AAHFN 16th ANNUAL MEETING

State of Heart Failure Science:

Exhibit, Marketing, & Sponsorship Prospectus

Meeting Dates: Thursday, June 25 – Saturday, June 27
Exhibit Dates: Thursday, June 25 – Friday, June 26

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

www.aahfnannualmeeting.com
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 nursing. 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 balanced format.

Heart failure nurses including staff nurses, critical care nurses, nurse practitioners, educators, managers, researchers and advanced practice nurses attend the annual meeting. The educational programming includes a combination of guest and member speakers, debates, industry symposia, product theaters, and research in the form of oral abstracts and poster presentations.

Attendees repeatedly stress the important role that the exhibitors and sponsors play in educating them about the latest devices, products and educational materials available.

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

Why Exhibit

With a membership in excess of 2,000 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 influential audience secure your exhibit space/sponsorship option now.

Given Boston’s significant history, beautiful summer weather and the vast number of things to see and do, AAHFN anticipates strong attendance. 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

Exhibit Schedule:

Times are subject to change

BOOTH SET-UP

<table>
<thead>
<tr>
<th>Wednesday, June 24, 2020</th>
<th>12:00 pm – 5:00 pm</th>
<th>Booth Set-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, June 25, 2020</td>
<td>8:00 am – 10:00 am</td>
<td>Booth Set-up</td>
</tr>
</tbody>
</table>

DEDICATED OPEN HOURS

<table>
<thead>
<tr>
<th>Thursday, June 25, 2020</th>
<th>11:05 am – 1:35 pm</th>
<th>Lunch/Product Theater Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2:55 pm – 3:25 pm</td>
<td>PM Break</td>
</tr>
<tr>
<td></td>
<td>5:00 pm – 6:30 pm</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>Friday, June 26, 2020</td>
<td>11:45 am – 1:45 pm</td>
<td>Lunch/Product Theater Presentations</td>
</tr>
<tr>
<td></td>
<td>3:45 pm – 4:15 pm</td>
<td>PM Break</td>
</tr>
</tbody>
</table>

BOOTH TEAR DOWN

| Friday, June 26, 2020 | 4:00 pm – 8:00 pm | Booth Tear Down |

CANCELLATION SCHEDULE

All cancellations must be submitted in writing by March 20, 2020

<table>
<thead>
<tr>
<th>February 3, 2020 – March 20, 2020</th>
<th>AAHFN retains 50% of contracted commitment</th>
</tr>
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<tbody>
<tr>
<td>Beginning March 20, 2020</td>
<td>AAHFN retains 100% of contracted commitment</td>
</tr>
</tbody>
</table>
HOTEL ACCOMMODATIONS

BOSTON MARRIOTT COLEY PLACE

110 Huntington Avenue
Boston, Massachusetts 02116 USA

617-236-5800

Discounted Group Rate: $229 plus tax for single or double occupancy.

The AAHFN urges all conference attendees to make sleeping room reservations at the host hotel, the Marriott Boston Copley. Please support the AAHFN by staying at the host hotel. The increased networking opportunities, quality hotel services, amenities, and proximity to the meeting are worth it.

The hotel was contracted to provide the best rate and service as a convenience for meeting attendees. In order to reserve the required meeting space, the AAHFN has a contractual obligation to fill a specified number of sleeping rooms. The AAHFN is at risk for defaulting on this obligation if reservations are made outside of our room block or at other hotels. Failure to meet our contractual obligation will translate into the AAHFN paying penalties to the hotel. Should this occur, the AAHFN will likely be forced to increase registration fees for future meetings.

RESERVATIONS

The negotiated group rate for single or double occupancy is approximately $229 plus applicable taxes. Reservations must be made by Monday, June 1, 2020. The discounted group rate is available three (3) days prior and three (3) days post meeting, subject to availability of rooms at the time of reservation.

Hotel reservations should be made directly with the Marriott Boston Copley through the AAHFN website or by calling the toll free phone number provided. Neither the AAHFN nor the Marriott solicit reservations by phone or email. If you are contacted by anyone asking if you need a room reservation for the Annual Meeting, or if they represent themselves as the “AAHFN housing provider,” they are NOT contacting you on our behalf. If you receive any solicitations regarding hotel reservations for the meeting please get as much information as you can, and contact us with the details by email at information@aahfn.org or by phone at 888.45.AAHFN.

BOOTH FEES

All pricing is per 10x10

<table>
<thead>
<tr>
<th>Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inline</td>
<td>$2,900 per booth</td>
</tr>
<tr>
<td>Island booths</td>
<td>$3,000 per booth</td>
</tr>
<tr>
<td>*Non-profit booth</td>
<td>$900</td>
</tr>
</tbody>
</table>

*Non-profit organizations 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 $900 for maximum of one 10’x10’ booth. Subsequent booths requested are charged the regular booth price.

EXHIBIT FEES INCLUDE:

- Use of carpeted booth space
- Exhibit hall lighting, air conditioning, perimeter security
- Listing in program
- Listing 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 registrations per 10’x10’ booth.
  Reduced fee available for additional exhibitor registrations.
- Time with attendees during dedicated exhibit hall hours
INDUSTRY EVENTS & OPPORTUNITIES

AAHFN offers industry partners 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 on Accreditation.

Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

Sponsors hold first right of refusal to retain the item(s) sponsored the 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 100 in theater set-up. Ordering food and beverage, internet access, and additional AV is the sponsor responsibility. Advance planning is required.

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 100. 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 May 1, 2020.

INDUSTRY SPONSORED PRODUCT THEATERS

PRODUCT THEATER: $10,000

Located directly on the exhibit floor these presentations are sold in 30 minute increments and 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. These promotional presentations are formatted for learning and provide a great environment for 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 at an added cost. Lunch will be provided by AAHFN for all attendees in the exhibit hall. 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 patient care, management, and prevention. Focus group fees are determined based on the duration of the event. Fees include the assigned time, meeting space to accommodate up to 20 people, and the list of registered attendees that opted in to sharing their information. The maximum event 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 receive recognition at the meeting, on the website, and in the journal and newsletter. Recipient will receive complimentary registration.

ANNUAL MEETING SCHOLARSHIPS: $1,500 EACH
Support the advancement of heart failure patient care by underwriting annual meeting attendance for a nurse. Applicants are required to submit a paper for publication in the AAHFN newsletter that documents how their attendance changed and improved their practice.

ADVERTISING

POCKET PROGRAM ADVERTISING
The onsite pocket program is continually referenced throughout the event and is distributed to every attendee on check in at registration. Advertising in the program is a great way to gain visibility around your participation and drive traffic to your booth. Print ready high resolution artwork must be provided by advertiser.

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>$3,000</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,500</td>
</tr>
</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 6/19/20. Sponsor is responsible for providing AAHFN staff with method of shipment/tracking information for room drop materials. Suggested quantity: 550

BAG INSERT: $4,000
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 at the hotel no later than Friday 6/19/20 and must be addressed to the attention of AAHFN. **Suggested quantity: 700**

**MOBILE APP: $10,000**

This downloadable mobile app 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. Sponsorship of the Mobile App enables you to exclusively brand the landing page that attendees see each time an attendee opens the app.

**CHARGING STATIONS: $8,000**

This opportunity includes several branding impressions and the option to include an LCD monitor 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 meeting. The logo of your choosing will be branded multiple times on each lanyard distributed to all attendees at registration.

**REGISTRATION BAGS WITH LOGO: $12,000**

Every attendee receives 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 at the meeting providing consistent visibility for 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–$8,000**

A variety of sizes and locations exist to place banners and window clings in prominent locations. These opportunities provide high visibility for your brand. Installation would take place before attendees arrive and advertising would remain in place for the entire length of the meeting. Sizing and placement determined based on what is allowed by the meeting venue.

**CUSTOM SEATING LOUNGES: $5,000 PER AREA**

Located inside the exhibit hall and other areas of the hotel where permitted, these lounge areas provide prime visibility for your company brand. Your desired graphics will brand each lounge area. Colors and 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 for your company and 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 steps. 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 the option for additional boosts is available by placing QR codes in various locations like your exhibit booth. Boosts give attendees bonus steps toward their overall position in the challenge.

**MASSAGE STATION: $7,500**

Provide attendees with the opportunity to rest and recharge to more fully benefit from the educational programming. Massage stations will be positioned inside the exhibit hall to boost attendee traffic. Area will be branded with your company logo and push notifications will be sent through the mobile app acknowledging your sponsorship.

**EXHIBITOR RULES AND REGULATIONS**

AAHFN show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of AAHFN. The rules and regulations may be amended at any time by AAHFN and the amendments shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during AAHFN, and may be given to any authorized agent or representatives of the exhibitor.

**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.
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.

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, 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. AAHFN will make all reasonable efforts to accommodate persons with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800/514-0301).

CONDUCT

AAHFN reserves the right to approve all exhibits and related activities. AAHFN may require that an exhibit be curtailed if it does not meet the standards required or expected, if it reflects against the character of AAHFN, or if it exceeds the bounds of good taste as interpreted by AAHFN. An exhibitor of a questionable exhibit or related activity must submit a description of the exhibit or activity with the exhibit application for AAHFN approval. The exhibit hall will be inspected during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested at their own expense or risk removal from the exhibition without notice and without obligation on the part of AAHFN for any refund. AAHFN reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the meeting.

Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. Lingering in the aisles surrounding another exhibitor’s booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited. AAHFN does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display.

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 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.

CANCELLATION

All cancellations for sponsorship/exhibit space must be submitted in writing to the attention of AAHFN at information@aahfn.com prior to Monday, March 16, 2020.

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’S ADMISSION

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 educational sessions at any time.
DISPLAY REGULATIONS

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

**CORNER BOOTHS** are Linear Booths at the end of a series of in-line booths with exposure to intersecting aisles on two sides. Corner booths are sold in increments of 10ft. wide and 10ft. deep (i.e., 10ft. by 10ft.). The back wall height may be a maximum of 8ft. 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.

**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 16 ft.

**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 10x10 booth. Subsequent booths requested are charged at the regular booth price.

**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).

**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)**

Exhibitors who plan to use service contractors other than those appointed by show management must notify AAHFN in writing using the Exhibitor Appointed Contractor form in the Exhibitor Services Kit. Independent contractors must agree to the following terms: perform all services in a timely and professional manner, in accordance with AAHFN deadlines. Agree not to solicit business on the exhibit floor for present or future conventions. Provide AAHFN with a certificate of insurance. Register all employees and representatives.

**EXHIBIT HALL ACCESS**

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after closing.

**EXHIBITOR REGISTRATION**

All participants affiliated with the exhibitor must register through the AAHFN prior to the Annual Meeting registration deadline date of **Friday, May 29, 2020**. 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 (1) complimentary full conference registrations. An allotment of additional discounted exhibitor badges will be available at $185 each with a 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
All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Enclosed areas in a booth need to be equipped with a UL approved battery-operated smoke detector and a 2A10BC Fire Extinguisher.

FOOD AND BEVERAGE
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 Marriott Boston Copley.

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.

HANDOUTS AND GIVEAWAYS
All giveaway items must comply with all guidelines and codes regarding the relationship between the pharmaceutical and medical device/equipment industry healthcare professionals. All items to be distributed must be useful to the participants at the meeting. Distribution of descriptive product literature is permitted.

Food and beverages may be distributed but must be purchased through the official caterer or additional fees may apply. Other items may be distributed from the booth with written approval by the Exhibit Manager.

No unapproved items may be distributed. Any exhibitor found distributing materials that have not been officially accepted will be required to cease distribution immediately.

INDEMNIFICATION
The exhibitor agrees to defend, 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 in the form of a certificate from provider must be submitted to AAHFN by Friday, May 29, 2020 or the company may jeopardize exhibit privileges.

NO-SHOW POLICY
An exhibiting company will be considered a no-show if their booth space is unoccupied at 10 am on Thursday, June 25, 2020. The exhibitor shall be deemed to have canceled their Exhibit Space Application /Contract. 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 exhibitors if they arrive after the occupation 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, and sponsorship.

RIGGING

Rigging is permitted as a direct expense to the exhibiting company and must be arranged directly through the exclusive in-house provider, PSAV.

SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment, and exhibit at all times during the AAHFN Annual Meeting. 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. The exhibit or product display may not 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 Texas Department of Revenue.

DELIVERY AND SHIPMENT OF MATERIALS

Exhibitors agree to ship and store their material at their own risk and expense. Arrangements have been made with Arata to receive and store all shipments sent in advance to their warehouse for up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Kit.
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 in the online exhibitor portal is Friday, May 22, 2020.

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 inducement to purchase, sell or use the product or service.

PHOTOGRAPHY AND VIDEOS
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