

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

**These Rules and Guidelines have been prepared to serve the best interest of the exhibitors, attendees, and the American Nurses Credentialing Center, also referred to as “ANCC”. Mutual cooperation will ensure the success of the Exhibition. The exhibitor company representative who reserves the Exhibit Space online accepts these Rules and Guidelines, as part of the Application and Contract, and agrees to adhere to all conditions as outlined. The exhibitor company representative must review and agree to abide by these Rules and Guidelines in order to reserve and purchase the exhibit space online at the National Magnet Conference website. The ANCC will not accept the Application for Exhibit Space without the acceptance of the Rules and Guidelines. These Guidelines may be amended at any time. The exhibitor company representative who reserves the Exhibit Space or his or her designee shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations**

**SMOKING**

The American Nurses Credentialing Center has adopted a non-smoking policy for all its meetings, conferences, and exhibitions. There will be no smoking allowed in the exhibit hall or meeting rooms at any time.

**EXHIBITION MANAGEMENT**

Each Exhibition is produced by and is the property of the American Nurses Credentialing Center. ANCC will provide all management functions and establish policies.

**ELIGIBILITY** To ensure a valuable and quality Exhibition, ANCC reserves the right to accept or reject, in its sole and absolute discretion, an application to exhibit and to determine the eligibility of any exhibitor for inclusion in the Exhibition. Application to exhibit will be accepted or rejected based on availability of exhibit space and the proposed exhibitor’s products and/or services. The proposed exhibitor’s products and/or services should directly contribute to the ANCC and principles of the Magnet Program. Acceptance of an application to exhibit does not carry the ANCC’s endorsement of the products or services.

**ASSIGNMENT OF EXHIBIT BOOTH SPACE**

Booth assignments are available online on the Magnet Conference website on a first-come, first-serve basis after approval and payment in full. ANCC also reserves the right to rearrange the official floor plan and/or relocate any exhibit space to further the best interest of the entire Exhibition. An Exhibitor may be required to move to a new location if it requests a downsizing of space.

**PAYMENT POLICY**

The rental cost of the booth assigned is payable in U.S. currency with credit card payment in full online at [www.anccmagnetconference.org](http://www.anccmagnetconference.org).

**SUBLETTING OF SPACE**

Assignment or Subletting of exhibit space by exhibitors is not permitted. Exhibitors may not advertise or display goods other than those manufactured or sold by them in the regular course of their business. The space assigned to the exhibitors is for their own use only.

**RENTAL OF EXHIBIT BOOTH SPACE**

The following services/equipment are included in the exhibit space rental fee: standard draped back wall and side rails, exhibitor identification sign featuring exhibitor’s name and booth number, general security guard service, daily cleaning of aisles, and four (4) complimentary exhibitor admission badges for each 10 x 10 exhibit space reserved. All furniture, carpet and accessories, technical and electrical requirements, and booth cleaning are the responsibility of the exhibitor.

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

**EXHIBITOR BADGES AND ACCESS TO THE EXHIBIT HALL**

Admission to the exhibit area will be by authorized badge only. The official ANCC badge must be worn whenever a representative is in the exhibit hall or at other ANCC events. ALL personnel representing the exhibitor or his/her agents on the exhibit floor during installation and dismantling must be properly identified with an official badge.

Only representatives who are employed by the exhibiting company and who will be working in exhibit spaces are to register as exhibitors. Exhibitor badges will admit exhibitors to the hall during exhibit set-up and dismantling hours, non-ticketed events and general sessions.

Due to sold-out conferences in the past five years, exhibitors must register as full conference attendees at the published rates to attend concurrent sessions and earn CE credits.

**Each exhibitor will receive four (4) complimentary badges per 10 x 10 exhibit space leased. Additional exhibitor badges may be purchased for \$100 each. Abuse of the exhibitor registration procedures will be considered a violation of these rules and guidelines.**

On exhibit days, exhibitors will be admitted to the hall one hour before posted exhibit hours. Any request for access to the hall prior to that time must be made in advance with ANCC Exhibit Staff.

**LISTING OF PROMOTIONAL MATERIALS**

By exhibiting at the Conference, the exhibitors hereby grants the ANCC a fully paid, perpetual, nonexclusive license to use, display, and reproduce the name of the exhibitor in any directory listing of the exhibiting companies at the Conference and to use such names in promotional materials. The ANCC will not be liable for any errors in any listing or descriptions or omitting an exhibitor from the directory or other list or materials. **Exhibitors shall not use the ANCC or Magnet® name and logo on any collateral material.**

**CANCELLATIONS AND REFUNDS**

**Cancellations of booth space by an exhibitor must be submitted in writing and received by the ANCC:**

- 1. 150 days prior to the conference to receive a refund minus a 25% administrative fee.**
- 2. 60 to 90 days prior to the conference to receive a refund minus a 35% administrative fee.**
- 3. There will be no refunds within 60 days of the conference.**

**ANCC may cancel an exhibitor's booth space without refund:**

- 1. If payments are not made by the exhibitor according to the payment schedule.**
- 2. If the exhibitor fails to occupy the assigned space at least two hours prior to the official opening of the Exhibition.**

If the ANCC cancels the Conference due to circumstances beyond the reasonable control of the ANCC management, such as an Act of God, Act of War, Act of Terrorism, governmental emergencies, labor strike, or unavailability of its facility, the ANCC shall refund to each exhibitor the space rental payment paid minus a share of costs and expenses. The ANCC reserves the right to cancel the Conference due to low pre-registration 30 days prior to the Conference.

**BOOTH CONSTRUCTION AND DISPLAY GUIDELINES**

***General Requirements***

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

All exposed parts of any display must be draped or finished so as not to be objectionable to other exhibitors or to ANCC. If such draping is not ordered, the service contractor, with the approval of ANCC, may install it at the expense of the exhibitor. The following rules shall apply:

1. Exhibit booths shall be constructed and arranged so that they do not obstruct the view of neighboring exhibits, cause aisle blocks, or distract from the overall appearance of the Exhibition.
2. All exhibits must be confined to the spatial limits of the respective booth(s) as indicated on the floor plan.
3. Exhibits may not span an aisle by ceiling or floor covering.
4. Equipment may not be artificially raised to exceed the height restrictions and must be placed so as not to block the view of or impede the sight line of adjacent exhibits.
5. Equipment, products, or materials to be shown or demonstrated must be placed in the contracted exhibit space to ensure that the attendee viewing the display or equipment will be in the booth and not impeding aisle traffic.

***Property Damage***

No signs, parts of exhibits, supplemental lighting, or any other exhibit material may be taped, posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or any interior or exterior exhibition facility or furniture.

***Fire Guidelines***

All material used in the exhibit area must be flameproof to conform to local fire ordinances and the fire regulation the exhibition facility. Combustible decorations such as crepe paper, tissue paper, cardboard and corrugated paper shall not be used. All packaging containers, excelsior and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays. All display materials and equipment are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof that are found not to be fireproof may be ordered to be dismantled. All aisle and exhibit areas must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered. Exhibitors are also expected to comply with any fire regulations from the host facility.

***Balloons***

Helium and latex balloons are not permitted as part of an exhibit or for giveaway or sale. Any charge imposed by the exhibition facility for removal of any balloons will be passed on to the applicable exhibitor.

***Photography***

Photographing or examining other exhibitor's booth or equipment without permission is prohibited. Any pictures taken by the official ANCC photographer are property of the ANCC. The ANCC and its affiliates reserves the rights to use all such photographs/videos and reproductions, in any manner it may deem proper.

***Music***

ANCC is licensed with Broadcast Music, Inc. (BMI) and the American Society of Composers, Authors and Publishers (ASCAP). For music played in the exhibit area, exhibitors are responsible for obtaining licenses. Each exhibitor is required to identify and hold harmless ANCC from any liability arising out of music covered by other organizations.

***Special Effects and Presentations***

Audio-visual and other sound- and attention-getting devices and effects will be permitted only with such intensity as, in the opinion of ANCC; they do not interfere with the activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations may be conducted by professional presenters or models. Demonstrators are to be straightforward and professional.

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

***Irregular Activities***

All business activities of the exhibitor must be conducted within the exhibitor's allocated space.

Any polls, surveys, or questionnaires that will be conducted with the exhibitor's booth must be submitted for review and approval by ANCC. The content must adhere to the Code for Nurses and within the established and published policies and practices of the ANCC. ANCC must be advised of the intended use of the data.

Canes, yardsticks, noisemakers, and sideshow tactics, or any other undignified and objectionable methods and materials, are expressly prohibited. For questions concerning the legality of distributing any promotional materials, please contact ANCC staff for approval.

Exhibitors may distribute samples; however, use of glass containers for this purpose is dangerous. Plastic or other unbreakable containers are recommended.

Hazardous materials displays (i.e., needles, glass containers, etc.) MUST be stored and secured when exhibit personnel are not present. It is the exhibitor's responsibility to ensure they are properly disposed of after the show in accordance with HAZMAT.

***Giveaways and Drawings***

Prize awards, lotteries, drawings, contests, favors, advertising premiums, or any other items with a value of \$100 or more to be given to attendees, must be pre-approved by ANCC. Request for approval of such giveaways items must be submitted in writing to ANCC 30 days prior to the first day of move-in and include a sample, photograph or description of the item (if there will be a drawing, eligibility requirements, etc.). ***Exhibitors are not allowed to offer lanyards, badge holders and water bottles in their booths.*** Refreshments will not be permitted to be served in the exhibitor's booth without the permission from ANCC and the official facility center. If permission is granted, these items must be provided by the official caterer unless the caterer allows the exhibitor to use another supplier.

***Selling Guidelines***

There is no restriction on selling on the exhibit floor. Exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit floor.

***Canvassing by Non-Exhibitors***

The Exhibition is limited to business firms, professional organizations, educational institutions, and government agencies which have paid for their booth space. No other persons or concerns will be permitted to demonstrate their products, solicit orders, or distribute advertising materials in the exhibition facilities.

***Utilities***

It is understood and agreed that the Association shall use proper and responsible care to have all power services installed and operating during the Exhibition. However, ANCC shall not be responsible for late installation or services interruption.

**INSTALLATION AND DISMANTLING EXHIBIT**

***General Requirements***

Materials for an exhibit may not be delivered to the exhibition facility before the official move-in dates and times. All displays must be completely installed by the end of the established move-in hours. No displays may be dismantled prior to the official closing of the Exhibition. Such activity will be considered in violation of these Rules and Guidelines. All materials must be removed from the exhibition facility by the end of official move-out date and time.

ANCC reserves the right to assign specific days to each exhibitor for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate the exhibitor to pay all charges incurred for labor as a result of the disruptions of the delivery schedule.

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

All laborers must be 18 years of age or older. No children under the age of 18 will be permitted on the show floor during installation and dismantling. During show hours, any person under the age of 18 must be accompanied by an adult.

***Unions***

Where union contracts exist within a facility, exhibitors must conform to those contracts and use the union personnel involved. ANCC shall advise, on request, where such jurisdiction exists.

***Official Contractors***

ANCC shall make available the service of qualified contractors to provide services that exhibitors may need. Where the exhibit facility or requirements make it mandatory that a particular contractor be used, exhibitors must use that contractor and no other.

***Guidelines for Use of Exhibitor–Appointed Contractors (EAC)***

The International Association for Exposition Management (IAEM) defines an Exhibitor Appointed Contractor (EAC) as “any company that an exhibitor wishes to hire that requires access to the exhibit floor other than the officially appointed contractors hired by show management”. These include installations and dismantle companies, display and design companies, photographers, florists, audio/visual companies, computer rental companies, security, etc. As a general rule of thumb, if the person is not an employee of your company (with the exception of manufacturer’s reps), and they will be working on your equipment, display or products, they are considered an EAC. Material handling is an exclusive service provided by the general contractors as appointed by show management.

The ANCC will make available experienced contractors to provide services experienced contractors to provide services for ANCC Exhibitions. Some services are exclusive for EAC which cannot be used.

***Exhibitors and Exhibitor Appointed Contractors (EAC) must comply with the following guidelines:***

1. An EAC shall have the right to provide services (excluding material handling) and to utilize qualified employees on the exhibit floor as requested by an exhibitor. Exhibitors must submit a Notification of Intent to Use Non-Official Contractor to the ANCC at least 30 days prior to Exhibition move-in.
  
2. The EAC must carry public liability insurance for bodily injury and property damages in the minimum amount of \$1,000,000. An original Certificate of Insurance must be submitted to ANCC at least 30 days prior to Exhibition move-in, verifying public liability insurance for bodily injury and property damage for the time period covering the Exhibition, including move-in exhibit hours, and move-out, and naming the ANCC as the insured.
  
3. The EAC must abide by existing labor regulations or contracts and rules and Guidelines established by the exhibition facility and ANCC. All services provided by an exhibitor-appointed contractor must be completed in a timely, professional manner and within the established times for move-in and move-out.
  
4. The EACs are required to have all licenses, permits or bonding required by federal, state and country or municipal governments, prior to commencing work, and shall provide ANCC with evidence of compliance.
  
5. The exhibit floor, aisles, loading docks, service and storage areas will be under the control of the ANCC’s designated official service contractor.
  
6. The EAC must possess and be prepared to present a true and valid order for service from an exhibitor to ANCC Exhibit Staff to permit admittance to the exhibit floor.
  
7. An EAC should perform all services in a professional manner and not engage in solicitation of current or future business on the exhibit floor during move-in, exhibit hours, or move-out. Exhibitors are responsible for the conduct of the contractors they appoint.

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

8. An EAC will need to submit to ANCC staff at least 15 days prior to Exhibition move-in, names of all employees who will be working in the exhibit hall prior to the commencing work. These individuals must follow the rules of ingress and egress for the exhibit hall. The EAC must also submit the names, addresses and telephone numbers of key personnel to contact in the case of emergency, and designate a contact in the area local to the Exhibition to handle emergency situations during the period of the Exhibition.
9. EACs must confine operations within the exhibit area of the client exhibitor. Aisle and vacant areas of the exhibit hall may not be used as work areas or storage and dispatch areas.
10. It is the responsibility of the EAC to remove all tape installed from the floor and bulk trash from exhibit hall (such as skids or crates) or the EAC will be billed accordingly by the official services contractor for the labor to complete such task.
11. EAC will fully cooperate with the official service contractor and will not interfere with the efficient utilization of labor.
12. It is the exhibitor's responsibility to provide EAC with information pertaining to exhibit; i.e., utilities, service order forms, dates, hours, shipping instructions, rules and Guidelines, etc.

FAILURE TO FOLLOW THESE GUIDLINES COULD JEOPARDIZE AN EAC'S ABILITY TO OBTAIN PROPER AUTHORIZATION FOR INSTALLATION, SERVICING, OR DISMANTLING OF AN EXHIBITOR'S BOOTH.

#### **EXHIBIT HALL CONDUCT**

##### ***General Conduct***

The materials and conduct of all exhibits are subject to the approval of ANCC, which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate for the Exhibition. This regulation also applies to displays, literature, advertising novelties, souvenirs and the conduct of the representatives, etc. Booth activities must be related to the product

Exhibitors will show respect and total professionalism to all other exhibitors in the hall at all times. Exhibitors shall not display harassing behavior toward attendees or other exhibitors. If there is any indication of this behavior, ANCC reserves the right to have the exhibitor and the exhibit removed from the exhibit floor.

Each exhibit space must be fully operational and staffed during the published exhibits hours as defined. False certification of any individual exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the Exhibition or banning him or her from the entrance to the exhibit floor, or removing his or her exhibit from the floor without obligation on the part of ANCC for refund of any fees. Upon the exercise of this authority by ANCC, the exhibitor, for himself or herself, his or her employees and agents, and anyone claiming a right to be on the exhibit floor on behalf of the exhibitor, waives any rights or claims for damage arising out of the enforcement of this paragraph.

#### **LIABILITY AND INSURANCE**

All space occupied by an exhibitor must be surrendered in the same condition it was at the commencement of occupation by that exhibitor. ANCC, its officers, directors, agents, suppliers and employees shall not be liable for and are hereby released from any claims, liabilities, losses, damages, or expenses relating to or arising out of injury to any personal property of exhibitor or to any other property where such an injury, loss or damage is incident to arise out of, or is in any way connected with exhibitor's participation in the Exhibition. The exhibitor shall be fully responsible for any such injury, loss, or damage and the exhibitor shall protect indemnify, hold harmless and defend ANCC its officers, directors, agents and employees from and against all such claims liabilities, losses and damages and expenses. Each exhibiting company acknowledges that it is responsible for obtaining insurance coverage in such amounts as it seems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

company desiring to insure its exhibits and display materials against theft, damages by fire, accident or loss of any kind must do so at its own expense.

General perimeter security guard services will be provided by the ANCC for the Exhibition period including move-in and move-out. The security service, the exhibiting facility, the service contractor and the ANCC are not responsible for any loss of any material by or for any cause, and urge the exhibitor to exercise normal precautions to discourage pilferage.

For the protection of the exhibitors, security guards will require an official Material Release Pass to remove any equipment, cartons, luggage, etc., from the exhibit floor until the official move-out period. Materials Release Passes may be obtained from ANCC Exhibits Staff.

In the event any part of the exhibition facility is destroyed or damaged so as to prevent ANCC from permitting an exhibitor to occupy assigned space during any part of the whole of the Exhibition period, or in the event occupation of assigned space during any part or whole of the Exhibition is prevented by strikes, acts of God, national emergency or other causes beyond the control of ANCC, the exhibitor will be charged for space during the period it was or could have been occupied by the exhibitor and exhibitor hereby waives any claim against ANCC, its officers, directors, agents, suppliers or employees for losses or damages which may arise in consequences of such inability to occupy assigned space.

**COMPLIANCE AND ENFORCEMENT**

The ANCC shall have full power in the interpretation and enforcement of all rules and Guidelines governing exhibitors. All matters and questions not covered by the Guidelines shall be subject to the final judgment and decisions of the ANCC.

Exhibitor accepts these Rules and Guidelines, **as part of the online Application and Contract**. ANCC reserves the right to reject, eject, or prohibit an exhibitor or its operations in part or in whole and refuse to admit the exhibitor for the failure to comply with these Rules and Guidelines. The exhibitors shall not be entitled to any refund of the booth space payment.

The exhibitor assumes all responsibility for compliance with all pertinent laws, ordinances, regulations, and codes of duly authorized local, state and federal governing bodies, concerning fire safety and health, together with the rules and Guidelines of the operations and/or owners of the property wherein the Exhibition is held.

Third parties, such as advertising and public relations agencies, acting on behalf of or representing the exhibitor, must adhere to and abide by these Rules and Guidelines. It is the exhibitor's responsibility to make its agencies and/or contractors aware of all Rules and Guidelines, deadlines dates and forward all items that such agency or contractor may be responsible.

**American Nurses Credentialing Center**  
**2012 ANCC NATIONAL MAGNET CONFERENCE®**  
**EXHIBIT RULES AND GUIDELINES**  
January 1, 2012

**ANCC MARKETING GUIDELINES**

The purpose of these rules is to provide clear, concise, enforceable standards for appropriate marketing activities. Exhibitors marketing practices if found inappropriate may be prohibited from participating in the conference.

1. Exhibitors may not use the ANCC or Magnet Recognition Program® logos in marketing/advertising to promote their participation within the National Magnet Conference ® including banner ads, print ads, internet ads and direct mail.
2. Exhibitors may use the ANCC or Magnet Recognition trademarks (as detailed in #3 below) in their marketing/advertising materials to promote participation within the National Magnet Conference. Exhibitors may not use the ANCC/Magnet trademarks intertwined or near their own logos.
3. Exhibitors must refer to Magnet® in the following formats in ad/marketing materials:  
ANCC National Magnet Conference®  
ANCC Magnet Recognition Program®  
MAGNET®
4. Exhibitors may not use tag lines in ad/marketing materials which misrepresent its ability to assist attendees in their pursuit or retention of Magnet Recognition®
5. Endorsement may not be made by an organization or its representatives applying for Magnet Recognition® or an organization that has lost Magnet Recognition®.
6. Exhibitors may not make false statements in their advertisement/marketing materials regarding Magnet Recognition® relationship in meeting federal or state regulatory requirements.
7. ANCC National Magnet Conference® program advertising is subject to ANCC approval.
8. Exhibitors are not permitted to recruit attendees for open employment positions at an institution inside the exhibit hall during the conference.
9. Exhibitors/sponsors are neither endorsed or affiliated with ANCC or the Magnet Recognition Program® and are prohibited from implying an endorsement or affiliations within in advertising/marketing materials.
10. Exhibitors may not make prizes or giveaways conditional upon doing business with the Exhibitor.
11. Exhibitors cannot alter any ANCC trademark in advertisements or marketing materials (exp. Company is Magnetized).