

AMEC EXHIBIT & ADVERTISING GUIDE

EXHIBIT HALL FLOOR PLAN AND BOOTH ASSIGNMENTS

ABOUT THE 2018 CONFERENCE

Embracing Our Diversity: Filling the Gaps and Building the Future

The SNMA 2018 Annual Medical Education Conference will highlight our focus on cultural competency by addressing cultural awareness, cultural knowledge, and cultural encounters within our organization and among its individual members. San Francisco hosts an extremely diverse community, and being in this location will help drive forward the idea of promoting diversity in medicine, while allowing us to "bridge the gap" in health disparities affecting underrepresented minority populations. The conference will highlight the cultural differences in our members by featuring plenary sessions addressing the lack of diversity in healthcare, the lack of leadership visibility toward our youth, and ways that we can go beyond our roles as students to become better leaders of tomorrow.

We invite you to be a part of our program in 2018. Your participation as an Exhibitor or Advertiser will enable us to continue to support current and future under-represented minority medical students, address the needs of our under-served communities, and open new avenues for training socially conscious physicians. The dates for this AMEC are March 28 – April 1, 2018 and the conference will be held at the San Francisco Marriott Marquis hotel.

Who Will Attend?

We anticipate that about 1,300 medical students, premedical students, and physicians will attend the Annual Medical Education Conference in San Francisco. Past sponsorship and exhibitor involvement has included medical schools and residency programs from around the nation, biomedical technology companies, book publishers, financial institutions, national and local community associations, federal and local government agencies, private health care practices, related disciplines, such as Law, Business Management, biotechnology, and retailers.

EXHIBITING WITH SNMA

SNMA conducts two exhibit halls, one for medical students and professionals, called *Professional Exhibits*, and one referred to as the *Premedical Forum Recruitment Fair (PmF)*, which is designed for premedical and postbacc students attending the conference. The Professional Exhibits are intended for organizations that wish to present programs or services that are of particular interest to medical students, residents, interns and physicians, while the PmF Recruitment Fair is intended for programs admitting undergraduates and postbacc students to medical and healthcare programs. Each is a separate component of the Annual Medical Education Conference, requiring separate registration and fees. Thus, registration for one does not automatically register the applicant for participation in the other.

The exhibit floor plan will be posted separately and/or can be furnished upon request. SNMA will make booth assignments following the *Early Bird* period. We will assign booth spaces from front to back of the hall, and from outside to inside from the aisles. Priority will be given to organizations needing multiple booth spaces, to sponsors, and then on a *first-come, first-served* basis.

The Professional Exhibits

Professional Exhibits will be located in the Golden Gate Hall, one level below the hotel Lobby. The exhibit hall will be a focal point during the conference, as several activities are planned there, including an opening reception. Encompassing over 22,560 square feet of space, the Professional Exhibits will occupy all of this space. Refreshment breaks are scheduled for each day of exhibiting.

Booth Provisions

The Professional Exhibits will be comprised of 70 booth spaces that are 8' x 10' in size or approximately 80 square feet. "Islands" will be comprised of clusters of three, four, or six booth spaces. The booth spaces consist of exhibition "pipe-and-drape". Side-by-side booths (double) and Island clusters may be requested. Islands are assigned on a first come, first served basis. To reserve side-by-side booths or several booths together, be sure to register your participation as early as possible. If you have a special request of this kind that is not easily reserved in our registration module, send an e-mail to conferences@snma.org or call us, so that we can try and accommodate your preferences.

Each booth is furnished with a 6' skirted table, two chairs, and an overhead sign to identify the exhibitor. Additional furnishings, if desired, can be obtained from the Official Decorator. The hall is carpeted. Neither electrical nor Internet services, nor audiovisual equipment are provided by SNMA, but this support can be obtained for a fee through SNMA's Official Decorator.

Schedule—Professional Exhibits

The Professional Exhibits will open for attendees on Thursday, at 12:00 PM. About seventeen hours of exhibit time have been arranged for the duration of the conference, some of which time is dedicated, unopposed by major program events, for the medical student attendees. The following is a *tentative* schedule for the Professional exhibits.

Thursday, March 29, 2018

9:00 AM - 12:00 PM	Registration (move in and set-up)
12:00 PM - 5:00 PM	Hall Open/Welcome Reception

Friday, March 30, 2018

8:00 AM - 12:00 PM	Hall Open
2:00 PM - 5:00 PM	Hall Open

Saturday, March 31, 2018

9:00 AM - 2:00 PM	Hall Open
2:00 PM - 4:00 PM	Dismantle and move out

A final schedule will be furnished in follow-up communications sent to our registered exhibitors, once we have received approval from the Fire Marshal and Official Decorator. We expect that Professional exhibits should be fully set-up and manned by about Noon on Thursday. Exhibitors may move out after 2:00 PM on Saturday. Dismantling and packing shall not begin prior to 2:00 PM on Saturday.

Fees and Inclusions

Fees for the Professional Exhibits are posted within the registration module (*Events* tab on the website) itself and also as *Fast Facts* under “Latest News”. Fees have already been discounted for the many institutions that participate and they apply to all participating groups. No other discounts have been established. Exhibitors who choose the “Combo” option will exhibit all three days, in both exhibit components. The registration fee includes the following:

- Booth furnishings stated above.
- A complimentary listing and description posted to the conference app.
- A complimentary description printed in the Exhibit Directory, in the conference program booklet.

Registration Deadlines

The deadline date for receiving *Early Bird* registrations is October 18, 2017. Regular registration begins on October 19, 2017. We will continue to accept exhibit registrations at the *Regular* rate until February 21, 2018, the deadline for *Regular* registrations. Although the SNMA Headquarters can often accept and accommodate last-minute registrations, a listing in the conference program booklet cannot be assured after February 21. Pending the availability of space, *Late* registrations begin on February 22, 2018 and can be accepted until March 9, 2018, but at a higher fee, and there will be no listing in the conference program book. All registrations will end on March 9th, unless we sell out before then.

Premedical Forum Recruitment Fair (PmF)

SNMA has conducted a separate premedical component of the AMEC for over 30 years. Each year, the PmF program attracts more and more premedical and postbacc students from the local region, as well as from around the country. Due to students’ interest and participation in more recent years, the Recruitment Fair exhibit component has been expanded to a day-and-a-half. The Premedical Forum (PmF) Recruitment Fair is a separate component of the Annual Medical Education Conference, requiring separate registration and fees. Fees for the PmF are also posted in the *AMEC Fast Facts* flyer, located under “Latest News” within the registration module.

Organizations registering for the PmF Recruitment Fair are **not** automatically registered to also participate in the Professional Exhibits. We anticipate that there will be about 70 schools and career organizations participating in the 2018 PmF Recruitment Fair. All participating organizations must register in advance; no walk-in booth assignments will be made under any circumstances. We especially invite medical school offices of admissions, offices of diversity or multicultural affairs and administrators of other pre-health programs to participate in the PmF Recruitment Fair. Presentations of services and information

should be relevant to undergraduate level students and be in accordance with the stated mission and goals of the SNMA. Materials are encouraged that are generally accepted as informing students about training and educational opportunities. Typically, this includes information about allopathic and osteopathic medical school admissions, test preparation study courses and academic enhancement products.

PmF Schedule

The hours for the PmF Recruitment Fair, *tentatively*, are:

Friday, March 30, 2018

8:00 AM - 12:00 AM	Exhibitors move in and set-u
2:00 PM - 5:00:PM	Hall Open

Saturday, March 31, 2018

9:00 AM - 12:00 PM	Hall Open
12:00 PM - 3:00 PM	Dismantle and move out

The exhibit hall is open in the morning on Saturday, but closes at 12:00 PM, for the annual PmF Luncheon. Exhibitors may attend this luncheon, but are not required to do so. Tickets to the Premedical Luncheon on Saturday, March 31, are not complimentary at the 2018 AMEC, but may be pre-ordered with registration. Exhibitors are asked *not* to dismantle before the designated time on Saturday mid-day. A final schedule will be furnished in follow-up communications sent to all registered exhibitors well in advance of the opening.

PmF Recruitment Fair Provisions

The PmF Recruitment Fair in San Francisco, CA will be located in the Hotel’s Yerba Buena Hall. The Recruitment Fair will be furnished in the same manner as the Professional exhibits, with about 70 furnished booths. We are not able to provide electrical service or audiovisual equipment, but this equipment can be obtained from the hotel for a fee, through SNMA’s Official Decorator. Refreshment breaks are also furnished.

Combo Exhibits

The Combo (*combined*) exhibits are for those institutions that want to have a presence in both the Professional exhibit hall and the Pre-med Forum Recruitment Fair. Since the two cannot share the same space in the hotel during 2018 and are in separate halls, we have arranged for exhibitors choosing this exhibit option to have space in both halls (effectively, permitting 2-for-1 exhibit space). Combo registrations permit up to four exhibit reps. In order for this to be practical, those registered for Combo space may want to insure that they send two or three representatives, since one person alone cannot man the two spaces when the halls are open concurrently. Two booth signs will be prepared for the Combo exhibits in Golden Gate and in Yerba Buena halls.

Exhibit Personnel

The posted exhibit fee covers the free representation at the booth of two (2) individuals in the exhibit space. This policy is applicable to both the Professional Exhibit and the Premedical Forum Recruitment Fair. Please note, an additional fee of \$55 is charged for each additional person manning a single booth, up to a limit of six (6) persons per single booth without further charge. Beyond the six, the fee is \$20 per person additional. We recommend that a company send at least two representatives per booth, since this

will permit one or the other person to take breaks, but assures that the booth will be attended throughout the program.

Important! Only individuals holding badges or event tickets may be admitted to the exhibit area or other events featured as part of the PmF program or the rest of the conference. SNMA interprets that PmF exhibitors register to come for the two-day recruitment activity only. Therefore, name badges for Premedical Forum recruiters may not be given out prior to setting-up on Friday morning, from 8:00 AM – 12:00 PM. Therefore, PmF recruiters arriving on Wednesday or Thursday expecting to participate in other conference activities on those earlier days may find their access prohibited or limited, unless they have also registered as an *Attendee*, paying a separate *Attendee* fee or they have purchased a ticket in advance to a specific event. If you have questions, do not hesitate to contact our Headquarters by phone or e-mail and we will be happy to help you register appropriately.

To our Sponsors, please note that some sponsorships include the provision of complementary exhibit space. The exhibit space is extended to you, with the understanding that you will abide by the guidelines proposed for all other exhibitors, including the limits on exhibit representatives utilized per booth. Understand, please, that your sponsorship does not entitle you to bring unlimited representatives to man your exhibit and you will be invoiced \$55 for any additional reps. named beyond the two-reps. per-booth limit specified. Or, your additional reps. can register individually as *Attendees* at the conference. This restricting is imposed, not just as a budgetary consideration, but as a requirement for us to manage the volume of traffic anticipated in the exhibit areas.

Official Decorator Services

The approved and designated convention services contractor (Official Decorator) is in total charge of exhibit area production for both the Professional Exhibits and the PmF Recruitment Fair. The company will set-up the booths and display tables and is responsible for assisting the exhibiting companies and organizations. SNMA only provides the furnishings listed above. Other services, such as shipping, on-site handling, rental of additional furnishings, audiovisual equipment and/or other display items must be procured through the official decorator.

It is important to note that San Francisco is a 'Union city,' and certain activities in public places are governed by municipal and union rules. For example, all exhibit materials must be brought into the hotel by the Official Decorator, via the loading dock. However ...

If an Exhibitor can carry the full contents of his/her booth materials in one trip by one person without the use of a hand truck, dolly, or wheels, he/she is free to hand-carry the items into the hall at No Charge. The loading dock is under Union jurisdiction, and Exhibitors will be required to bring in their materials through the main entrance of the Exhibit Hall.¹

If in doubt, please ask the Official Decorator regarding your specific needs. You will at several times be furnished with the call-in number for the company's Customer Service desk and website log-in information.

EXHIBIT OPTIONS

Advertising, the Conference App

In 2018, we will again feature a conference application (app) for hand-held devices, which in addition to including the conference program, will featured conference highlights, speaker information, and attendee social networking links. It will include the exhibit floor plan and hours, and will also feature the complete up-to-date listing of all exhibitors. Some company "spot" logos and moving "banners" will be displayed (paid options).

Advertising, Conference Program Booklet

Full-, half-, and quarter-page formal advertisement space in the 32-48 page conference program booklet is available for sale. Program book ads will draw further attention to your exhibit or featured activity and can be referenced by the attendees long after they have returned to their homes. Any organization may purchase advertising space. You may compose an advertisement specifically for the SNMA conference program in San Francisco, citing your booth location, for instance, or use an advertisement that is commonly seen in other publications. All advertisements are rendered in four-color print.

Placing Advertisements

Companies/organizations intending to place an advertisement in the conference program booklet should reserve the space immediately. The actual advertisement material can be sent later, as long as the material is received at SNMA Headquarters prior to the established deadline.

Fees for advertisements placed in the conference program book are detailed in the on-line form and range from \$495 to \$2,255, for exhibitors' cover advertisements and from \$606 to \$3,080 for companies that are not exhibiting.

All advertisements must be received at SNMA as soon as possible, but no later than **February 14, 2018**, since advance time is needed to prepare the advertisement media for placement in the publication. We may not be able to send a reminder prior to the deadline, so please mark appropriate calendars now. Although every reasonable effort will be made to accommodate late ad submissions, SNMA cannot assure that the material will appear in the program booklet if our office receives it after **February 14, 2018**. This includes all forms of art, whether sent by e-mail or the U.S. Postal Service.

Also, before sending ad material as an e-mail attachment, please be sure that the ad is saved in a manner that will make it easily identifiable, once it is separated from the transmittal message; save the file as *AMEC18* or SNMA SanFran Conference, so the ad is easily distinguished as intended for the AMEC publication. Please do not send the ad more than one time, unless requested. We will acknowledge receipt of your file by return e-mail.

Advertisement Composition

Advertisers must compose their own advertisements. SNMA will not provide typesetting services, reformat your ad, or make modifications to advertisements that may have appeared elsewhere. If you prepare your ad yourself, we recommend using Microsoft Publisher or Adobe Creative Suite to compose and format your ad. Advertisements should be oriented to fit an 8-1/2" x 11" vertical page, sized to permit a 1/2" margin on all sides of the ad. An 85-line pixel screen is the standard rendering (**300 dpi or higher**). We will accept color or black and white ads. We will not reproduce bleeds. Computer-generated pdfs are acceptable mediums and may be sent via e-mail to conferences@snma.org. Ads sent by fax will not be accepted. Detailed specifications for print ads are posted under "Latest News, within the on-line registration module.

Advertisement Fulfillment

In choosing inside or outside cover placement for the ad, apply as early as possible, since these high-visibility placements are limited and are often selected early. Refunds will not be given for advertising space that has been reserved, but for which the advertisement copy has not been received in the office by the deadline. To fill the vacant space, SNMA will compose a simple substitute advertisement composed from the information provided on the application form. If we receive an advertisement that is different in size from the one that was ordered on the application, we will place the advertisement you have sent, but reserve the right to adjust the invoicing consistent with the ad that is received or the space contracted, whichever is higher in cost.

Advertisement Cancellations

No refunds are made for advertising that is ordered, but the exhibitor fails to send the advertisement copy by the deadline of February 14, 2018. SNMA reserves the right to compose an advertisement of the required size, including the name of the organization that has reserved the advertising space and/or a company's website as fulfillment of the advertisement order.

Program Book Description

Exhibitors may provide a *brief* description of their organization or program to list in the AMEC app. The app description does not constitute an advertisement, nor should it be prepared like one. The description should be prepared as a simple text statement and should be included with a registration form, but may be e-mailed to our Headquarters. Limit the description to no more than two or three sentences or 150 words, since the descriptions must fit within parameters set for the conference app. SNMA reserves the right to edit all exhibit descriptions to conform to our print and/or digital limitations. If no description is provided, only the organization's name and booth number will appear. If sent by e-mail, send the description to conferences@snma.org. Please use as the subject title "Exhibit Description for AMEC."

To ensure a listing and description in the conference app and/or the program booklet, the description must be received by our office no later than February 14, 2018. An exhibit description in the program book is complimentary and will also be posted on the conference app. SNMA reserves the right to edit descriptions for brevity or to eliminate them altogether, if space becomes limited.

ADDITIONAL EXHIBIT EXPOSURE OPTIONS

Please contact our Headquarters to learn more about these exhibitor options:

- AMEC sponsorship
- Hosted networking events (i.e., receptions/breakfasts)
- Agenda participation (speaker requests)
- SNMA Website advertising
- App banners
- Raffles
- Focus groups

Vending

SNMA does not stage a large marketplace, but we are able to accommodate a few commercial vendors at the AMEC each year. A *Vendor*, as SNMA defines one, is a **seller of personal commodities, crafts and collectables**. Vending includes sales of souvenir t-shirts, scarfs, neckties, and other wearing apparel, books, unique jewelry, ethnic and fraternal products, entertainment CDs, and arts and crafts that are original or unique in character. A Vendor's display at the AMEC should consist mainly of small cash-and-carry items of a personal nature. This provision **EXcludes** sellers of medical and educational text books, test prep and other study programs, and hand-held electronics. Sellers of educational or profession-related products or tools are expected to purchase *Professional* or *PmF Recruitment Fair* exhibit space.

A Vendor's rental space will consist of one 6' skirted table and a chair, set in an area that is approximately 10' x 10'. SNMA will furnish only one draped table and a chair, but Vendors may use their own display racks or portable tables (limit of two items), as long as a set-up does not overlap the space of a neighboring Vendor. We ask that you be prepared to set up between 10:00 AM and 2:00 PM on Thursday, March 29, 2018. Due to local ordinances, Vendor tables are to be set-up in only a few approved areas on the meeting room floors and may only be accessible during certain hours, if "closed" space is assigned (i.e., in the Golden Gate Hall); or, they may be located in public space. SNMA employs limited, roaming security and does not guarantee security for set-ups in the hotel's public spaces, so displays may need to be monitored and removed or otherwise secured at the end of each day.

The cost for each Vendor display table is \$480, the Regular rate, at all times, and is payable on-line by February 21, 2018. All licenses or permits, local taxes, and on-site expenses, such as parking, transporting, tips, etc. are the sole responsibility of the Vendor.

APPLICATION PROCESSING

Submitting an Exhibit Application

All exhibit applications must be made on-line. If for some reason, you are not able to complete the on-line form, contact the SNMA National Headquarters by e-mail at conferences@snma.org or call (202) 882-2881, Ext. 103, and we will be happy to assist you in completing the application appropriately.

In completing the on-line form, please be sure that the person you name as the contact is the individual who is able to receive and

act on follow-up messages. It is understood that the person completing the form may not be the person who will actually represent your organization in the exhibit. Upon receipt of the application form by SNMA, a notice will be sent indicating that the application is "Approved," meaning that the electronic transfer was completed. If there is a problem with your form or the related payment, we will contact you directly. Once confirmed, a booth number will be assigned and the Official Decorator will send the exhibitor instructions and forms for ordering the various materials and/or logistical services available through the company, usually about 90 days prior to the start of the conference.

Meeting the Deadline

Submissions posted by October 18, 2017 are considered *Early Bird* registrations and will receive priority placement. All applications must be sent to SNMA by the final deadline of February 14, 2018, in order for the organization to be assured of a listing or advertisement placement in the conference program booklet, and by March 9, 2018, to be accommodated in the exhibits at all.

AMEC EXHIBIT POLICIES AND CONTRACT TERMS

Which Exhibit?

The Professional Exhibits and the annual Premedical Forum (PmF) Recruitment Fair are separate components of the AMEC, each with its own separate programming, schedule, management and fee administration. Persons registered to participate in one are *not* automatically registered for participation in the other. Participation in both must be clearly distinguished on the application form and will be invoiced accordingly.

Booth Utilization

Exhibit space is for the exclusive use of the registered organization and is to be used by that entity. In the Professional Exhibits, an exhibitor representing one large organization may bring literature that describes different departments within that organization. However, only the organization's primary name will be displayed at the booth. For example, Howard University Hospital (HUH) may reserve one booth and their representatives may bring materials describing HUH's Surgery, Internal Medicine and Emergency Medicine departments, but only one sign, "Howard University Hospital", will be displayed at the booth. If a common name for all of HUH units cannot be achieved or is unsuitable for the booth, then each department should reserve its own unique booth. Similarly, it is our expectation that large organizations promoting different departments or affiliated units will take a booth for each facility represented. For example, separate agencies within NIH would each reserve their own booth; the several teaching hospitals of Harvard Medical School would each have their own booth.

Registering Exhibit Personnel

For the convenience of your organization's representatives, we urge you to provide the names of *all* individuals who will occupy your organization's booth space prior to March 7, 2018, so that name badges can be generated in a timely manner. If three (3) people have been registered—whether they are named or not—and four (4) representatives show up on-site, the exhibiting

company *will* be invoiced for the additional person who has come. Additions or substitutions of booth personnel cannot be processed expeditiously on site in San Francisco and generic "Exhibitor" name badges may be issued. There will be a fee of \$20 imposed for lost name badges.

Booth Allowances and Limitations

Certain arrangements for the physical handling of exhibits are dictated by the hotel, the Official Decorator, Fern Expo, and local ordinances. These include booth furnishings, shipping and handling, storage, safety, and other requirements. Power and Internet services, and audiovisual equipment are to be procured through the hotel. The Official Decorator will apprise exhibitors of all the appropriate guidelines for the AMEC location

Official Decorator Coordination

After SNMA has received your completed exhibit registration, SNMA will give the Official Decorator your contact information. They, in turn, will contact you directly, providing you with you exclusive access to an on-line Service Manual, and will assist as necessary with the shipment and delivery of your materials to your booth or other display area. The Service Manual will contain forms for ordering labor, additional furniture (beyond those that SNMA provides), drayage, plants, carpeting and other booth decorations, insurance, and other support services. The Official Decorator will also staff and operate a service center on-site to ensure overall coordination of exhibit installations and to provide assistance during and after the conference. For specific assistance, you can call the company's Customer Service desk.

Payment of Fees

Payment within 30 days of the date on a confirmation and/or invoice sent by SNMA is expected and can be made by check or money order made payable to the *Student National Medical Association* or by using a VISA, Discover, American Express, or a MasterCard charge card on-line. Payment can also be made via PayPal. The SNMA cannot accept Diners Club or any other charge or debit card. Payment on or before February 21, 2018, is expected, the end of *Regular* fee period) and those not sending payment (or evidence of intent to pay, such as a Purchase Order) to SNMA National Headquarters by that date may incur additional charges (*Late* fees).

Exhibit Cancellations

Conference exhibit booth cancellations must be made in writing by the deadline of March 7, 2018, to entitle the registrant to a refund. No refunds will be granted for cancellations received after this deadline, since certain costs will already have been expended for the applicant's participation. If an exhibitor has also applied for additional services or accommodations, such as participating in a Specialty Breakfast, arrangements to conduct these services will be cancelled. If the fee has not yet been paid, but the engagement is cancelled after March 7th, SNMA reserves the right to invoice for full payment, in an amount consistent with the unrealized revenue.

Cancellation or Reduction of Sponsorship

SNMA depends on sponsorship commitments made and frequently must place orders in advance of the event for products

or services for which sponsorship has been committed. For this reason, we require that commitments for sponsorship be made in writing. SNMA reserves the right to invoice the organization or company for any actual or committed expense that may have been arranged, should it become necessary, as of March 7, 2018 or later, for the sponsor to withdraw or reduce the amount (size) or quantity) of the commitment.

Conference Program Participation

Persons manning booths or tables in either of the exhibitor halls are *not* permitted free access to certain program events, including workshops, banquets, specialty networking receptions, plenary and most House of Delegates sessions or Premedical Forum component activities for which fees are charged. Exhibit personnel wishing to experience the full conference program must pay an Attendee registration fee--in addition to the exhibit registration fee--and/or they must purchase selected Event tickets, in advance.

COMPLIANCE AND RESPONSIBILITY

Program Management

SNMA makes every effort to assure the enjoyment and safety of all program participants and to maintain the integrity of this special program. To a greater or lesser degree, our program and management structure is bound by certain contractual obligations or local ordinance, which are enumerated here and elsewhere on our website. Any exceptions or exclusions from these guidelines shall be at the discretion of the SNMA Chairperson. You may direct any questions, considerations or concerns to conferences@snma.org or call our main telephone line, (202) 882-2881.

Non-discrimination

The SNMA is committed to providing an environment that is conducive to sharing information and open communications. Organizations with declared restrictions in recruitment, training and employment, based on the race, gender, religion, sexual orientation, national origin or handicap will be viewed as non-compliant. Similarly, SNMA does not restrict or limit participation

by anyone who has met the participation criteria, including payment of the required fees.

Applicants with Disabilities or Other Specific Requirements

The San Francisco Marriott Marquis hotel and the SNMA provide such arrangements as are required under Title III of the Americans with Disabilities Act (ADA). In helping SNMA to meet these requirements, applicants are asked to provide to the SNMA Headquarters detailed instructions in writing concerning any needs for auxiliary aids that a registered individual may require in any sleeping room, meeting room or function space, in order to assure that person's full participation at the meeting. Send a letter or e-mail to conferences@snma.org by March 7, 2018. An appropriate accommodation cannot be guaranteed unless we have received timely notification and specific instructions in writing.

Indemnification and Insurance

The on-line contract form is considered a binding contract, within terms specified here. In submitting the agreement, each exhibitor, vendor, advertiser or sponsor is agreeing to and assumes entire responsibility for following the instructions contained in this guide and in any follow-up communications; that they will cooperate fully with SNMA, hotel personnel, and/or the Official Decorator in the conduct of the program. Exhibiting companies are presumed to carry their own insurance coverage protecting their personnel and equipment.

Security

As a provision for conference management, the SNMA and the San Francisco Marriott Marquis hotel provide for the security and safety of its meeting attendees. The provision of this service is in no case to be presumed to be a guarantee against loss, damages, injury or theft of any kind, nor interruption due to civil unrest or acts of God. Exhibitors and others attending the AMEC are urged to take proper precautions to protect both personal and business possessions by checking with the hotel's Front Desk about securing storage of valuable belongings on-site.

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