

Application & Contract for Exhibit Space & Partnership

NAON 32ND ANNUAL CONGRESS

Congress Dates: May 19–22, 2012 • Exhibit Dates: May 20–21, 2012
Ernest N. Morial Convention Center • New Orleans, Louisiana



COMPANY INFORMATION

For printing in the Congress Program

COMPANY NAME _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EXT _____

TOLL-FREE PHONE _____ EXT _____

FAX _____

E-MAIL _____

WEB SITE _____

50-word company descriptions must be submitted by March 16, 2012.

EXHIBITOR CONTACT INFORMATION

For coordinating all exhibit booth information

CONTACT NAME _____

ADDRESS (IF DIFFERENT THAN ABOVE) _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EXT _____

FAX _____

E-MAIL _____

BOOTH INFORMATION

\$25 per sq. ft. • \$200 per open corner
Booths are sold in 100-square-foot increments.

Size Booth Requested: _____ ft. x _____ ft. = Total Square Feet _____

_____ Total Square Feet x \$25 per square foot = \$ _____

_____ # of Corners x \$200 = \$ _____

Total: \$ _____

First Choice _____

Second Choice _____

Third Choice _____

PARTNERSHIP INFORMATION

Indicate the partnership requested and the cost as indicated on pages 7–10. If there is a day or time specific to the partnership requested, you will be contacted by the NAON National Office to finalize the details as necessary.

Partnership 1 _____ Cost \$ _____

Partnership 2 _____ Cost \$ _____

Total \$ _____

PAYMENT INFORMATION

NAON Tax ID Number 22-2308575.

A 50 percent deposit must accompany all applications. Applications submitted after January 31, 2012 must be accompanied by full payment. Make checks payable to NAON in U.S. Funds.

Mail check with copy of application to:

National Association of Orthopaedic Nurses Sales
Lockbox 778281
8281 Solutions Center
Chicago, IL 60677-8002

Fax to: 312.673.6986 (credit card payments only)

Total cost: \$ _____ Amount paid: \$ _____

Check (enclosed) AMEX MasterCard VISA

CARD NUMBER _____

EXPIRATION DATE _____

NAME AS IT APPEARS ON CARD _____

SIGNATURE _____

NOTE – PLEASE READ AND SIGN

The Contract Conditions/Rules & Regulations on page 11 are part of the NAON Congress Application & Contract for Exhibit Space and should be read carefully before signing the Application & Contract. Please forward the Contract Conditions/Rules & Regulations to the person(s) in charge of your exhibit space at NAON 32nd Annual Congress.

Upon signing the Application & Contract, the exhibitor and/or partner acknowledges that they have read, understand and will abide by the Contract Conditions/Rules & Regulations for NAON 32nd Annual Congress.

NAME _____

SIGNATURE _____

DATE _____

QUESTIONS?

Jennifer Shupe
312.673.5742 (Direct)
jshupe@smithbucklin.com

Hillary Sawchuk
312.673.4863 (Direct)
hsawchuk@smithbucklin.com

Contract Conditions/Rules & Regulations

1. ASSIGNMENT OF SPACE

The National Association of Orthopaedic Nurses (hereinafter "NAON") may at its discretion accept or reject any Application & Contract for exhibit space and reserves the right to relocate or reassign exhibit space at any time. Space assignments are scheduled to begin on November 3, 2011. Application & Contracts received after this date will be assigned on a first-come, first-served basis.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of NAON. Space determinations are also contingent upon a receipt of Application & Contract; the size of exhibit space requested; physical layout and characteristics of the Exhibit Hall; and compatibility of exhibitors.

All applications for space must be filed on the Application & Contract. Please keep a copy for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by NAON Show Management at its discretion.

2. NAON PRIORITY POINTS

A priority point system has been established to equitably assign space to exhibitors. All points are accrued based on the previous three calendar years (2009, 2010 and 2011) for the company's participation in NAON priority projects including: Congress exhibit space, Congress educational partnership and grants, advertising in Congress Program, other meeting participation, and special projects and/or grants to NAON in priority areas.

3. PAYMENT, CANCELLATIONS & REFUNDS

Prices of exhibit space are indicated on the Application & Contract. Applications submitted on or before January 31, 2012, must be accompanied by payment in the amount of 50% of the total space rental charge to secure exhibit space. Application & Contracts submitted after January 31, 2012 must be accompanied by payment in full. Make all checks payable to NAON. Tax ID Number 22-2308575.

In order to participate in the online space selection on November 3, 2011, contracts must be received by Friday, October 15, 2011. Contracts received after that date cannot be guaranteed participation in the online space selection.

All cancellations must be made in writing on exhibitor letterhead via certified mail, return receipt requested and directed to the NAON Tradeshow Manager. A charge of 50% of the space rental will be made on all cancellations made any time up to or on January 31, 2012, and must be received or postmarked prior to this date. A 100% cancellation fee applies on or after this date.

If for any reason beyond NAON's control, the 32nd Annual Congress must be canceled, shortened, delayed or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NAON, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NAON for space, as well as other costs and expenses it has incurred, including travel to Congress, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by NAON to be an exhibitor at the 32nd Annual Congress, agrees to indemnify and hold harmless NAON, its directors, officers, employees, agents of the service contractors, management of the Exhibit Hall (hereinafter "Show Management"), from any and all loss, which exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused while or in part by any reason outside NAON's control.

4. SUBLETTING OF EXHIBIT SPACE & CARE OF BUILDING

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own products, or those of their subsidiaries.

5. EXHIBITOR BENEFITS

The following services will be provided to exhibitors at no additional charge:

- A standard identification sign (7" x 44") indicating company name and booth number as listed on the Application & Contract
- Eight-foot-high back wall drape and three-foot-high side rail drape
- Perimeter security guard service during all show hours (24-hours)
- Daily cleaning of Exhibit Hall aisles and common area
- Exhibitor listing and description (50-word max.) in the Congress Program
- Three (3) complimentary exhibitor badges per 100 square feet of booth space
- Pre-registration mailing list of all Congress attendees (made available three-four weeks prior to Congress)

* NOTE: Booth carpeting is not provided, but exhibitors are required to carpet their booths if exhibit hall is not carpeted.

6. BOOTH CONSTRUCTION RULES & REGULATIONS

Exhibitors must abide by all of the facility rules and regulations of the Ernest N. Morial Convention Center. A detailed list of all convention center rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in "Guidelines for Display Rules and Regulations" (2009 Update) apply.

To obtain these rules and regulations prior to February 2012, please contact NAON's Tradeshow Manager at 800.289.NAON (6266). The Ernest N. Morial Convention Center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

7. EXHIBITOR SERVICES MANUAL & SHIPPING INSTRUCTIONS

An official general service contractor for the 31st Annual Congress will be in charge of show production. NAON will make arrangements on behalf of all exhibitors with GSC to receive and deliver exhibits directly to the exhibit area. Exhibitor Services Manuals are made available 90 days prior to the show opening.

8. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE

Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from the Exhibit Hall and within the Exhibit Hall. Show Management is not responsible for the exhibitor's personnel and/or property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIMS OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF INJURY, ANY DAMAGE OR LOSS OF ANY OF ITS PERSONNEL OR PROPERTY.

Exhibitor agrees that it will indemnify and hold Show Management harmless against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by any act or omission of exhibitor or any agents, employees, contractors, guests, licensees or invitees.

This indemnification of Show Management by exhibitor is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Show Management. If Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including reasonable attorneys' fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF LITIGATION. NAON recommends that exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons, and cover its obligation under this paragraph 8.

9. CARE OF BUILDING

Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manners. Exhibitors may not use paint, lacquer, adhesives or any other coating on the building columns, floors or standard booth equipment.

10. HOSPITALITIES

When there is no other official NAON planned activity, companies may use their discretion in offering hospitality functions for registered NAON attendees. At NO time may hospitalities be offered during Congress session hours, the NAON Annual Congress Party or other official Congress functions designated by NAON. NAON will have control of assignment of all suites and meeting space contracted at the Ernest N. Morial Convention Center and will release space to exhibitors on a first-come, first-served basis. Monies from exhibitor hospitalities do not count toward NAON priority points.

UNDER NO CIRCUMSTANCES WILL FIRMS NEITHER EXHIBITING, NOR MAKING CONGRESS CONTRIBUTIONS EQUAL TO THE AVERAGE BOOTH FEE, BE PERMITTED TO SPONSOR NAON-RELATED ACTIVITIES DURING CONGRESS.

11. HANDOUTS/GIVEAWAYS/PRODUCT DEMONSTRATION

Exhibitors who distribute items to participants are expected to adhere to the professional environment of the Exhibit Hall. Items should be limited to those routinely produced for sale that can be used in a professional setting or during Congress. All educational materials that offer nursing continuing education credit must have approval of the NAON Education Division.

Items considered appropriate for distribution are educational materials, bags, pens, pencils, luggage tags, calendars, note pads, mugs and key chains. Balloons, noisemakers and tobacco products are prohibited as well as other items at the discretion of NAON Show Management.

If models are utilized for product demonstration, their conduct and manner must adhere to the professional environment of the Exhibit Hall. Gimmicks such as clowns, mimes, jugglers, cartoon characters, etc. may not be used in product or booth demonstrations.

12. EXHIBITOR REGISTRATION

Advance exhibitor registration is provided to all exhibitors. All exhibitors are required to register. Exhibitor receives three complimentary exhibitor badges per 100 square feet of exhibit space; additional exhibitor badges are \$100 each. Exhibitors may pick up their badge onsite at the "Exhibitor Registration" counter. "No Show" badges are non-refundable. Admission to the Exhibit Hall is by badge only.

13. SPECIAL REGULATIONS

MINIMUM AGE FOR ADMISSION – Children under the age of 18 are not permitted on the Exhibit Hall floor at any time.

NO SMOKING POLICY – NAON's policy is No Smoking. Therefore, smoking is not allowed within the Exhibit Hall at any time including installation and dismantle. Smoking during Congress is allowed within designated areas by the facility. All exhibitors are required to obey local fire ordinances.

AUDIO-VISUALS – Audiovisual presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room.

COURTESY – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/ investigate another exhibitor's products at any time without the express permission of that exhibitor.

CANVASSING – Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's booth.

CONDUCT – Unethical conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor and/or representatives to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by NAON.

MUSIC – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the booth space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibits.

HOTEL ACCOMMODATIONS – Information regarding hotel accommodations will be included in the Exhibitor Service Manual under the Housing & Registration tab. Exhibitors are responsible for making their own hotel reservations. No hotel accommodations will be made for non-exhibiting firms.

INTERPRETATION – The rules and regulations outlined are to be construed as part of the Application & Contract for Exhibit Space. NAON reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

PRODUCT LOGO VS. COMPANY LOGO – Because NAON is a 501(c) 6 organization, certain Tax Code Regulations must be followed to remain within the qualified partnership payment safe harbor. Following are NAON's guidelines for the use of product logos:

- A product logo can be placed on a non-educational sponsored item as partnership recognition.
- A product logo cannot be used for general recognition (overall Congress banners, Web site page, publications, etc.). For general partner recognition, a company logo is required.
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

LOGO REQUIREMENT AND USE – To ensure that your company receives the highest quality logo recognition, NAON must receive your logo in a Vector-based .eps format, as well as in a high resolution .jpg format. NAON also requires one hard-copy, black-and-white version of your company's logo. All logo recognition will be a single color, to be determined by the NAON marketing team. Logo size will be based on the following criteria:

- The level of partnership (this will determine size of logo in relation to other logos on general partnership signage).
- Sponsored item (NAON marketing team will determine the appropriate size for item).

NAON RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND "BAR IT FROM FUTURE PARTICIPATION" FOR CONDUCT DETRIMENTAL TO CONGRESS, IN NAON'S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKEWISE, NAON SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO \$2,500 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.