

# Conference Rules & Regulations

The SDMS Annual Conference rules and regulations are intended to serve the best interests of the SDMS, the conference, registrants and exhibitors. The rules and regulations apply to all exhibitors and their agents.

The exhibitor understands and agrees that the information contained in this Prospectus is an integral and binding part of the exhibit space contract. Signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the Prospectus; and agreement to distribute them for compliance by all individuals involved.

Our common goal is to make the SDMS Annual Conference an excellent opportunity to market services and products, and network. The structure of the SDMS Exhibit Hall, as outlined in the rules and regulations, ensures the repeated success of this event for everyone.

## Exhibit Hall Access

Exhibitors must wear badges to enter and remain in the Exhibit Hall. Exhibitor representatives, including models, must wear the badges at all times, including during installation and dismantling.

## Badges

- Badges can be picked up at the Exhibitor Registration Desk on:

Wednesday, September 19	4:00 pm – 8:00 pm
Thursday, September 20	7:00 am – 8:00 pm
Friday, September 21	7:00 am – 5:30 pm
Saturday, September 22	7:30 am – 5:30 pm
- Exhibitors must use the SDMS Annual Conference Exhibitor website to submit their exhibitor badge request in advance to avoid on-site delays. The deadline for advance submission of names is **August 19**. After August 19 at 5:00 pm Central Time, all badge requests (either additional badges or changes to initial badge order) must be handled on-site. **Note:** Exhibitor badges do not include access to the Friday night SDMS and SDMS Foundation Awards Dinner, Saturday night Space Needle Sock Hop or the SDMS Annual Conference Educational Sessions or Tutorials. Separate registration/tickets to these events are available for purchase if space is available.

- SDMS offers free on-site Exhibit Hall badges for exhibitors only. Exhibit Hall guest passes can be purchased at the Registration Desk for visitors.
- Badges will be issued only in the name of the corporation/institution/company on the exhibit space application.
- The exhibitor is responsible for the actions of individuals wearing its badges during the entirety of the SDMS Annual Conference, including installation, Exhibit Hall hours and dismantling.

## Cancellation/Reduction of Exhibit Space and Refund Policy

- Notification of cancellation or reduction in exhibit space must be submitted in writing via mail, fax or email. The effective date of a space cancellation or reduction is the date when written notification is received and date stamped by SDMS.
- If written notice is received before **July 11**, all monies paid by the exhibitor for exhibit space rental, less a \$250 administration fee will be refunded.
- If written notice is received on or after **July 11**, the exhibit space is not refundable.
- Refunds apply only to exhibit space rental, and do not include sponsorship or advertising purchases.
- It is the exhibitor's responsibility to ensure that the written notice of cancellation is received by the deadline.
- At the time SDMS receives written notification that the exhibitor is canceling space, all booth space will be released.
- Any booth in the Exhibit Hall that is unoccupied by **3:00 pm on Thursday, September 20**, will be considered a no-show and may be assigned to another exhibitor unless the SDMS has received written notification of the circumstances. The exhibitor shall be deemed to have cancelled the exhibit space contract. There will be no refund to the original exhibitor and no obligation on the part of SDMS to relocate such exhibitor(s).

## Payments

- Applications received without required deposit or payment will not be processed and will be returned.
- Applications submitted on or before **July 11** must be accompanied by full payment or a 50% deposit on the total cost of exhibit space requested.
- If a 50% deposit is paid, the balance is due on **July 11, 2012**.

- Applications for exhibit space rental submitted on or after **July 11** must be accompanied by full payment.
- Payments may be made by check, money order or credit card (American Express, Discover, MasterCard, and VISA). Payment by check must be in US funds drawn on a US bank. Checks drawn on foreign banks and/or not in US funds will be returned to the applicant along with their application. This may delay the approval process and space assignment. Checks and money orders must be made payable to **Society of Diagnostic Medical Sonography**.

## Booth Specifications

- The standard booth size is 10' x 10'.
- Booth height is limited to 16 feet.
- Each standard booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. The backside of an in-line booth cannot be visible.
- No exhibit may expand into the aisle. Demonstration areas should be located within the booth to allow sufficient space for spectators. Aisles cannot be obstructed due to any activities within the booth.

## Exhibit Installation

- Exhibit Booth Installation is available Wednesday, September 19, 12:00 pm – 5:00 pm, with permission only and Thursday, September 20, 8:00 am – 3:00 pm.
- All exhibits must be set up by **3:00 pm on September 20**. Exhibitors are responsible for coordinating with the official SDMS contractor, Freeman Decorating, to ensure that all material is scheduled for arrival at the Exhibit Hall in time to be set and ready when the Exhibit Hall opens.
- Children and guests are not permitted on the exhibit floor at any time.
- SDMS does not assume any responsibility for loss, theft or damage to exhibits, equipment, personal belongings, etc., during installation, Exhibit Hall hours, or dismantling.
- Exhibitors are liable for the actions of their booth personnel, including contractors at all times.
- SDMS reserves the right to remove any exhibitors' booth personnel at SDMS staff discretion at any time.

## Exhibit Dismantle

- Exhibitor Dismantle is available Saturday, September 22, 4:00 pm – 9:00 pm. Failure to remove all exhibits and equipment could result in a penalty.
- The official closing time of the Exhibit Hall is 4:00 pm on Saturday, September 22. Early packing of equipment or dismantling of exhibits is not permitted.

- SDMS does not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation, Exhibit Hall hours, and dismantling.
- Exhibitors are liable for the actions of their booth personnel, including contractors.
- Children and guests are not permitted on the exhibit floor at any time.
- All shipping arrangements are the responsibility of the exhibitor. SDMS is not responsible or liable for items not collected by a shipping company. Each exhibitor is responsible for any hotel issued delivery charges.

## Exhibit Space

- All activities must take place within the exhibitor's assigned booth area.
- Attendee lead retrieval of badges is permitted only in your booth (not in aisle). The exhibiting company is responsible for ensuring that all representatives know/understand/comply with this policy.
- Exhibitors are permitted to conduct prize drawings. All prizes must be approved by SDMS. Requests for approval must be submitted in writing by **August 19**. Announcement of the winners shall be made at exhibitor's booth. Public announcements will not be made in the Exhibit Hall. A prize sign will be available near the Exhibit Hall entrance for exhibitors to post winning names.
- Distribution of any type of promotional material by exhibitors is limited to the space rented in the Exhibit Hall. Promotional materials are prohibited in the SDMS registration area or on message boards.
- SDMS reserves the right to prohibit or restrict and, if necessary, remove or require correction of any exhibit that is unsuitable or objectionable to the SDMS or the exhibit area.
- SDMS reserves the right to change the booth floor plan and/or booth locations without prior permission of the exhibitor.
- SDMS specifically reserves the right to determine the eligibility of applications for exhibit space. Exhibiting at the SDMS Annual Conference does not imply SDMS endorsement of products or services.
- SDMS reserves the right to deny exhibit space rental to any company/organization/institution whose activities or mission is in conflict with those of the SDMS.
- Modifying any portion of the pipe and draped portions of the booth is prohibited unless approved by SDMS.

## Models

- Exhibitor is responsible for obtaining models for demonstration purposes. Models must wear badges at all times. Exhibitors must provide a *Model Assignment Form* to each model prior to arrival at the conference. This form

should provide important on-site instructions to the model.

- To obtain the *Model Assignment Form* please visit the SDMS website at <http://www.sdms.org/meetings>.
- SDMS expects exhibitors to use prudent judgment when live models are used. Professional conduct should be observed at all times. SDMS reserves the right to prohibit any demonstration that is deemed in poor taste. Each exhibitor using live models should have procedures in place to ensure models have physician release/permission and have procedures in place for handling model incidental findings and/or medical conditions.
- The use of pregnant women or minors as live models in the Exhibit Hall is strictly prohibited.

## Scanning

- Live scanning of models is permitted during Exhibit Hall hours, including the Exhibit Hall Opening Reception held on Thursday, September 20 from 5:30 pm – 7:30 pm.
- Informed consent in writing must be obtained. Models must be familiarized with the entire process and an assessment made of the model's understanding of their relevant medical condition.
- The model must be aware that the scan is for teaching only and will not be used for clinical purposes.
- The identity of the model must be confidential.
- In all situations, the medical practitioner responsible for recruiting the model must ensure that it is safe for the person to be scanned in a teaching situation and must remain responsible for their care.

## Americans with Disabilities Act (ADA)

- Exhibitors are responsible for compliance with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend SDMS, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA.

## Service Kits

- Exhibitor Service Kits will be available online as soon as space rentals are confirmed. The kits will be e-mailed to the official contact listed on the application for space by the official show contractor. Each kit contains a complete set of forms for ordering services related to the Exhibit Hall. The Service Kit will contain a service order, freight schedule, forms for furnishings, vacuuming services, signs and accessories, electrical requirements, labor, drayage

and shipping information, audiovisual equipment, lead retrieval, and floral/plants. Exhibitors are encouraged to take advantage of cost reductions offered for advance orders.

\*Hard copy Exhibitor Kits can be mailed upon request.

## Exhibitor-Appointed Contractors (EAC)

- Exhibitors using contractors other than the official SDMS contractors for labor or other services must notify the SDMS and Freeman Decorating. A form will be included in the Exhibitor Service Kit, which is to be completed by the exhibitor and returned to the SDMS and Freeman Decorating. The exhibitor must inform the EAC of SDMS' rules and regulations. Exhibitors are responsible for all actions of their EAC.
- Notice of intent to use an EAC to SDMS and Freeman Decorating is due by **August 19**.
- EAC certificates of insurance are due to SDMS by **August 19**.

## Union Labor

- Freeman Decorating has a labor agreement with a local labor source to provide for display installation and dismantling. Exhibitor may handle their own hand-carried materials in and out of the Washington State Convention Center. Any material requiring the use of equipment for delivery, i.e., dollies, forklifts, hand trucks, etc., will be handled by Freeman Decorating labor. Equipment and labor may be arranged through Freeman Decorating as outlined in the Exhibitor Services Kit. Dock space is limited at the Washington State Convention Center, and it is under the control and authority of Freeman Decorating.

## Freight Handling Jurisdiction

- Freeman Decorating will have the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Freeman Decorating will not be responsible for any material they do not handle. Freeman Decorating will have complete control of the loading docks at all times.
- To ensure proper receipt and delivery of your materials for this event, please ship them as outlined in the Exhibitor Service Kit supplied by Freeman Decorating.

## Insurance

- If desired by exhibitors, insurance must be obtained at their own cost and expense.
- All property shipped to and from the Washington State Convention Center and SDMS Exhibit Hall by the exhibitor

for installation or display is the sole responsibility of the exhibitor.

- It is recommended that the exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

## Liability

- Exhibitor shall be fully responsible to pay for any and all damages to property owned by Washington State Convention Center and its owners or managers, which result from any act or omission of exhibitor.
- Exhibitor agrees to defend, indemnify and hold harmless, SDMS, Freeman Decorating, and Washington State Convention Center, its owners, managers, officers, or directors, agents, employees, subsidiaries, and affiliates, from any liability resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including, but not limited to, the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, or any part thereof.

## Photography and Video Recording

- Videotaping or taking photographs (including the use of cellular phone cameras), other than by the official SDMS photographer, is prohibited unless the SDMS has received a written request and granted permission in writing.
- Many photographs will be taken throughout the 2012 SDMS Annual Conference and are used in future printed and online promotional materials. By virtue of your attendance, you agree to allow the SDMS to use photographs of your employees, Exhibit Hall booth, products and equipment in said promotional materials.

## Security

- SDMS provides entrance access control during installation, Exhibit Hall hours, and dismantle. However, SDMS will have no liability for any loss or damage by an exhibitor during such hours or any other time, whatever the cause.
- Booth security and protection of valuable items may require additional security at the exhibitor's expense.

## Subletting

- Subletting or assigning any portion of the contracted exhibit space is prohibited. Exhibitors who resell or sublet space or give their badges to unauthorized persons will forfeit their exhibit space and/or future exhibit privileges.

- Featuring names or advertisements of non-exhibiting companies/institutions/organizations is prohibited. Exhibitors must show only goods manufactured and/or distributed, or services provided by them, in the regular course of business.

## Use of the SDMS Logo

- The SDMS logo may be used only with written permission from the SDMS.
- No endorsement by SDMS of exhibitors' products or services, expressed or implied is permitted.
- Exhibiting of products and services at the SDMS Annual Conference does not constitute an endorsement by SDMS.

## Sales

- Exhibitors are responsible for collecting and reporting all applicable sales tax.

## Policy on Industry-Sponsored Social or Educational Events

- No commercial/institutional social or educational events may be held beginning Thursday, September 20 at 7:00 am until Sunday, September 23 at 1:00 pm without the written permission from SDMS.

## Conference Cancellation Policy

- It is mutually understood that in the event the 2012 SDMS Annual Conference is interrupted, cancelled, moved or changed due to fire, explosion, strike, freight embargo, act of God, natural disaster, public enemy, war, civil disturbance, any act of government, act of terrorism, epidemic, or other catastrophe, the exhibitor waives any claim against SDMS, the Washington State Convention Center, or Freeman Decorating for damages or compensation.
- SDMS, at its sole discretion, may refund some or all monies paid by the exhibitor after deduction of any amounts necessary to cover expenses incurred by the SDMS in connection with the SDMS Annual Conference.