AAHFN 13TH ANNUAL MEETING
State of Heart Failure Science:
Transforming Practice
to Improve Patient Outcomes

2017 Exhibit, Marketing,
& Sponsorship
Prospectus

Meeting Dates:
Thursday, June 22 – Saturday, June 24, 2017
Exhibit Dates:
Thursday, June 22 – Friday, June 23

www.aahfnannualmeeting.com

• Attend the only national meeting dedicated to HF Nursing.
• Learn about advances in HF from experts
• Discover new products and services in the HF marketplace
• Network with colleagues caring for HF Patients across practice settings

aahfn.org
About the American Association of Heart Failure Nurses (AAHFN)

The American Association of Heart Failure Nurses (AAHFN), is the only association dedicated to heart failure nurses. Providing customized education, support for the demands and challenges of caring for patients with heart failure (HF), and career advancement opportunities we remain committed to the mission and vision of AAHFN and the reason this organization was formed – to lead and educate heart failure nurses and to be the foremost nursing association across the heart failure continuum.

The AAHFN Annual Meeting is an essential forum for the presentation of the most current information on clinical care, treatment of patients and research, in the field of Heart Failure provided in a multi-disciplinary and well balanced format.

Heart failure nurses across levels including staff nurses, critical care nurses, nurse practitioners, educators, managers, researchers and advanced practice nurses attend the annual meeting. The educational programming includes guest speakers, debates, industry symposia, product theaters, and oral and poster abstract presentations.

Attendees repeatedly stress the import role that the annual meeting exhibitors play in allowing them to learn about the latest devices, products and educational materials available in the field of heart failure treatment, one on one, in a relaxed setting that encourages open dialogue.

AAHFN strives to maximize foot traffic in the Exhibit Hall through carefully planned break, traffic incentives and special events.

Why Exhibit

With a membership in excess of 2,500 heart failure nurses, dedicated to the care of patients with heart failure, what better opportunity to get your company’s products and services in front of decision makers that are highly involved in patient referrals. If you want to reach this highly influential audience secure your exhibit space/sponsorship option now.

With its convenient location in Orlando AAHFN anticipates strong attendance at this year’s conference. Don’t miss this opportunity to meet face to face with those on the frontlines of heart failure care.

You will reach:

- Advanced Practice Nurses
- Cardiac HF Administrators
- Clinical Directors with Doctoral Preparation
- Educators
- Home Health Nurses
- Inpatient and Outpatient Nurses
- Researchers with Doctoral Preparation
Membership & Financial Information

**Total Members**

<table>
<thead>
<tr>
<th>Year</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
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<tr>
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**New Members Per Year**

<table>
<thead>
<tr>
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<tr>
<td>2010</td>
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<tr>
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<tr>
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<tr>
<td>2014</td>
<td>993</td>
</tr>
<tr>
<td>2015</td>
<td>825</td>
</tr>
</tbody>
</table>

**CHFN Exam Participants**

<table>
<thead>
<tr>
<th>Year</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>239</td>
</tr>
<tr>
<td>2012</td>
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<tr>
<td>2014</td>
<td>382</td>
</tr>
<tr>
<td>2015</td>
<td>370</td>
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</table>

**Practice Settings**

- Home Health 4%
- Academics 8%
- Research 4%
- Care Coordinator/Transition Coach 21%
- Outpatient 54%
- Other 13%

**Highest Nursing Degree**

- Doctorate 11%
- Masters 45%
- Associates 11%
- Diploma 4%
- Bachelors 29%

**Years of Heart Failure**

- Over 10 57%
- 1 to 5 22%
- 6 to 10 22%

**Nursing Experience**

- Over 10 4%
- 1 to 5 22%
- 6 to 10 22%

**Sources of Income**

- Newsletter 1.0%
- Certification 11.9%
- Education 9.2%
- Heart Failure/Readmission Symposium 14.0%
- Advanced Heart Failure Symposium 4.9%
- Annual Meeting 39.0%

**Sources of Expenses**

- Newsletter 2.2%
- Certification 10.4%
- Education 1.6%
- Heart Failure/Readmission Symposium 9.0%
- Advanced Heart Failure Symposium 4.2%
- Annual Meeting 24.7%
- Administration 42.0%
- Board of Directors 3.7%
- Committees 2.1%
Exhibit Hours/Times:

| Booth Set-Up | 
| --- | --- |
| **Wednesday, June 21, 2017** | 3:00 pm – 11:00 pm Booth Set-up |
| **Thursday, June 22, 2017** | 8:00 am – 10:00 am Booth Set-up |
| **Thursday, June 22, 2017** | 11:00 am – 1:15 pm Exhibits Open/Product Theaters/Lunch |
| | 3:35 pm – 4:00 pm Afternoon Break |
| | 5:30 pm – 7:00 pm Welcome Reception |
| **Friday, June 23, 2017** | 11:30 am – 1:30 pm Exhibits Open/Product Theaters/Lunch |
| | 3:30 pm – 3:45 pm Afternoon Break |

**Booth Tear Down**

| **Friday, June 24, 2017** | 4:00 pm – 8:00 pm Booth Tear Down |

Cancellation Schedule

All cancellations must be submitted in writing by March 18, 2017.

| December 1, 2016 – March 18, 2017 | AAHFN retains 50% of contracted space |
| Beginning March 19, 2017 | AAHFN retains 100% of contracted space |

**HOTEL ACCOMMODATIONS**

Swan and Dolphin
500 Epcot Resort Boulevard
Orlando, FL 32830

Discounted group rate: $268.88

Reservations must be made by end of business on Monday, May 29, 5:00 pm – local hotel time. The discounted group rate is available three (3) days prior to and after the symposium, subject to availability of rooms at the time of reservation. Reservations can be made by calling Central Reservations at 888-627-9033 and referring to the AAHFN Heart Failure Annual Meeting.

**BOOTH FEES**

All pricing is per 10x10

| In Line booth | $2,500 per booth |
| Corner booth | $2,700 per booth |
| Island booth | $2,750 per booth |
| *Non-profit booth | $800 |

*Non-profit must hold a current 501(c) 3 designation. Exhibitors, who are defined as non-profit companies, are eligible to receive the reduced booth price of $800 for maximum of one 10’ x 10’ booth. Subsequent booths requested are charged the regular booth price. Assignment of booth space is done on a first-come, first-served basis with priority given to prior exhibitors.

Exhibit Fees Include:

- Use of carpeted booth space
- 7 x 44 black and white ID sign with company name
- Exhibitor hall lighting, air conditioning, perimeter security
- Listing in onsite program
- Inclusion in mobile app
- Recognition on meeting website
- Recognition on meeting signage
- Pre-meeting attendee list distributed upon request
- Post-meeting attendee list upon completion of meeting evaluation
- Two complimentary exhibitor registrations per 10‘x10‘ booth — no CME (One complimentary registration per non-profit booth)
- Opportunity to purchase additional exhibitor registrations
- Time with attendees during dedicated exhibit hall hours
INDUSTRY EVENTS & OPPORTUNITIES

AAHFN offers industry the option to support various events to be held in conjunction with the annual meeting. There is not an additional fee for attendees to participate in these events, however attendees must be registered for the meeting in order to attend.

The AAHFN is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission of Accreditation.

Sponsors hold first right of refusal to retain the item(s) sponsored in prior year. Symposia will be scheduled as either breakfast or dinner events. Preferences about the scheduling of symposia will be considered, but cannot be guaranteed and are subject to availability.

INDUSTRY SUPPORTED SYMPOSIA

CE Symposium: $30,000

Allow the AAHFN Planning Committee experts to develop the session content and identify learning outcomes, speakers, and goals and objectives. Supporting company will receive recognition in accordance with ANCC guidelines.

Symposium meeting room will be assigned at the discretion of AAHFN and will include standard AV (front screen projection, computer, microphone (up to 3), riser and podium with seating for up to 150 in theater set up. Ordering food and beverage, internet access, and additional AV is the sponsor responsibility. Sponsor is required to provide AAHFN with a detailed description for the event for promotional purposes by April 29, 2016.

The option to have enduring components associated with the program exist. Additional fees will apply for additional enduring activities.

NON CE Symposium: $25,000

Symposium meeting room will be assigned at the discretion of AAHFN and will include standard AV (front screen projection, computer, microphone (up to 3), riser and podium with seating for up to 150 in theater set up. Ordering food and beverage, internet access, and additional AV is the sponsor responsibility. Speakers must be approved by AAHFN before invites are extended. Sponsor is required to provide AAHFN with a detailed description for the event for promotional purposes by April 29, 2016.

INDUSTRY SPONSORED PRODUCT THEATERS

Product Theater: $10,000

Located directly on the exhibit floor these 30 minutes sessions provide industry sponsors the vehicle to have experts of their choosing present clinical updates to educate attendees on current therapies, disease states, product and innovation while still remaining in the heart of activity inside the exhibition. These promotional presentations are formatted for learning provide a great environment for a higher level of attendee engagement.

AAHFN will provide the space with theater seating for 100, electric, sound, lighting, and AV package to include front screen projection, computer, microphone (up to 3), riser and podium. Food and beverage along with any additional AV that may be required can be ordered directly from the hotel at an added cost. AAHFN staff will provide sponsors with appropriate contacts for ordering additional services if needed.

Focus Group: $5,000 – $7,000

Conducting focus groups and targeted consumer research at the annual meeting provides companies with a unique opportunity to gain a truly in-depth perspective from the professionals on the front lines of heart failure care, patient care, management, and prevention. Focus group fee is determined based on the duration of the event and includes allotted focus group scheduling, meeting room to accommodate up to 20, management of invitations to individuals that meets key company criterion. The maximum duration is two hours. Audio visual and catering are not included, but can be ordered and paid for directly by sponsoring company.

AWARDS

The Distinguished Member Award: $3,000

The purpose of the distinguished member award is to recognize a member who has dedicated years of service to the AAHFN or to the HF nursing specialty. The award recipient and sponsoring company will be receive recognition at the meeting, on the website, and in the journal and newsletter. Recipient will receive complimentary registration and a travel grant.

Annual Meeting Scholarships: $1,500 each

Support the advancement of heart failure patient care by underwriting annual meeting attendance for a nurse.
Recipients are selected based on a rigorous selection process. Applicants are required to submit a paper for publication in the AAHFN newsletter that documents how their attendance to the meeting has changed and improved their practice.

**ADVERTISING**

**Onsite Program (4-color) advertising:**

**deadline 5/1/17**

Advertising in the onsite program which is constantly referenced throughout the event and is distributed to every attendees on check in at registration is a great way to gain visibility around your participation and drive traffic to your booth. The onsite program is often shared and referenced post event with colleagues and co-workers. Print ready high resolution artwork must be provided by advertiser.

<table>
<thead>
<tr>
<th>Inside front cover:</th>
<th>$3,000</th>
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<tbody>
<tr>
<td>Inside back cover:</td>
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<tr>
<td>Outside back cover:</td>
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<tr>
<td>Full page:</td>
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<tr>
<td>Half page:</td>
<td>$1,500</td>
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</tbody>
</table>

**Hotel Room Drop: $4,000 per item**

Sponsor chooses the item and coordinates shipment of the materials to be distributed to all hotel guests staying in the AAHFN room block. The sponsor is responsible for all costs associated with creating the promotional piece. Artwork must be submitted to AAHFN for approval prior to production. Sponsor is responsible for sending materials directly to the attention of AAHFN Staff to arrive at the hotel no later than Friday 6/16/17. Sponsor is responsible for providing high resolution artwork. Proof will be provided for sponsor review prior to production.

**Suggested quantity: 550**

**Bag Insert: $3,000**

Reach all professional attendees and increase visibility around your participation by providing an insert to the registration bag. Inserts are restricted to flat items such as flyers or CDs and may be no larger than 8.5 x 11”. Information may include product or service promotion, or industry event. All costs associated with producing and shipping insert are the responsibility of the supporting company. Materials must arrive at the hotel by **Friday, June 16, 2017** and must be addressed to the attention of Clare MacNab as instructed.

**Suggested quantity: 800**

**Mobile App: $10,000**

This downloadable application will be available to all meeting attendees providing real-time access to the schedule and key meeting information. The interactive app will give attendees virtual access to the agenda, speaker bios, exhibitor descriptions, maps, and sponsor information. The application is also available through the web. Sponsorship of the 2017 Mobile App enables you to exclusively brand the landing page that attendees see each time an attendee opens the app. Recognition also appears on all web and print ads, as well as on-site signage.

**Mobile Charging Locker: **$8,000 – $9,500

This opportunity includes several branding impressions and the option to include a touch screen LCD to showcase looping videos/ads/messaging. Pricing is determined based on the type/model of the charging station selected.

**Lanyards for name badges with logo:**

$8,000

Attendees will advertise your company brand/product name around their neck for the entire three days. The logo of your choosing will be branded multiple times on each lanyard distributed to each attendee on check in at registration.

**Registration bags with logo: $12,000**

Every attendees receive this bag when they check in at registration. This bag provides sponsor with highly visible branding with your company/product prominently visible throughout the meeting. Sponsor is responsible for providing high resolution artwork. Proof will be provided for sponsor review prior to production.

**Hotel Room Key: $12,000**

Your customized artwork (company name/brand) will be in the hands of every guest staying in the AAHFN hotel block by sponsoring the hotel room keys. Room keys are used multiple times a day by attendees across the meeting providing excellent consistent visibility of your brand. The hotel key sponsorship includes branding of both the front and back with full color artwork subject to AAHFN approval. Keys are distributed to attendees upon hotel check-in.

**Hotel Room Key Sleeve: $4,000**

Maximize the exposure you receive by sponsoring the hotel keys by adding this optional sleeve that the hotel places the keys inside of for distribution at the front desk. The keycard sleeve provides even more customizable surfaces for branding the outside and inside.
Photo Booth: $6,500
People love photo booths and are naturally drawn to them. Sponsor a photo booth that attendees can enjoy throughout the meeting. Sponsor signage is included with the option for the company name/logo to appear on all photos. This sponsorship includes a range of props that attendees can choose from to personalize their fun photos.

Banners/Window Clings: $4,000 - $6,000
A variety of sizes and locations exist to place banners and window clings in prominent locations. These opportunities provide high visibility for your brand and will be installed before attendees arrive and will remain in place for the entire length of the meeting.

Custom Seating Lounges: $5,000
Located inside the exhibit hall and in the adjacent foyer these alternative seating areas provide prime visibility for your company brand. Your desired graphics will brand each lounge area. Colors and alternative seating options can be customized based on your preferences.

Technology Package $16,000
Become the exclusive technology sponsor to guarantee that your company name and message is visible every time an attendee connects to the internet. As the sponsor of this package you make wireless internet connectivity available to ALL meeting attendees inside the meeting space. The package includes a charging tower with additional branding and the tower gives attendees the ability to charge a variety of different personal devices.

Walking Challenge: $9,000
Help encourage attendee wellness and movement and become the exclusive sponsor of the walking challenge. This sponsorship includes a mobile app that tracks step. The app will be branded with your company message and will allow attendees to see who is in the lead. As the sponsor of this technology you can create boosts by placing QR codes in various locations like your exhibit booth. Boosts give attendees bonus steps toward their over position in the challenge.

Massage Station: $7,500
Provide attendees with the opportunity to rest and recharge and they will benefit more fully from your the educational program and be drawn into your exhibit. The exclusive sponsor of this service will have the option of distributing tickets to attendees in order to get a seated chair massage.
EXHIBITOR RULES AND REGULATIONS

The rules and regulations contained herein are intended by the American Association of Heart Failure Nurses (AAHFN) to serve the best interest of the conference, the exhibitors and the registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors and exhibitor-appointed contractors are bound by these rules and regulations.

AAHFN shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of AAHFN.

The exhibitor understands and agrees that the information contained in this document and the AAHFN Rules and Regulations are an integral and binding part of the Exhibitor/Sponsor agreement and that signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions, and any others issued by AAHFN regarding the conference; willingness to abide by the payment policy; acknowledgment of having read AAHFN Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

Exhibit Eligibility

All products and services exhibited must be germane to the study and practice of heart failure management/care/education and have appropriate governmental and agency approval, if applicable. AAHFN retains the sole authority to determine the eligibility of any company and/or its product.

AAHFN reserves the right to refuse applications from organizations not meeting standard requirements or expectations. AAHFN reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the conference. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

Assignment of Space

Priority for space assignment will be made on a first-received, first-paid basis; taking space configuration and booth size into consideration, Management reserves the right to make any revisions necessary to the floor plan.

Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should note that on their applications. Careful consideration will be given to all such requests, but cannot be guaranteed.

Americans With Disabilities Act (ADA)

Exhibitors are fully responsible for complying with the Americans with Disabilities Act (ADA) with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors indemnify, hold harmless and defend AAHFN its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorneys’ fees and expenses) resulting from or arising out of the exhibitors’ failure or allegations of exhibitors’ failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800/514-0301).

Animals

Live animals are not allowed in the exhibit hall for any reason.

Conduct

Professional behavior is expected from each company and its representatives at all times during the AAHFN Annual Meeting. Sponsors, exhibitors and their representatives and exhibitor-appointed contractors shall conduct themselves in a manner that is appropriate for the event, which includes but is not limited to the following restrictions: No smoking, no profanity, and no display of inappropriate content or clothing. In the event of inappropriate behavior at the event, the AAHFN reserves the right to close the sponsor’s display or exhibit, and all sponsor fees paid to the AAHFN will be forfeited. Any provocation of another either verbally, physically or by any other means will result in all parties involved surrendering their badges immediately and being escorted off the premises by security, and all parties being prohibited from attending the remainder of the AAHFN Conference.

Exhibitor/Affiliate Meeting Space Requests

Exhibitor events are meetings/functions/presentations, which are not hosted by AAHFN. It is the affiliate group’s responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the AAHFN Annual Meeting. The affiliate groups requesting space are responsible for the actions of their employees and/or agents and will be expected to follow all rules and guidelines outlined below.
1. Requests for meeting/function space at the host hotel from will be considered for the purpose and shall be considered on a first-come, first-served basis. Additional fees may apply.

2. In order to request meeting space your company must be exhibiting or sponsoring the AAHFN Annual Meeting.

3. Any and all charges for services levied by the conference venue are the responsibility of the function sponsor. AAHFN is not responsible for payment for any services connected with the event. AAHFN has no authority over any service charges, rental fees, set-up fees, labor contracts, etc., that are required by any venue.

Backdrop/Drape

The General Services Contractor will provide booth drape in the official show colors, and no other drape is allowed.

Cancellation Policy

All requests for cancellation of sponsorship/exhibit space must be received in writing to AAHFN at cmacnab@ahint.com prior to Friday, March 17, 2017. Any cancellation requests received after Friday, March 17, 2017 will result in your entire balance being due to AAHFN.

Care Of Premises

No part of an exhibit, signs or other materials may be posted, nailed, taped, or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises. The use of Velcro, stick-on decals or similar items and/or tape on any vertical surface, including, but not limited to, painted walls and portable walls within the facility is strictly prohibited. Exhibitors are responsible for any damage to the facility.

Children

Children under the age of 18 are not allowed in the Exhibit Hall at any time. Due to the professional nature of the program, children are not allowed in the conference sessions at any time.

Demonstrations

Demonstration areas must be organized within the contracted exhibit space. Demonstration tables cannot be placed closer than two feet from the aisle. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, AAHFN reserves the right to require the exhibitor to immediately discontinue the activity.

Display Regulations

The listing of height restrictions and display regulations for each allowable booth type follow.

LINEAR BOOTHs are sold in increments of 10 ft. wide and 10ft. deep (i.e., 10ft. by 10ft.). The back wall height may be a maximum of 8 ft. Regardless of the number of linear booths utilized (e.g., 10ft. by 20ft., 10ft. by 30ft., 10ft. by 40ft., etc.), display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. For 10ft. by 10ft. or 10ft. by 20ft. booths, the maximum height of 8ft. is allowed only in the rear half of the booth space, with a 4ft. height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more linear booths are used in combination as a single exhibit space, the forward space 4ft. height limitation is applied only to that portion of exhibit space which is within 10ft. of an adjoining booth.) Linear Booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

CORNER BOOTHs are Linear Booths at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

PERIMETER BOOTHs are Linear Booths that back to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum back wall height is 12ft. In addition, a hanging sign is allowed with the restriction that the top of the sign is permitted at 12ft. or below.

ISLAND BOOTHs are 20ft. by 20ft. or larger. The entire cubic content of the space may be used up to the maximum allowable height of 16ft depending on ceiling height in the hall. Hanging signs are allowed with the restriction that the top of the sign is permitted at 16ft. or below.

NON PROFIT BOOTHs must hold a current 501(c) 3 or 501(C) 6 designation. Exhibitors, who are defined as non-profit organizations, are eligible to receive the reduced booth price for the maximum of one 10’x 10’ booth. Subsequent booths requested are charged at the regular booth price.

Drayage

The exhibitor is responsible for arranging all shipments, supplies and drayage services. No arrangements may be made with the host hotel to receive any shipments from any supplier. Shipping and transportation information will be enclosed in the Exhibitor Services Kit.
Exhibitor-Appointed Contractors (EAC)

AAHFN has made every effort to appoint the best-qualified contractors to provide show services. If an exhibitor chooses to designate a non-official exhibitor-appointed contractor (EAC), the exhibitor and contractor must abide by the rules set forth in this document. Exhibitors must notify AAHFN in writing of the selection of and contact information for an EAC. AAHFN requires that the exhibitor notify their EAC of the rules and procedures that govern the AAHFN Conference, including the deadlines for filing.

EACs must either obtain labor from the official general contractor or provide evidence to the official contractor that they possess applicable and current city labor contracts.

Exhibitor Registration

All participants affiliated with the exhibitor must register through the AAHFN provided event registration prior to the Annual Meeting registration deadline date of Friday, May 12, 2017. Registered exhibitors must be employed by the exhibiting company or have a direct business affiliation. Registration after the deadline date or on site will result in higher registration fees. The exhibitor badge allows access only to the exhibit hall.

Exhibits must be staffed at all times during open hall hours. The AAHFN strictly enforces the opening and closing hours. Companies that do not keep their booths staffed and operating until the official closing time jeopardize their participation at future AAHFN Conferences.

With the exception of the non-profit booth, the booth fee includes two (2) complimentary full conference registrations. Non-profit booths receive one (1) complimentary full conference registration. An allotment of additional discounted exhibitor badges will be available at $175 each with max of one per 10x10 booth purchased. Please contact AAHFN if you require additional badges.

For the additional attendees to earn continuing education credits full conference registration fees apply. Exhibitors are required to register personnel for these complimentary conference registrations. Registrations are linked to the individual attendees. Each person must have a badge to attend conference events.

Fire and Safety Guidelines

Exhibitors must comply with all federal, state and local fire and building codes that apply. A full set of the Fire and Safety Regulations can be provided upon request.

Food and Beverage s For Hospitality

Distribution of food and beverages from the exhibitor’s booth is permitted however ALL food, beverage and supplies must be purchased through the exclusive caterer, the Swan and Dolphin. A link to the catering menus will be provided in the exhibitor services kit that will be sent in late January 2017.

Freight and Material Handling

Arata Expositions will control access to the loading docks and will receive and handle all exhibit materials and empty crates. In addition, Arata Expositions will handle unloading or re-loading at the freight docks of any and all contracted carriers.

Giveaways

Exhibitors may provide small promotional items to distribute to anyone visiting the exhibitor’s booth in order to assist visitors in remembering an exhibitor or a service offered. Examples of approved giveaways: pens/pencils, key chains, caps/visors, stress balls, water bottles, t-shirts/ polo shirts. Candy, including chocolates, may be distributed if individually wrapped or in individual serving containers; any other food samples must receive prior approval from AAHFN and the hotel venue.

Hanging Signs, Banners or Graphics

Professionally designed banners may be displayed on the back drape of the booth. AAHFN encourages exhibitors to creatively theme their booth(s). Hanging signs and graphics are permitted in Perimeter Booths with the top of the sign at 12 feet or below, and in Island Booths with the top of the sign at 16 feet or below. Whether suspended from above or supported from below, these booths should comply with all ordinary use-of-space requirements. These must be fixed and within the confines of the booth. All hanging signs and graphics must be set back ten feet (10’) from adjacent booths. No booth that shares a back wall with another booth will be permitted to have a hanging sign.

Indemnification

The exhibitor agrees to protect, indemnify and hold AAHFN, the conference venue, their respective officers, directors, agents, and employees against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or by reason of any accident, bodily injury, property damage, or other claims or occurrences to any person, including exhibitor, its employees and agents, or any business invitees, arising out of or related to exhibitor’s occupancy or use of the exhibition premises in the show or on and adjacent to the conference venue, including storage and parking areas or any claims arising out of or related to exhibitor’s website.
Insurance

The exhibitor shall maintain general liability insurance in an amount not less than one million dollars ($1,000,000) to cover its potential liabilities under this Agreement, and shall name AAHFN as an additional insured under exhibitor’s liability policy for the period of the show, including move-in and move-out periods. Proof of Insurance must be submitted to AAHFN by Monday, May 1, 2017 or the company may jeopardize their exhibit privileges.

Labor

Installation and Dismantle (I&D) is a labor pool of teamsters who are employed by the General Services Contractor and are contracted to local and national pre-qualified decorators and pre-qualified exhibitor-appointed contractors. Their role is to assist in the setup and teardown of shows and exhibits. These workers perform tasks such as mark floors, lay carpet, skirt and drape tables, set tables and chairs, assemble display booths, unload and deliver freight and anything else to prepare the show for opening. At the conclusion of a show, they tear everything down, prepare merchandise and load trucks for shipment. Requests for labor should be ordered using the form found in the exhibitor services kit.

Liability

The exhibitor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, chattels, papers and business records, or other property that may be in or come into the exhibitor’s possession during the course of the exhibit, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to property, person or persons arising from accidental or other causes incidental to movement and operation of exhibit and hereby releases AAHFN, its contractors and the conference venue from any liability whatsoever.

No Show Policy

An exhibiting company will be considered a no-show if its booth space is unoccupied by 10 am on Thursday, June 23, 2016. The exhibitor shall be deemed to have canceled their Exhibit Space Application /Contract for the AAHFN Annual Conference. AAHFN will require a written explanation of why the company did not show before future participation in the AAHFN Conference will be allowed. The exhibit space may be assigned to another exhibitor and AAHFN will not provide a refund to the original company. AAHFN is not obligated to relocate that exhibitor if they arrive after the deadline.

Non-Exhibiting Suppliers

Non-exhibiting suppliers are prohibited from selling products and services or distributing items in the aisle, food and/or seating areas of the exhibit floor. Any non-exhibiting supplier selling products or services or distributing items in these areas will be escorted from the exhibit floor by on-site security personnel; conference credentials will be forfeited for the duration of the trade show; and the incident will be reported to show management for further action. Any exhibitors observing such activity should communicate these infractions to AAHFN staff or security monitoring the exhibit floor.

Outstanding Payments

Any exhibiting company that has an outstanding balance will be prohibited from exhibiting until this balance has been paid. Outstanding balances may include fees incurred through AAHFN advertising, sponsorship or meeting departments.

Prohibited Practices

These practices are prohibited in the Exhibit Hall:

• Obstructing aisle space due to any activity in an exhibitor’s booth.
• Selling outside of the confines of your booth and/or in the aisle.
• Audio systems that disturb neighboring exhibits (Using an open audio system is strongly discouraged. The exhibitor must stop using a system if, AAHFN determines that, the sound level is objectionable to the registrants or adjacent exhibitors. Further, the exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations.)
• Non-exhibiting suppliers selling on the show floor will be escorted from the floor and not allowed to return.
• Rigging above any in-line booth that shares a back wall with another booth.
• Games, contests, lotteries, raffles, drawings or other games of chance.

Rigging

Rigging is allowed over Island booths to a 16’ foot maximum from the top of the sign; and Perimeter booths to a 12’ foot maximum. Rigging is not permitted over any in-line booth that shares a back wall with another booth. Labor must be contracted for rigging.

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times during the AAHFN conference. AAHFN provides 24-hour security.
guard service for the perimeter of the Exhibit Hall, but neither the guard service nor AAHFN are responsible for loss of or damage to any property. Deliveries or removal of equipment are only permitted during move-in and move-out. AAHFN strongly recommends that you do not leave valuables in your booth unsupervised.

Selling Products or Services
The AAHFN exhibits are focused on educating attendees by providing information, services and products, and presenting industry trends pertinent to the nurses’ professional interest. Therefore taking orders and selling exhibited products will be permitted. The sale of non-cardiovascular-related products, e.g., bags, T-shirts, umbrellas, golf balls, sunglasses, etc., is strictly prohibited. At no time may the exhibit or product display be altered to fulfill a transaction. No signage or advertising of product pricing will be allowed. Exhibiting companies that sell taxable goods or services on site are responsible for registering as a dealer with the Arizona Department of Revenue.

Show Cancellation Policy
Should AAHFN elect to cancel the show, AAHFN’s liability to the Exhibitor shall be the refund of any payments for booth space received. AAHFN shall not be liable for any consequential damages that may arise from such cancellation. Should the show be cancelled due to circumstances beyond the control of AAHFN, including, but not limited to, acts of God, acts of war, governmental emergency, labor strike, or destruction of exhibit facility, AAHFN shall return each Exhibitor’s space payment less a pro rata share of costs and expenses incurred.

Storage
Storage of all sales literature and catalogs must be accommodated on or under the tables provided. No crates, fiber cases, cardboard boxes, or reserve supplies may be stored behind the booth back walls.

FDA Compliance
Displayed products must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States can be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be easily visible and placed near the product and on any graphics depicting the product.

Display of Investigational Products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product that is graphically depicted on a commercial exhibit should:

1. Contain only objective statements about the product.
2. Contain no claims of safety, effectiveness, or reliability.
3. Contain no comparative claims to other marketed products.
4. Exist solely for the purpose of obtaining investigators.
5. Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
6. Contain a statement on signage: “Caution—Investigational Product—Limited to Investigational Use” (or similar statement) in prominent size and placement.

Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug and Cosmetic Act.

Logo Requirements and Use
To ensure that your company receives the highest quality logo recognition, AAHFN must receive your logo in a vector EPS file compatible with Adobe Illustrator, as well as in a JPEG format. The deadline for uploading your company logo is Monday, May 1, 2017.

Product vs. Company Logo
Since AAHFN is a 501 (C) 6, certain Tax Code regulations must be followed in order to remain within the qualified sponsorship payment safe harbor. The following are AAHFN’s guidelines for the use of product logos:

• A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
• A product logo cannot be used for general recognition (banners, website listing, publication, etc.)
• 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.

Photography and Videotaping
Photography and videotaping in the Exhibit Hall or during Educational Sessions is strictly prohibited.

Non-Smoking Policy
AAHFN policy strictly prohibits the use of tobacco products in all areas of the hotel (including during installation and dismantling) and all hotel meeting rooms hosting AAHFN events. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy.