

# AAP experience

National Conference & Exhibition

# EXHIBIT SPACE APPLICATION

September 16–19, 2017  
McCormick Place  
Chicago, IL

**INSTRUCTIONS:** Type or print this application. Complete all sections. **Sign and return this application including payment made payable to American Academy of Pediatrics, NCE Exhibit, PO Box 776388, Chicago, IL 60677-6388.** Upon assignment of space by Show Management, a booth space confirmation will be sent to you.

COMPANY NAME \_\_\_\_\_

COMPANY NAME Continued \_\_\_\_\_

Please indicate under which letter of the alphabet you wish your company name to appear. \_\_\_\_\_

**The KEY CONTACT PERSON listed below will receive ALL exhibitor communications.**

KEY CONTACT \_\_\_\_\_

KEY CONTACT PHONE NUMBER \_\_\_\_\_

KEY CONTACT FAX NUMBER \_\_\_\_\_

KEY CONTACT E-MAIL ADDRESS \_\_\_\_\_

## KEY CONTACT MAILING ADDRESS

STREET ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

COMPANY PHONE NO. \_\_\_\_\_

COMPANY FAX NO. \_\_\_\_\_

COMPANY WEB ADDRESS \_\_\_\_\_

**2**

**LOCATION PREFERENCES:** For reference, a current AAP Floor Plan is available at [www.AAPexperieNCE.org](http://www.AAPexperieNCE.org). Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

NUMBER OF BOOTHS	X	RATE	=	AMOUNT
				\$

NUMBER OF CORNERS	X	\$150.00	=	AMOUNT
				\$

**On or after 6/2/17  
submit application  
with Total Amount.**

DEPOSIT: 50% OF TOTAL
\$

**3**

We do **NOT** want to be next to or across the aisle from:

\_\_\_\_\_

\_\_\_\_\_

**4**

## METHOD OF PAYMENT:

AAP Federal Tax ID # 36-2275597

**Check**—The enclosed check is in the amount of \$ \_\_\_\_\_

If paying by credit card, please call or e-mail for the pay online credit card link.

**5**

**WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

DATE \_\_\_\_\_

AUTHORIZED SIGNATURE—*This line must be signed for acceptance of contract.*

TITLE \_\_\_\_\_

**QUESTIONS: AAP Exhibit Office, Corcoran Expositions, Inc.**  
Phone: 312-265-9642, Fax: 312-541-0573 or  
E-Mail: [barry@corcexpo.com](mailto:barry@corcexpo.com)

**1**

## EXHIBIT SPACE RENTAL PER 10' x 10' BOOTH:

**\$3,350 per booth**

**\*Nonprofit: \$2,350 per booth**

There is an extra **\$150** charge per exposed corner.

A nonrefundable deposit (U.S. Dollars) equaling 50% of the total cost of space selected must accompany this application. An invoice will be included as part of space confirmation. The balance is due June 2, 2017. Applications received after June 2, 2017 must include full payment.

**CANCELLATION POLICY:** All requests for cancellation of booth space must be received in writing. For the complete cancellation policy please refer to the back of the Exhibit Space Application.

\*Only one (1) booth can be purchased at this rate. Additional booths will be billed at Commercial rate

Yes, my product and/or service is directly related to the Pediatric Industry.

COMPLETE, SIGN AND SUBMIT BOTH PAGES OF THIS APPLICATION

**FOR OFFICE USE ONLY**

# AAP National Conference & Exhibition • September 16–19, 2017 • McCormick Place • Chicago, IL

## General Rules and Regulations

The American Academy of Pediatrics (AAP) Exhibition is an extension of the continuing medical education program of the AAP. In order for your application to be accepted by the AAP, your products and services must be related to the practice of pediatrics, and you must be in good financial standing with the AAP. The AAP has the right to withhold approval of the exhibition of products and services, which in its judgment do not further the education, scientific, or practice needs of our members and attendees. At the request of AAP or Show Management, an exhibitor shall remove any product or service included in the display for which approval has not been given. Show Management's decision and interpretation shall be accepted as final in all cases.

These rules and regulations are a bona fide part of the contract for exhibit space with the American Academy of Pediatrics, hereinafter referred to as AAP National Conference & Exhibition which is managed by Corcoran Expositions, Inc., hereinafter referred to as Show Management, on behalf of THE AAP, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors, agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. The AAP reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting.

**1. PAYMENT OF SPACE.** A nonrefundable deposit equaling 50% of the total space rental charges must accompany this application. Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on June 2, 2017.

Applications submitted after June 2, 2017 must be accompanied by payment **IN FULL** of the space rental charges. Applications received without such payment will not be processed nor will space assignment be made.

**2. CANCELLATION AND REFUNDS.** All cancellations of space must be received in writing. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before June 2, 2017, the exhibitor will be liable for 50% of the total cost of space canceled. For cancellations received after June 2, 2017, exhibitors are liable for 100% of the cost of space. Any space not claimed after 7:00 pm, September 15, 2017 may be reassigned by the AAP without refund.

No-shows will be treated as cancellations and the exhibiting company will lose all accumulated points toward the following year's space assignments.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibitor shall not be held for any reason whatsoever, then and thereupon the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorata amount already paid for space for this specific event.

**3. SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.**

**4. USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing by Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors, or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

**5. EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection children are not permitted on the exhibit floor during installation and dismantle hours. Children will only be permitted in the exhibit hall during exhibiting hours.

Each 10' x 10' booth may not be staffed with more than five (5) exhibiting personnel at one time.

**6. INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by 7 PM on Friday, September 15, 2017. Exhibitors that are not fully set by 7 PM, Friday, September 15, 2017 will incur costs of labor to set carpet and booth.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

**7. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Manual. The Exhibitor Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Manual guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

**Exhibitor Plan Review.** Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

**8. EXHIBITS AND PUBLIC POLICY.** Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition.

Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

Exhibitors that collect attendee information from attendee badge bar codes (lead retrieval), may not share or sell the collected information. Contracted companies that are exhibiting are responsible for outside companies that are selected to capture attendee contact information. The sole purpose of contacting attendees is to provide information about their product or organization information. Exhibitors may not promote their participation at the AAP National Conference. The usage of email addresses collected from previous years or obtained outside the AAP National Conference is prohibited.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

**9. STORAGE OF PACKING CRATES AND BOXES.** Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense.

Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor nor the exhibit facility shall assume any liability whatsoever for loss or damage.

**10. SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the AAP National Conference & Exhibition, must be pre-approved by the AAP. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition dates. Approved ancillary functions may not contain education. Promotion of product, services or organization is strictly prohibited. Approved functions can only take place prior

to 8:00am or after 5:30pm. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, AAP meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

**11. OPERATION OF EXHIBITS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

**Food & Beverage (including alcoholic beverages):** Food products may not be distributed unless they are products being promoted at the display or they are used to demonstrate the company's product(s). Any exception to this policy must be approved by AAP or Show Management prior to the exhibition. All food and beverage must be ordered through the Center. Outside product will incur a corkage fee at exhibitor's expense.

**Direct Sales.** The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted within the professional nature of the meeting. No signage or advertising of products pricing will be allowed. Products for sale must be the exhibitors' own unaltered, marketed products, and the products or services must be pertinent to the attendees' professional interest. The AAP and Show Management reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

**Photography.** An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Booth personnel should notify the Exhibit Manager if they are being photographed/videotaped without permission.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. All book signings must be approved by the AAP. The AAP has the right to decline author signings. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the convention center or any hotels included in the official AAP housing block. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Copyright Licensing.** Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless the AAP, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

**Live Animals.** Live animals are generally prohibited. Exceptions must be approved by AAP or Show Management.

**Booth Representatives.** Both representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Spouses are invited to visit the exhibit hall only with appropriate credentials.

**Irregular Activities.** All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges. Use of the AAP logo or AAP conference logo is not permitted.

**12. LIABILITY AND INSURANCE.** All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is required that exhibitors obtain \$1,000,000 comprehensive general liability insurance, at their own expense, for property loss or damage and liability for personal injury. For more detail, please visit our website [www.AAPExpierience.org](http://www.AAPExpierience.org).

**13. INDEMNIFICATION.** Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

**Property Damage.** Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless the AAP, Show Management, the City and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**14. WAIVER.** Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

**15. ATTORNEYS' FEES.** Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**16. AMERICANS WITH DISABILITIES ACT.** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless the AAP, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**17. OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**

DATE

AUTHORIZED SIGNATURE – This line must be signed for acceptance of contract.

TITLE