5:01 pm (EST), the Exhibitor Housing Center will be closed. Any rooms not accounted for on the rooming list will be automatically released back to the APTA Housing Center without any refunds being issued. Any cancellations made after **December 4, 2009**, will result in forfeiture of room and tax payment for one night.

Should you have any questions or concerns in regards to securing an exhibitor room block through APTA's Housing Center, please contact the APTA Housing Center at [APTAhousing@jspargo.com](mailto:APTAhousing@jspargo.com) or contact the J. Spargo Call Center, toll free at 877/585-6003; outside USA/Canada at 703/449-6418. The Call Center hours are 8:30 am–5:00 pm (EST).

## EXHIBITOR HOSPITALITY AND MEETING SPACE EVENTS

Suites and meeting space in official conference hotels may be reserved through APTA's Meeting Services Team. Such space is to be used only for lodging or hospitality events and may not be used for product sales and/or equipment promotion. Violation of this policy by an individual and/or a company will result in a fee equal to the cost of an exhibit booth and the violating company/individual will be restricted from attending or exhibiting at future APTA conferences. Exhibitor-sponsored activities are not permitted during Exhibit Hall hours or other unopposed activities named by APTA. Suite arrangements and requests for meeting space can be made by contacting APTA's Meeting Services Team. All activities for registered attendees must be approved in advance and submitted in writing to APTA's Meeting Services Team.

## 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." Financial Considerations in Practice (HOD 06-99-13-17). 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.



Photo courtesy of Corporate Helicopters

# Exhibit Floor Policies

## 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 this 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 also may be suspended from this exposition at the discretion of the Association. The exhibiting company that he/she represents may lose all of its accrued priority points with APTA.

## Appropriate Badging

Exhibitor badges will reflect the name of the company shown on the application/contract for exhibit space. Each company representative must wear his/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. **Badges must be worn in the Exhibit Hall at all times.**

## Booth Staffing

Each exhibiting company is expected to staff its booth adequately during all exhibit hours. 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/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 Exhibits Services team 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 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 use photography of any kind, please contact the APTA Exposition Services team.

## 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, a 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 that are pertinent to the physical therapist's professional interest. Consistent with this purpose, exhibitors may make sales 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 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 California Department of Revenue.

## 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. Also excluded from exhibitor activities are all outside grounds and parking areas of the building(s).

## 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.

## Failure to Occupy Space

Unless previous arrangements are made in writing with the APTA Exposition Services team, booth space not occupied by the exhibiting company by 1:00 pm on Thursday, February 18, 2010, may be forfeited without refund to the exhibitor, and the space may be resold or used by the APTA Exposition Services team.



Photo courtesy of: Joanne DiBona, SDCVB