



## Application and Contract for Exhibit Space

### Contact Information:

Company Name (as it should appear in program) \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov. \_\_\_\_\_ Zip/Postal \_\_\_\_\_ Country \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Telephone \_\_\_\_\_ Mobile (for onsite contact) \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Company Website \_\_\_\_\_

### Exhibit Space Rates:

**NEW!**  
 \* 10' x 10' booths include carpet, 6' skirted table, 2 chairs.  
**VALUED over \$900!**

- 10'x10' Premium Booth - \$3,700\*
- 10'x10' Corner Booth - \$3,600\*
- 10' x 10' Inline Booth - \$3,550\*
- 10'x10' First-Timer's Booth - \$3,200\*
- 10'x10' Non-Profit or Publisher Booth - \$2,200\*
- Island Space - \$33.00 per square foot

*Non-profit booths are placed in inline spaces only  
 Must provide a 501c(3) form*

An additional \$500 to include company logo with description in the Convention Program Book.

### Booth Request:

Booth Size \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_ sq. ft.  
 Total Booth Cost \$ \_\_\_\_\_  
 Booth Selection(s) by order of preference.  
 Click here to view the floorplan.  
 1. \_\_\_\_\_ 2. \_\_\_\_\_  
 3. \_\_\_\_\_ 4. \_\_\_\_\_

### Competitor Proximity:

My company would like to be near:  
 \_\_\_\_\_  
 My company would not like to be near:  
 \_\_\_\_\_

### Exhibitor Benefits:

1. Access to more than 2,500 health professionals
2. Registered staff personnel may attend sessions where space allows, however no CME credits will be offered
3. Unopposed Exhibit Hours
4. Annual Convention Program listing includes a 50-word description and company name in print and online.
5. Use of the pre- and post-conference attendee mailing using NMA official mailing house with NMA approved marketing piece
6. Complimentary Conference Program
7. Exhibitor listing in the Mobile App

### Payment Information:

Initials	Deposit and Payment Schedule
	Due with Application . . . . . 50%
	After May 26, 2017 . . . . . 100%

Exhibit space will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*This exhibit space application will become a contract upon acceptance with authorized signatures and is based upon the exhibit floor plan, exhibit space fees, rules governing the exposition and general information that is included with this document.*

### Credit Card Information:

Credit Card Payment:  Visa  MasterCard  American Express  
 Cardholder Name \_\_\_\_\_  
 Credit Card Number \_\_\_\_\_  
 Security Code \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Signature \_\_\_\_\_

### Cancellation/Decrease Penalties:

Initials	Cancellation/Decrease Penalties
	Present – May 26, 2017 . . 50%
	After May 26, 2017 . . . . . 100%

NMA must receive written notification of the cancellation/decrease.

**Mailing To:** NMA Exhibit Management  
 c/o A. Fassano & Company  
 461 Route 168, Unit A  
 Turnersville, NJ 08012 USA

**Make Checks Payable To:** National Medical Association  
 NMA Tax ID No. 53-6010805

**Email To:** [processing@AFassanoCo.com](mailto:processing@AFassanoCo.com)

**Billing/Invoicing Questions:** Karen Kimakovich 856-232-2322



# Exposition Rules and Regulations

**Payment & Deposit Schedule** - All applications should be forwarded with a minimum deposit of 50% for each booth requested. Remaining balance due must be postmarked no later than May 26, 2017.

**Assignment of Booth Space** - Priority for space assignment will be given to previous 2016 exhibitors upon order of receipt of their application. Priority assignment order for 2016 exhibitors will expire on **April 7, 2017**. Monday, April 10, remaining exhibit space will be sold on a first come, first served basis. NMA reserves the right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

**Cancellation by Exhibitor All space reductions/cancellations must be received in writing.** In the event that NMA receives written notification by **May 26, 2017**, all sums paid by the exhibitor, less a service charge of 50% of **total original exhibition** or sponsorship opportunity fee, will be refunded. No refunds will be given for reductions in space or cancellations received after **May 26, 2017**, and obligate the exhibiting company to the full payment of rental space and / or sponsorship opportunity fee. Date cancellation / decrease notice is received by NMA will determine above assessment charges. In the event of either a full or partial cancellation of space by an exhibitor, NMA reserves the right to reassign canceled booth space, regardless of the cancellation / decrease assessment. Subsequent reassignment of canceled space does not relieve the canceling exhibitor of the obligation to pay the cancellation / decrease assessment. Appropriate payment must be received within 15 days of cancellation / decrease.

**Eligibility for Exhibiting** - NMA promotes the exhibits to participants as an integral part of the educational opportunities offered by the conference. The standard booth size will be 10' x 10'. Each booth includes a draped 8'- high back wall, 36"-high dividers, and (1) 7"x44" identification sign with company name and booth number for in-line and perimeter booth.

**Installing, Exhibiting, Dismantling** - Hours and dates for installing, exhibiting, and dismantling shall be those specified by NMA. Exhibits must be staffed during all show hours and may not, to any extent, be dismantled before the official closing on the final day of the exposition. **Exhibitors who begin to dismantle or pack exhibit materials prior to the official Exposition closing will be assessed a \$500 penalty fee and may be restricted from participating in future NMA Expositions until this fee is reconciled.** Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the exposition before the specified conclusion of the dismantling period set by NMA. No children are permitted on the exhibit floor during installation and dismantling.

**Inspection** - Inspection of the exhibit will be made during set up to advise the exhibitor if any deviation from the exhibit rules is noted. In the event the exhibitor is not available, the decorator, with the approval of Exhibit Management, will provide draping necessary deemed necessary for exposed unfinished areas and submit charges to the exhibitor.

**Exhibit Representatives** - Register staff personnel may attend sessions, however CME credits will not be offered). All badges will be held until they are picked up by an individual company representative or by the Convention Coordinator at the exhibitor registration booth. Registration is located within Philadelphia Convention Center, Philadelphia, PA.

**Off-Site Activities** - Exhibitors who plan to have off-site activities agree that such events will not take place between 8:00 a.m. and 5:30 p.m. between July 29 - August 2, 2017. Public notices of such events shall be displayed only in the exhibitor's booth. Notices may not be posted at the Philadelphia Convention Center or NMA affiliated hotels.

**Standard Aisle Booth** - Displays must not be higher than 8' in back of booth. The 8' back wall limitation may extend 3' forward into the booth space

Please note that no walls, partitions, decorations, or other obstructions may be erected that in any way interfere with the view of another exhibitor. Display materials in the remaining 6' of booth space must not exceed 42" in height.

**Island Booth** - Display is bordered on four sides by aisles, the full cubic content of the space may be used; however, all display material is restricted to 16' in height, and sufficient "see-through" or "walk-through" area must be provided so as not to block the view of adjacent exhibits. Schematics (Models or to-scale drawings) of cubic content of exhibit display must be submitted in advance to Exhibit Management for approval.

**Hanging Banners** - Signs and banners are allowed over island booths, but must be hung by authorized personnel and are subject to NMA approval. There is a 16 ft. booth display height restriction with a 2 ft. easement between the top of the display and the bottom of the hanging banner. The bottom of the banner may not be lower than 18 ft. and no higher than 24 ft. The purpose of this rule is to allow a clear line of vision between the display and the hanging banner. Additional floor structural support for hanging signs/apparatus is permitted from the island booth display, but must be less than 3" in diameter/thickness and the hanging banner must still maintain 2 ft. easement as stated above.

**Contests/Booth Distribution** - Contests, lotteries, raffles or games of chance must be available to all registrants and the activity or giveaway must be submitted for NMA approval. NMA logo is prohibited. All companies are strongly encouraged to adopt their respective code of ethics including limitations on value of items.

**Default in Occupancy** - Any exhibitor failing to occupy contracted space is not relieved of the obligation of paying the full rental of such space, as provided in the signed application. If booth is not occupied by the opening of exhibits for attendees, the Association may repossess exhibit space.

**Carpeting** - The exhibit hall is not carpeted. Companies occupying island booths must have carpeting to cover entire booth or contract with the Official Decorator to fill the space with carpeting.

**Contract Agreement** - It is agreed and understood that the full regulations stated in the Exhibitor's Manual and on the signed contract are part of a contract between the exhibitor and NMA, and that the submission of application for exhibit space constitutes the exhibitor's agreement to abide by these regulations.

**Exhibitor-Appointed Contractors** - The contract for space is between NMA and the exhibiting company. As such, NMA will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official NMA contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to [karen\\_kimakovich@AFassanoCo.com](mailto:karen_kimakovich@AFassanoCo.com) at A. Fassano & Company, no later than May 22, 2017. Otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of NMA's rules and regulations. These rules include providing NMA with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor.

**Security and Insurance** - NMA, the Philadelphia Convention Center, A. Fassano & Company and NMA's Official Named Decorator and its subcontractors cannot accept responsibility for the protection of exhibitors' materials and displays during the convention. Exhibitors are expected to carry risk insurance on their exhibits, utilize lock boxes, and/or arrange for their own security in their booths, as appropriate, at their own expense.

**Smoking Policy** - NMA strictly enforces a no smoking policy in the exhibit hall and meeting rooms.

**Limits of Liability** - The exhibitor agrees to make no claim against the National Medical Association, its committees, members, agents or employees, or the Philadelphia Convention Center, A. Fassano & Company and NMA's Official Named Decorator for any reason whatsoever, including negligence, theft, damage or destruction of goods, or for any injury to himself, his agents, or employees while in the Convention quarters, or for any damage of any nature or character whatsoever, including any damage to his business by reason of failure to provide space for the exhibit or the removal of the exhibit.

**Exhibit Restrictions** - Exhibitors may not alter the locations of exhibits or of booths without the written consent of the Association's Exhibit Management. Exhibitors may not sublet their space or any part thereof. The Association reserves the right to restrict or relocate at the exhibitor's expense any exhibit because of noise, method of operation, materials, traffic congestion, or any other reason that becomes objectionable. Exhibit demonstrations must be confined within the bounds of the respective booths. Aisle space may not be used to distribute promotional material. Canvassing or distribution of advertising material outside the exhibitor's own space is not permitted. Solicitations of business, or conferences in the interest of business, except by exhibiting firms, are prohibited. Volatile or inflammable oils, gases other explosives or inflammable matter, or any substance prohibited by city law or insurance carriers are not permitted on the premises. The Association reserves the right to refuse applications of companies not meeting standards required, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This also applies to displays, literature advertising, novelties, souvenirs and conduct of persons. Character of the exhibit is subject to approval by the Association.

**Protection of Hall Property** - Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs or posters to the walls, columns, or booth drape, or hang things from sprinkler pipes. No helium balloons allowed at the Philadelphia Convention Center.

**Decorator and Drayage Service** - Rental of booth furnishings, freight storage and handling, special sign service, labor and cleaning will be handled by an Official Exposition Decorator. An exhibitor's service manual containing information and rates for additional furnishings, freight storage and handling, decorator and drayage services including order forms for labor, cleaning and electrical services, will be sent to exhibitors 60 days prior to the show. Please note that instructions contained in the exhibitor's service manual take precedence over those outlined here.

**The National Medical Association has the full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the National Medical Association. The exhibitor waives any rights or claims of damages arising out of enforcement of any rules contained herein.**

As the representative of the exhibiting contractual company, I have read and understand the rules as they appear in this exhibitor agreement and agree to abide by the rules and regulations set forth by NMA forthwith.

Representative Signature \_\_\_\_\_

Date \_\_\_\_\_