

## EXHIBITOR RULES AND REGULATIONS

### ACCESS TO EXHIBIT HALL

No one under the age of 16 is allowed on the exhibit floor at any time. This includes move-in and move-out. All company representatives must wear their exhibitor badges at all times.

### AMERICANS WITH DISABILITIES ACT

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth space.

### BOOTH CONDUCT

No exhibitor may operate in a way that interferes with the rights of another exhibitor. All exhibit materials must be displayed on the table provided. No free-standing posters or projections of any kind will be allowed to be displayed. The AADSM requires that any items not placed on the table be removed. All exhibits should be presented in a professional manner. The AADSM reserves the right to curtail exhibits or parts of exhibits that are deemed inappropriate or unprofessional. The following practices are disallowed by the AADSM:

- ⑩ Loud electrical or other mechanical apparatus disturbing other exhibitors
- ⑩ Theater and/or presentation stages
- ⑩ Use of professional actors, magicians or performers *(May be allowed with prior approval.)*
- ⑩ Canvassing outside the booth space including aisles, entrances or any other public space
- ⑩ Entering another exhibitor's booth space without permission
- ⑩ Live music
- ⑩ Helium balloons may not be displayed or distributed
- ⑩ Door drops at the meeting hotel *(Unless sponsored with AADSM approval.)*
- ⑩ Taking photographs of attendees or another exhibitor's booth Space without permission
- ⑩ Smoking in or around the exhibit hall or meeting space
- ⑩ Threats from exhibiting companies to staff or individuals representing other exhibiting companies

### BOOTH CONSTRUCTION

Each exhibit booth space will include one, 6' table. Hanging signs from the ceiling are not permitted. Exhibit booth signs, banners, lighting grids or other related equipment should be freestanding and displayed on the table provided. No exhibitor shall install, maintain, operate or use any light, lighting or other contrivance, device or equipment of any type, which in the judgment of the AADSM, may be a source of interference or inconvenience to any other exhibitors or to the exhibit hall.

Blinking lights and rotating signage are only permitted with the prior written approval of the AADSM. Inspection of the exhibits will be made during set-up and exhibitors will be notified if any deviation from the AADSM exhibit rules is noted.

### DISPLAY OF PRODUCTS & SERVICES

All products or services exhibited must be consistent with AADSM's mission, purposes, guidelines, protocols and policies, as determined by AADSM management in its sole and absolute discretion. AADSM reserves the right to prohibit exhibition or advertisement of any product or service it deems unsuitable for exposition at the meeting. No AADSM endorsement, express or implied, is connected with any product or service exhibited or advertised. Only products that have been cleared by the FDA or other appropriate governmental agency shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product

does not require such approvals.

### REJECTION OF APPLICATION

The AADSM reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during the AADSM course. The enforcement of this right is at the sole and absolute discretion of AADSM management.

### CANCELLATIONS, REFUNDS AND REDUCTIONS IN SPACE

All notices of cancellation must be received in writing. The date of receipt of such notice will be used as the official cancellation date. Notices received on or prior to the date stated on the AADSM website will incur a penalty equal to 50% of the total exhibit amount. Refunds will not be given for cancellations received after this deadline.

### EXHIBITOR REGISTRATION

Each exhibiting company receives two complimentary exhibit hall only registrations.

Exhibitor badges will be distributed at the on-site registration counters. Company representatives and meeting attendees must wear a badge to enter the exhibit hall. Badges must be worn at all times and are required for entrance to the exhibit hall. Altering an exhibitor badge with the insertion of a business card is not permitted. Guest badges will not be issued for exhibitor guests. On-site changes to pre-registered company representatives are to be made only by the on-site company contact designated on the application. No swapping or substituting of badges is approved unless permitted by the on-site company contact.

### DEMONSTRATIONS/PROMOTIONAL ACTIVITIES

All demonstrations and promotional activities shall be confined to the space allotted to each exhibiting company in the exhibit hall. Exhibitors and their personnel, or any other company/organization, including those not exhibiting in the exhibit hall, are prohibited from displaying or demonstrating products, soliciting orders or distributing advertising materials anywhere in AADSM contracted space, unless otherwise permitted by the AADSM.

### DRESS CODE

The dress code at AADSM courses is business casual. All exhibitors are required to adhere to this dress code; the AADSM reserves the right to remove any exhibitor who does not comply with this dress code from the exhibit hall or meeting space.

### ELECTRICAL

Exhibitors will be provided with one power strip at the exhibit table. Exhibitors will not be permitted to make any further arrangements for electricity.

### FINANCIAL STANDING

At any time leading up to the AADSM course, if it is determined that an exhibiting organization is not in good financial standing with the AADSM, the AADSM reserves the right to cancel the booth rental and apply that money to the outstanding debts of the exhibiting organization. The organization will be informed of this decision and will have 30 days to cure all debts. Only organizations in good financial standing will be allowed to exhibit at the AADSM course.

### FIRE REGULATIONS

The Fire Department has strict rules concerning oxygen tanks or other flammable substances. Should your exhibit include an

oxygen tank or other flammable substance, please notify the AADSM in advance of the course to review these rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the AADSM reserves the right to cancel all or part of the exhibit proven to be irregular. The AADSM is not obligated to monetarily refund any exhibitors if they fail to comply with applicable fire regulations.

#### **FOOD & BEVERAGE DISTRIBUTION**

Exhibiting companies will be allowed to distribute a sampling of food (1-ounce portion) such as hard candy or miniature candy bars. Distribution of any other food or beverage items requires approval from the AADSM and is subject to the rules and regulations of the Hotel. All requests should be submitted in writing to the AADSM. Permission will be granted on a limited basis. AADSM management reserves the right to deny permission for any food and beverage distributions.

#### **HANDOUTS & GIVEAWAYS**

Handouts and giveaways (including prize contests and drawings) are allowed by the AADSM. Permission must be obtained prior to the opening of the exhibit hall for all handouts/giveaways and may only be distributed inside assigned booth space. Any distributed leaflets are limited to information about the company's products/services. Exhibitors may not distribute flyers that do not comply with the AADSM's advertising policy. The AADSM in its sole discretion shall have the right to prohibit the distribution of any samples or handouts that it deems objectionable or otherwise inappropriate.

#### **LIABILITY & SECURITY**

The AADSM, Hotel, and its agents are not and will not be liable or responsible for any injuries, theft, loss, damage of whatever nature, direct or indirect, to an exhibitor, its employees, agents, goods, or property of any of the foregoing, from any cause or omission whatsoever. Exhibitor agrees to protect, save and hold the American Academy of Dental Sleep Medicine, hotel and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident of bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or any part thereof.

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

The Exhibitor understands that neither the AADSM nor Hotel maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

The AADSM and its agents shall have sole power in the interpretation and enforcement of all regulations contained

herein, and the power to make amendments thereto and such further regulations shall be considered necessary for the proper conduct of the exhibition. Such decisions shall be binding upon exhibitors.

#### **MARKET RESEARCH**

Market research is prohibited during AADSM courses and in the exhibit hall. Exhibit applications received from market research companies will be rejected.

#### **PHOTOGRAPHY AND VIDEO RECORDING**

Photography or video recording, other than by the AADSM or registered press approved by the AADSM, is prohibited during installation, exhibition, and dismantling. Exhibitors have control over their rented booth space and may prevent those considered their competitors from gaining access to photographing, videotaping, or otherwise mechanically recording their exhibits or presentations. If meeting attendees are photographing, videotaping, or otherwise mechanically recording exhibits or presentations, exhibitors should promptly notify AADSM staff. Violation of this rule could result in the confiscation of the film or recording device and/or the removal of the individual or exhibiting company from the exhibit hall or meeting room.

#### **SELLING PRODUCTS**

It is the policy of the AADSM that exhibitors may not engage in the exchange of money for a service or product during AADSM courses. Exhibitors may provide order forms; however, they should not be processed until after the course.

#### **STAFFING OF EXHIBITS**

Exhibits must be staffed and operational at all times during show hours by no more than two representatives per table. Move-out may not begin before the date and time designated on the AADSM website. Exhibitors who begin move-out prior to the assigned time may not be permitted to exhibit at future meetings.

#### **SUBLETTING/SHARING**

No subletting or sharing of exhibit space is allowed. Exhibitors may show only products or services manufactured or dealt by them in the regular course of business. The featuring of a name or advertisement of a non-exhibiting firm or business is prohibited.

#### **UNIONS AND CONTRACTORS**

Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the facility or with authorized service contractors employed by exhibit management. Only the official contractors designated by exhibit management will be permitted in exhibit areas unless otherwise authorized by exhibit management. Failure to comply with these or any other regulation or any amendments thereto may be sufficient cause to require the immediate removal of the offending exhibitors.

#### **UNOFFICIAL FUNCTIONS/MEETING ROOMS**

Hosting social or educational forums, including a hospitality suite, in conjunction with the course is not permitted.

#### **USE OF AADSM NAME/LOGO**

The AADSM name, logo and acronym are proprietary and may not be used in signs, advertising, promotions or any product literature either inside or outside the exhibit hall. This rule applies before, during and after the course, unless prior authorization has been received from the AADSM.

#### **AMENDMENTS**

AADSM may amend these Exhibitor Rules and Regulations at

any time in its sole and absolute discretion. AADSM will distribute or otherwise make available a copy of any such amended Exhibitor Rules and Regulations.

**ENFORCEMENT OF RULES & REGULATIONS**

Any violation of these Exhibitor Rules and Regulations, as determined by AADSM in its sole discretion, may result in (i) the rejection of a violator's application; (ii) refusal of rental of display space; (iii) cancellation of booth space after an application is approved; or (iv) curtailment or closure of an exhibit or parts of an exhibit at any time prior to or during the AADSM course. In addition, violators may be prohibited from exhibiting at future AADSM meetings.

No refund of any space rental fees will be provided.