



FALL 2009 - TRENDS IN CRITICAL CARE NURSING™
Valley Forge Convention Center • King of Prussia, PA



FALL EXHIBIT DATES: October 27-29

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Note: Applications without payment in full cannot be accepted. Incomplete applications will be returned to sender. This application does not become a binding agreement until it is approved and signed by TRENDS. All exhibits are subject to review and approval by TRENDS. Please type or print clearly.

Make checks payable to AACN (American Association of Critical-Care Nurses). Tax ID #95-2706905.

Return application via mail or FAX to: TRENDS - Attention: TRENDS Exhibit Processing
P. O. Box 3867, Huntington Beach, CA 92605
(800) 394-5995, ext. 239 ■ Fax (714) 377-6245 ■ Email: monika.cornelius@aacn.org

Please print or type your company name exactly as you wish it to appear in print. Use upper and lower case.

Contact Person \_\_\_\_\_ Title \_\_\_\_\_
Company Name \_\_\_\_\_
Address \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_
Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ URL \_\_\_\_\_
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Name of person who should receive exhibitor details/information (if other than contact)

Name \_\_\_\_\_ Title \_\_\_\_\_
Address (if different than above) \_\_\_\_\_
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

EXHIBIT FEES - please circle booth type and fee you are requesting

Table with 3 columns: Exhibit Type, Early Bird, After Deadline. Rows include 8 ft x 10 ft In-Line Aisle Space, 8 ft x 10 ft Corner Space, and 8 ft x 20 ft Space. Includes a section for listing 4 choices of exhibit space.

YES, I WANT TO RESERVE ADVERTISING SPACE IN THE CONFERENCE PROGRAM BOOK. ENCLOSED IS MY AD ORDER FORM.

- 4 color outside back cover \$1200
4 color inside front or back cover \$950
Black & white full page \$425
Black & white half page \$350

I AM INTERESTED IN SUPPORTING THE TRENDS CONFERENCE.

Payment: Check MasterCard VISA AMEX Credit Card Number \_\_\_\_\_ Exp \_\_\_\_\_
Name on Credit Card \_\_\_\_\_ Signature of Card Holder \_\_\_\_\_
Credit Card Billing Address \_\_\_\_\_

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all of the policies, rules, terms and regulations contained in the Exhibit Prospectus, and all policies, rules, terms or regulations adapted after publication of the original prospectus, which we accept as part of the agreement. I further acknowledge that TRENDS reserves the right, in its absolute discretion, to reject this Application and Contract for Exhibit Space. Moreover, this application form shall not become a binding contract until fully executed by both parties (the exhibitor and Trends) hereto.

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

Date Received: \_\_\_\_\_ Exhibit Space Assigned: \_\_\_\_\_ Booth Size: \_\_\_\_\_
Booth Fee: \_\_\_\_\_ Advertising Fee: \_\_\_\_\_ Sponsorship: \_\_\_\_\_ Total Amount Due: \_\_\_\_\_
Total Amount Rec'd: \_\_\_\_\_ Check # \_\_\_\_\_ Accepted for Trends by: \_\_\_\_\_ Date: \_\_\_\_\_
Space cancelled date: \_\_\_\_\_ Amount Withheld: \_\_\_\_\_

# TRENDS 2009

## Exhibition Rules and Regulations

NOTE: Please refer to the Exhibitor Service Kit for further detail, including all required guidelines and forms.

### **Show Management – TRENDS**

Exposition management is by TRENDS through the American Association of Critical-Care Nurses (AACN).

### **Exhibitor Service Kit**

For complete, detailed information regarding exhibiting at TRENDS, please refer to the service kit that will be on-line 8 weeks prior to the start of the exhibit show at [www.generalexposition.com](http://www.generalexposition.com) or go to [www.aacn.org/trends](http://www.aacn.org/trends) and click on the Exhibit tab on the left. Specific information regarding the hotel, the official contractor, the official vendors, and all Trends forms and information can be found in this kit.

### **Eligibility to Exhibit**

Show management reserves the right to control all aspects of the conduct of the TRENDS Exhibition. TRENDS specifically reserves the right to determine the acceptability of applications for exhibit space. Applications to exhibit will be accepted or rejected based on criteria including, but not limited to the product/services professional or educational benefit, consistency with the TRENDS mission or goals, and special constraints in the exhibit hall.

### **Application to Exhibit**

The Application to Exhibit, the formal notice of space assignment by TRENDS, the full payment of booth fees and the signed acceptance and approval by TRENDS together constitute a contract for the right to use space. TRENDS reserves the right to assign or re-assign the space allotted each contract as TRENDS show management deems necessary. The final floor plan and exhibit space/layout is subject to revision and final fire marshal approval and acceptance.

### **Assignment of Exhibit Space**

Exhibit space assignments are determined on a first come-first served basis.

### **Payment Terms**

Full payment for exhibit space must be received with application in order to hold your space. Selected space cannot be guaranteed without full payment.

### **Cancellation or Reduction in Space**

Notification of space cancellation or reduction of space must be made in writing. Cancellations will be accepted via US mail, via fax at 714-377-6245 or email to [monika.cornelius@aacn.org](mailto:monika.cornelius@aacn.org). Cancellations or reduction of booth space for any reason are subject to the refund schedule and terms shown below. Refunds will not be issued to exhibitors who do not exhibit and have not submitted a written cancellation notice according to the following deadlines: FALL TRENDS - On or before August 31, 2009, 50% of total exhibit space fee will be retained. After August 31, 100% of total exhibit space fee will be retained by TRENDS. In the event that the space can be resold, 50% of the booth fee will be refunded. If conference is cancelled by TRENDS or the exhibit hall is not available on exhibitor dates, exhibitor's or sponsor's sole remedy shall be a full or partial refund of its payment from TRENDS. TRENDS exhibitors must contact the hotel property directly to cancel sleeping room reservations and function space.

### **Booth Space**

All distribution of promotional or educational materials must be confined to the perimeters of the exhibitor's booth. No exhibitor may sublet, assign or share exhibit space without written consent from show management.

### **Booth Design**

Exhibitors must show good judgment and consideration for neighboring exhibitors. In-line booths are 8 ft x 10 ft linear booths or multiples thereof arranged in a straight line. The back wall or any construction in a linear booth shall not exceed 8 ft 3 inches in height including signage. All display material is restricted to a maximum height of 4 ft in the front half of the booth and to a maximum height of 8 ft 3 inches in the rear half of the booth. Side dividers will be 36 inches high. Exhibits are not permitted to span an aisle by ceiling or floor covering. Island booths are restricted to a display height of 16 feet.

### **Hanging Signs**

Signs, banners or any other exhibit material may not be suspended, taped, nailed, screwed or in any way attached to the ceilings, walls, columns, drapes, floor or on any facility surface. Lighting secured truss (which is facility approved) may be used to highlight a display or presentation.

### **Noise**

Noise from electrical or mechanical apparatus must not interfere with other exhibitors. Show management reserves the right to determine at what point sound constitutes interference with others.

### **Infectious Medical Waste Handling & Disposal**

It is the responsibility of the exhibitor to comply with federal and state regulations concerning the screening, handling and disposal of all infectious medical waste. Please refer to your Exhibitor Service Kit for further details.

### **Americans With Disabilities Act (ADA)**

All exhibitors are responsible for compliance with the American With Disabilities Act (ADA) within their assigned booth space.

### **Set-up/Dismantle**

Please refer to your exhibitor prospectus and to your Exhibitor Service Kit for specific details. Exhibitors are expected to set-up on time and to dismantle their booths within the time frame allocated. Requests for exceptions must be made in writing prior to set-up or in person to show management when on-site.

### **Conduct**

No packing or dismantling of exhibits is permitted until exhibit closing time. At no time may aisles be obstructed due to excessive crowding. Order taking is permitted when conducted in a professional manner. TRENDS is a non-smoking conference and exhibition. Only plastic or paper bags no larger than 15" x 15" may be distributed.

### **Liability**

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to strictly comply with all terms of their agreement as contained in the Exhibitor Prospectus, the Exhibitor Service Kit, and the Application to Exhibit, as well as all applicable terms and conditions contained in the agreement between TRENDS and the hotel. Exhibitors assume responsibility and agree to indemnify and defend TRENDS and the hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Exhibitors understand that neither TRENDS nor the hotel maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

### **Non-Official Contractors & Vendors**

An exhibitor choosing to use the services other than those provided through the official contractor and/or vendor must notify TRENDS Show Management by completing and mailing or faxing the notification form found in the Exhibitor Service Kit. The exhibitor must submit proof of insurance for any non-official contractor. It is the exhibitor's responsibility to provide complete information, including the rules and regulations, to all non-official contractors and vendors.

### **Work Badges**

Installation and dismantling companies and other exhibitor-appointed contractors must obtain work identification for their personnel at the Exhibitor Registration Desk. Work identification allows access to the exhibit hall only during move-in and move-out, but it is not valid during exhibit hours.

### **Security**

TRENDS provides security of the periphery of the exhibition hall on a twenty-four hour basis beginning on the first day of move-in and continuing until the exhibition closes. Security service is not provided to individual booth spaces. Please refer to the exhibitor service kit for details.

### **Contractual Agreement**

As a condition of exhibiting, and when applying for space, the exhibitor agrees to adhere to all conditions and regulations outlined. Warnings may be issued so that exhibitors may take corrective action before a violation is incurred. Exhibitors or their representatives who conduct themselves in an unprofessional manner may be dismissed from the exhibition without refund or appeal. TRENDS reserves the right to amend any and all rules and regulations at any time.