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**American Academy of Family Physicians  
National Conference of Family Medicine Residents and Medical Students Exhibitor Agreement  
Terms and Conditions**

**AMERICANS WITH DISABILITIES ACT**

Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its booth and display complies with the ADA.

**ATTORNEYS' FEES**

Should AAFP find it necessary to retain an attorney or attorneys to enforce any of the provisions of this Agreement or to protect its interests under this Agreement, AAFP shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**BOOTH SPACE****Acceptance of Booth Assignment**

AAFP acceptance of the Exhibitor Agreement and assignment of booth space are subject to subsequent verification of applicant's eligibility criteria. Assignment of booth space does not constitute an endorsement, sanctioning or approval of any Exhibitor's product/service by AAFP. Exhibitors shall not convey or give the above false impression in any promotional materials either before, during, or after the AAFP National Conference of Family Medicine Residents and Medical Students.

The prospective Exhibitor must inform the AAFP within one week after receipt of booth space assignment if the assigned space is NOT acceptable. If it is not acceptable, the AAFP will retain a \$100 processing fee for each 10'x10' booth or equivalent, and will refund the remainder of the payment made. After one week of Exhibitor's receipt of booth space assignment, cancellation schedule penalties apply.

**Agencies Requesting Space on behalf of Clients**

Agencies requesting space for a client must provide a letter of authorization with the online exhibitor agreement from the client.

**Booth Activities/Celebrity Endorsements**

- Interviews, demonstrations, detailing, or distribution of literature or samples can take place only inside the assigned booth space. Literature or other materials may not be left or distributed in AAFP common areas (e.g., main aisles, concession tables, exposition hall elements, lounges, registration, hotels, etc.).
- "Button-holing" of attendees is not allowed.
- Advertising, canvassing, or soliciting business is permitted only by Exhibitors, and then only within the space assigned to them.
- Walking actors, robots, characters or other such people or devices may not operate outside the assigned booth space. This includes travel to and from a company's multiple booths during show hours unless accompanied by company badged booth personnel.
- Demonstration areas may not extend into the aisle line of the exhibit -- space must be left within the exhibit area to accommodate visitors. Presentations are only allowed in a 20' x 20' or larger exhibit space.

- Should visitors interfere with normal traffic or overflow into neighboring exhibits, the presentation must be limited or eliminated.
- Exhibitors using celebrities for in-booth promotions must request permission, in advance, in writing, from Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org) prior to **June 29, 2017**. Include the celebrity's name and the dates/times he or she will appear in Exhibitor's booth. If necessary, the Exhibitor is responsible for hiring security to assist with crowd control.
- Demonstrations, lectures, or presentations by anyone other than a full-time employee of the Exhibitor are prohibited.

Exhibitor must submit all requests for booth activities by **June 29, 2017**. Send written requests to Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org).

### Booth Carpet/Cleaning

Booth carpet (gray) is provided by the AAFP in your booth package. Exhibitors are required to keep their booths clean and free of combustible rubbish. To order carpet vacuuming and nightly porter service to empty your wastebasket, see the online exhibit service manual (available March 15, 2017).

### Booth Construction – General

Exposed unfinished sides or exhibit backgrounds must be draped. Exhibits will be inspected during set-up and the decorator, with Exhibit Floor Manager approval, will provide draping when deemed necessary. Charges for draping are the Exhibitor's responsibility. Exhibit components and signs may not be pasted, taped, nailed, tacked, or otherwise affixed to walls, doors, or any part of the convention center.

### Booth Decorations

- Booths at the Kansas City Convention Center are 10' x 10', or in increments of 10'.
- Standard booth construction includes 8' high black & white back drape and 36" high side drape in black. Standard booth drape colors may not be changed by exhibiting companies. Pipe and drape are provided by AAFP's official contractor.
- Each 10' x 10' booth includes: gray carpet, one (1) draped table, two (2) side chairs, one (1) wastebasket, and a standard 7" x 44" booth ID sign displaying the Exhibitor's name and booth number.
- NOTE: The purchase of exhibit space does not include electrical, internet, or lead retrieval. To order these services from official vendors, visit the online exhibit service manual (available March 15, 2017).
- No helium- or air-filled balloons may be used as part of booth decorations or inflated to distribute to attendees.

### Booth Description

- The booth description will appear under the Exhibitor's name as is listed in the Exhibitor Agreement.
- Descriptions need to be factual and not promotional in nature. Copy will be reviewed and edited at the discretion of the AAFP for all promotion.
- Indicate registered trademarks or other proprietary markings using ® for product names registered with the USPTO and ™ for all trademarks. Please use quotation marks for designating publication names.
- Note: It is the Exhibitor's responsibility to enter all information on behalf of its program/company by the **June 1, 2017** deadline to be included in the National Conference *Official Program & Exhibit*

*Guide.* If information is not entered by Exhibitor through the Exhibitor Login by this deadline date, only the Exhibitor name and booth number will appear in this printed piece.

### Booth Promotion

Exhibitors will have an opportunity to describe its booth's promotion on the AAFP NC webpage, in the NC mobile app, and in the National Conference *Official Program & Exhibit Guide* onsite if entered by **June 1, 2017** through the Exhibitor Login. Descriptive information may include: booth description, product category listings, new to show listing, and residency program by state listing.

### Booth Relocation

In the event of conflicts regarding space requests, or conditions beyond its control, the AAFP reserves the right to revise the floor plan. The AAFP will not relocate booths, unless an unforeseen circumstance makes relocation unavoidable. In such unlikely event, Exhibitor will be given the option to cancel and receive a full refund of its rental payment if the reassigned space is deemed not acceptable to the Exhibitor within seven business days of receipt of the new assignment.

### Booth Types

- **Island Exhibit Booths**

Island exhibit booth is open on all four sides and may extend to a height of 20' with full use of the floor space permitted. However, demonstration areas may not extend to the aisle line of the exhibit; space needs to be left in the exhibit to accommodate spectators. Some groups of booths that abut each other, but are not shown on the floor plan as island booths, may be converted to islands. These floor plan changes must be approved by the fire marshal and the appropriate island surcharge fee must be paid to the AAFP. Some aisles may be blocked to create islands not shown on the floor plan, except for those providing free access to emergency exits or those designated as fire lanes.

- **Peninsula/Endcap Booths**

Peninsula/endcap booths are not offered.

- **Standard/Linear In-line Booths**

Standard In-line Booths may not exceed 8' back wall height including signage. Banner stands must be placed on the floor. No solid exhibit construction may exceed 48" in height, except in the rear one-half of the booth. For example, in a standard 10' x 10' booth, any construction or product above 48" must begin 5' back from the aisle line.

- **State Residency Block**

To help attendees find individual residency programs within a state block, we request each program complete an online Exhibitor Agreement. Instead of merging several 10' x 10' exhibit spaces together, we will assign programs in individual 10' x 10's. Residency Programs will still have the opportunity to co-exhibit (e.g. two residency programs in one 10 x 10); if you plan to co-exhibit please let us know when completing the online Exhibitor Agreement.

Residency programs wanting to be located next to one another must notify Julia Ozark [jozark@aafp.org](mailto:jozark@aafp.org) by email starting at **12:00 p.m. (CST) on February 1, 2017.**

### **Cancellation of Booth Space**

Exhibit space that has been assigned and confirmed may be canceled by written notice to Julia Ozark [jozark@aafp.org](mailto:jozark@aafp.org) Exhibit Sales. If cancellation notice is received:

Before March 31, 2017	Exhibitor forfeits 50% of total cost for exhibit space assigned.
After March 31, 2017	Exhibitor forfeits 100% of total cost for exhibit space assigned.

NOTE: It is the Exhibitor's responsibility to cancel all other arrangements made in connection with exhibiting, including hotel reservations, requests for the services of official vendors, or any other contracted services associated with National Conference. Exhibitor is liable for any and all fees.

### **Dismantling**

Dismantling will be allowed during the following:

- Saturday, July 29, 2017 1:00 – 3:00 p.m.\*

\*Equipment (ladders, job boxes, carts, forklifts, etc.) may not be brought into the Expo Hall until 1:30 p.m. on Saturday, July 29.

For safety reasons, children under 18 are not allowed in the Expo Hall during installation or dismantling.

### **Electrical**

- All electrical equipment (i.e., lighting, sound, special effect exhibit equipment) must meet National Electrical Code and local electrical codes.
- Electrical fixtures and fittings must be UL listed and marked as such.
- The use of latex cord wire and duplex or triple plugs in displays is not permitted.
- Electrical service is provided by Green Wave Technology, Inc., view the order form in the online exhibit service manual on March 15, 2017.

### **Floor Load**

The floor load capacity at the Kansas City Convention Center for Hall B is 200 pounds per square foot and 300 pounds per square foot in Halls C and D.

### **Floor Plan Revisions**

The AAFP reserves the right to revise the Exhibit floor plan at its sole discretion.

### **Installation**

Exhibit Installation will be held during the following date and times:

- Thursday, July 27, 2017 9:00 a.m. – 5:00 p.m.

For safety reasons, children under the age of 18 are not allowed in the Expo Hall during installation or dismantling.

### Lighting: Par Lighting/Gobo Lighting

- Requests for Par/Gobo Lighting in a 20' x 20' or larger size booth must be submitted to Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org) by **June 1, 2017**.
- Requests for Par Lighting will be denied if the lighting imposes on the aisles or neighboring Exhibitors.
- The Exhibitor is responsible for any costs related to installing par lighting which may later be denied approval due to infringing on AAFP or neighboring Exhibitor's space.

### Multi-level Exhibits

Multi-level exhibits in 20' x 20' or larger size booth requires AAFP pre-approval from Julia Ozark [jozark@aafp.org](mailto:jozark@aafp.org) or Kristy Sloan [ksloan@aafp.org](mailto:ksloan@aafp.org), and the Kansas City Convention Center. Exhibitor Agreement must reflect that the space requested is for a multi-level exhibit. Multi-level exhibits shall not exceed the 20' height limit.

### Music/Sound/AudioVisual/Odor Producing Devices

- Exhibitor must obtain its own license for using copyrighted music.
- All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the Exhibitor.
- All sound and audiovisual equipment must conform to fire regulations of the city of Kansas City, MO and the Kansas City Convention Center.
- All speakers must face inside the booth and not toward the aisle.
- Video monitors or projection screens must be placed inside the booth so viewers do not block aisles.
- Exhibitors may not use electronic or electrical devices that result in noise, odor or other kinds of annoyance to attendees. AAFP's on-site exhibit staff reserves the right to determine when noise or odor must be halted.

### Reduction of Exhibit Space

In the event an Exhibitor reduces its exhibit space, the AAFP reserves the right to maintain the continuity of the Expo Hall. Every attempt will be made to accommodate the request.

- If, at the discretion of the AAFP, the exhibit space can be re-sized and remain in the current location, the Exhibitor will pay the applicable cancellation penalty plus the fee for the new space.
- If, at the discretion of the AAFP, the exhibit space cannot be resized and remain in the current location without jeopardizing the continuity of the Exposition Hall, the Exhibitor will be re-located to a space of its choice based on best available locations. Applicable cancellation penalty plus the new space fee will apply.

### Signage/Rigging

- Hanging signs are allowed in 20' x 20' or larger space and within the 20' height restriction.
- Fern Exposition Services, LLC handles advance orders for ground supported signs and graphic production, view the online exhibit service manual (available March 15, 2017) for more information.
- Please contact Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org) regarding hanging signs, safety cabling, and truss lighting regulations.

### Spanning Aisles

Exhibits are not permitted to span an aisle by ceiling or floor covering.

### Subletting Space

No more than two (2) residency program exhibitors may share one 10' x 10' booth. Non-residency program exhibitors may not exhibit in the same single space.

### Traffic and Attendance

The AAFP works to make the National Conference Expo Hall an engaging and educational environment for its attendees. Appropriate marketing and promotion of the National Conference Expo Hall will be provided by AAFP. However, AAFP makes no guarantees of traffic flow, demographic nature, quantity or presumed quality of leads. AAFP strongly encourages Exhibitors to market their presence at AAFP National Conference which has been shown to favorably impact both traffic and return on investment.

### CANCELLATION OF NATIONAL CONFERENCE EXPOSITION

In the unlikely event of cancellation of the National Conference exposition due to any Force Majeure event (i.e., fire, strikes, governmental regulations, terrorism, or other causes which prevent or make the same commercially unreasonable for its scheduled opening or continuance), then and thereupon Exhibitors and the AAFP have no further obligation to one another, and the AAFP shall determine an equitable basis for determining any refund of the Exhibit booth fee, after due consideration of expenditures and commitments already made.

### EXHIBITS AND EXHIBITORS

#### Animals

The use of live animals in an exhibit for any purpose is not allowed.

#### Badge Allotment/Fees

Exhibitors may register up to six (6) booth staff free of charge for each 10' x 10' booth or equivalent. Requests for more than six (6) per 10' x 10' booth require AAFP approval.

Exhibiting companies requesting more than their allotted number of free Exhibitor badges will be charged \$255 per additional badge/person. This assessment is made following the AAFP National Conference, based on a final badge count.

The AAFP National Conference Planning Committee has recommended only qualified prospects be given access to the Expo Hall. Therefore, badges will not be issued to representatives of leasing companies, financial institutions, suppliers, vendors, and others wishing to make business contacts, nor to exhibitors' family and guests.

#### Buttons/Pins/Stickers

Exhibitors may not distribute stick-on emblems, buttons, pins, or unofficial badges.

#### Clinical Testing/Hazardous Waste Disposal

Exhibitors wishing to conduct clinical tests in their booths must request permission from Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org), in writing, prior to **June 1, 2017**.

- Blood samples, taken either by fingertip or intravenous drawing of blood, must be disposed of in accordance with local ordinances, and all applicable state and/or federal health laws.
- Fluids, chemicals, petroleum-based products, food items (if applicable), or contaminated materials must be identified and disposed of in the manner prescribed by regulations.

- Hazardous waste and/or medical waste is any material being stored, recycled, or thrown away that could cause injury or death, or pollute air, land, or water regulated by any applicable environmental or public health law.
- Exhibitors who possess materials that fit the above description must inform Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org) and the Kansas City Convention Center staff of its existence and plan for proper disposal.
- Exhibitors are responsible for payment of all expenses associated with booth activities that generate any type of hazardous or biomedical waste.

### **Co-Marketing**

AAFP defines co-marketing as two or more non-residency program, technical and/or non-profit companies developing, manufacturing, producing or distributing the same product.

### **Drawings, Contests, Raffles, Lotteries, Games**

Exhibitors are discouraged from conducting drawings, contests, raffles, lotteries, or other games of chance. However, an Exhibitor may conduct drawings that do not involve the requirement of payment or other consideration for the chance to play with the AAFP's prior written approval, with such request made no later than 90 days prior to the National Conference exhibition. Requests should be sent to [ksloan@aafp.org](mailto:ksloan@aafp.org). If approval is given, the Exhibitor must fully comply with all AAFP terms and conditions, and all applicable federal, state, and local laws, including any requirements of the Kansas City Convention Center concerning such activity.

AAFP requires that any prize or award must be considered modest in value and that the opportunity be open to all National Conference attendees. The drawing and notification of winner is the responsibility of the Exhibitor and must be drawn after the conclusion of the AAFP National Conference.

### **Exhibitor Appointed Contractor/Exhibitor Designated Contractor (EAC/EDC)**

All exhibiting companies/programs using an Exhibitor-Appointed Contractor/Exhibitor-Designated Contractor ("EAC/EDC") must input contact information for the EAC/EDC in the Exhibit System by **June 1, 2017**. The EAC/EDC is required to provide the AAFP with an appropriate certificate of insurance by **June 1, 2017**. **See Insurance Requirements.**

### **Entering Another Exhibitor's Booth**

Exhibitors shall not enter the booth of other Exhibitors without invitation.

### **Exhibitors with Products or Services Regulated by the FDA**

U.S. Food and Drug Administration (FDA) regulations apply to any mention of product names that is accompanied by information on usage and indications viewed as product advertisement and must comply with full disclosure requirements.

### **Exhibitor Eligibility**

The AAFP retains sole authority to determine the eligibility of any company or product to exhibit subject to the following.

The three categories of exhibits permitted at the AAFP National Conference with additional specific requirements applicable of each category are as follows:

- A. Products, which require approval of the Food and Drug Administration (FDA) for marketing, must receive FDA approval to be eligible to exhibit at the National Conference. Exhibitors may be required to show evidence of FDA approval. This requirement applies to medical devices, drugs, cosmetics, and other FDA-regulated products. In accordance with this policy, if non-FDA approved products or services, which require FDA approval, are exhibited, the AAFP may deny installation privileges, or require removal, of the exhibit or discontinuance of any promotion wholly or in part.
- B. Exhibits promoting food products must not promote harmful or unhealthy products. If claims are made regarding the health benefits of a particular food product, the AAFP at its sole discretion may require that the potential exhibitor provide appropriate documentation to substantiate claims made.
- C. Other products, services, and family medicine residency programs not covered by A or B above which: (1) meet the standards of generally accepted medical practice or (2) are of interest to National Conference attendees because of their relevance to the clinical or socioeconomic aspects of the practice of medicine. At the AAFP's sole discretion it may require potential exhibitors of a product or service in this category to provide technical data and scientific documentation to substantiate the safety and effectiveness of the product or service, as well as the accuracy of the claims made regarding it. If the safety, effectiveness and accuracy of claims made for such product or service have not been demonstrated to the AAFP's satisfaction, the Exhibitor Agreement to exhibit will not be accepted. (NOTE: Exhibits for nutritional or dietary supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety is substantiated by clinical studies acceptable to the AAFP – generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available from the AAFP. Contracts and studies must be received by **May 25, 2017** to allow sufficient time for review by the eligibility panel.) Contact Julia Ozark [jozark@aafp.org](mailto:jozark@aafp.org) in Exhibit Sales at 913-906-6297.

The acceptance of a product or service for exhibit does not constitute an AAFP endorsement, nor a guarantee that the product or procedure is appropriate for the medical situation indicated.

Exhibits will not be accepted if the AAFP deems them to include false or misleading statements.

Displays for tobacco products and alcoholic beverages will not be permitted.

No exhibit will be accepted if the AAFP determines the exhibit is in poor taste, offensive to persons in attendance, promotes an activity that is unethical or illegal or in general, is not in keeping with the character and purpose of the AAFP National Conference. The AAFP reserves the right to reject, at any time, any exhibitor agreement to exhibit for any reason.

The AAFP may deny installation privileges or require removal of any exhibit or promotion (wholly or in part) that the AAFP finds objectionable for the reasons stated above.

The AAFP concurs with the AMA Code of Medical Ethics Opinion regarding the sale of health-related products from physicians' offices. Consequently, no exhibit will be accepted that promotes the sale of health-related products from physicians' offices unless documentation submitted with an Exhibitor Agreement clearly meets the guidelines set forth in such Opinion. Similarly, the Opinion prohibits physicians from placing their own financial interests above the welfare of their patients. In most



instances the AAFP will not accept exhibits that offer referral or other fees to physicians in exchange for recommending products or services to patients.

### Food & Beverage

- All food and beverage samples must meet the conditions of and be approved by the Kansas City Convention Center Catering Manager and Kristy Sloan, AAFP. Menus and pricing will be listed in the online service manual March 15, 2017.
- If refrigerated storage is required, please contact Fern Exposition Services, LLC to make arrangements - information will be available March 15, 2017.
- Exhibitors with related food and beverage products must order porter service to remove empty cartons and/or containers.

### Giveaways

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

*“Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the physician’s work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician’s prescribing practices.”*

Exhibiting companies/programs must secure the AAFP’s prior approval for giveaways. Any item an exhibiting company intends to distribute must be submitted in writing to [ksloan@aafp.org](mailto:ksloan@aafp.org) for pre-approval.

Giveaways must be associated with products or services of the exhibiting company.

### Hours of Exposition/Booth Staffing

The AAFP National Conference Expo Hall will be open during the following:

- Thursday, **July 27, 2017**                      5:00 – 8:00 p.m. Grand Opening
- Friday, **July 28, 2017**                      9:30 a.m. – 5:00 p.m.
- Saturday, **July 29, 2017**                      9:30 a.m. – 1:00 p.m.

All exhibits are to remain intact and staffed during the above hours. Exhibitors who are the sole staffers for booths may, of course, take brief breaks.

### In-Booth Education

- Companies with Island Booths (20' x 20' or larger) may provide formal in-booth education within their exhibit space.
- Exhibitors with in-line space may not conduct formal presentations.

- In-Booth Education shall not be eligible for CME credit.
- Exhibitors providing in-booth education must display a sign stating “This Educational Session Does Not Qualify for CME Credit.”
- Companies choosing to provide In-Booth Education must inform Kristy Sloan at [ksloan@aafp.org](mailto:ksloan@aafp.org), in writing, no later than **June 1, 2017**.
- Exhibitors cannot distribute CME materials unless they are the CME provider (in accordance with ACCME standards).

### Market Research/Surveys

The following terms and conditions are required of any Exhibitor who intends to conduct a survey from its booth space:

- Survey must be pre-approved by the AAFP before June 29, 2017. Send survey to Kristy Sloan [ksloan@aafp.org](mailto:ksloan@aafp.org) for approval.
- Exhibitor must share survey results with the AAFP.
- AAFP must approve all survey-related results in publications, and print pieces prior to publication.
- Exhibitor is prohibited from using the AAFP name, the AAFP National Conference name, related logos, or brands in survey-related results publications.

Questions? Please contact Kristy Sloan, AAFP Exhibits, at [ksloan@aafp.org](mailto:ksloan@aafp.org), or Sarah Thomas, AAFP Communications, at [stthomas@aafp.org](mailto:stthomas@aafp.org).

### No Shows

Any Exhibitor which reserves booth space and does not inform AAFP of its plans for non-attendance in writing, in advance, will not be permitted to participate in future AAFP exhibitions. In addition, the Exhibitor will forfeit 100% of the total cost of the assigned Exhibit space.

AAFP reserves the right to re-assign exhibit space on-site to a wait-listed Exhibitor from an assigned company/program that is a no show on the first day of the Exposition and has not submitted a late set request.

### Non-contracted Exhibit Space

Individuals, companies, programs, and organizations that have not contracted with the AAFP for exhibit space are not permitted to display or demonstrate products, processes or services; solicit orders; or distribute advertising materials in convention facilities, parking lots or hotels contracted by the AAFP. Noncompliance will result in the prompt eviction from the property.

### Onsite Selling of Products or Services

While the primary purpose of the Exhibition is to further the medical professional education of attendees through family medicine residency programs, displays and demonstrations, sales of products and services and order taking of same are permitted only when conducted in a professional manner.

- Products for sale must be the Exhibitor’s own unaltered, marketed products, and the products or services must be pertinent to the attendees’ professional interests.
- All selling of Exhibitor’s products and/or services is restricted to the space assigned to each Exhibitor.

- The AAFP reserves the right to restrict or halt sales activities that it, in its sole discretion, deems inappropriate or unprofessional.
- Exhibitors are solely responsible for complying fully with business license and sales and use tax regulations.
- Exhibitors are solely responsible for complying fully with all applicable local, state, and federal laws.

### Outstanding Invoices

Outstanding balances due to AAFP as a result of previous transactions must be paid in full before exhibit space will be assigned.

### Payment/Method of Payment

Prior to **March 31, 2017**, a 50% deposit is required upon submission of the online Exhibitor Agreement. After **March 31, 2017**, full payment is due. All Exhibitor Agreements received after this date require full payment.

If full payment is not received, Exhibitor's space will be cancelled and AAFP will retain any deposit. In addition, the prospective Exhibitor is responsible for paying any remaining balance and will not be eligible to exhibit at future AAFP meetings until such balance has been paid in full.

Quick & Easy - Pay your balance online with the secured link and company password.

The AAFP accepts payments made by MasterCard, Visa, American Express, and Discover.

Checks should be made payable to the American Academy of Family Physicians and sent to:

American Academy of Family Physicians  
Attn: Accounting  
11400 Tomahawk Creek Parkway  
Leawood, KS 66211-2672

### Social/Unofficial Activities

Any social function or special event planned by an Exhibitor to take place during the AAFP National Conference, **July 27-29, 2017**, must be pre-approved by the AAFP. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and Exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by AAFP. Distribution of exhibitor materials may only be distributed from an exhibitors assigned booth space and is not permitted to attendee sleeping room doors, meeting rooms and general common space rented by AAFP at the Convention Center or in hotel(s) within the AAFP housing block.

AAFP maintains control over the function space in the hotels within the AAFP housing block and convention center in order to preserve and protect an equitable exposition for attendees and exhibitors of National Conference. Requests to hold events must receive approval from the AAFP.

Send company name, booth number, desired hotel/location, date, time, anticipated attendance, attendee overview (type of attendees), and a brief description of the proposed function to Julia Ozark at [jozark@aafp.org](mailto:jozark@aafp.org) for more information.

### Solicitation

Exhibitors are prohibited from soliciting other Exhibitors. Any Exhibitor or company representative who solicits Exhibitors at the Exhibition will be in violation of this Agreement, and may be removed from the Expo Hall. Additionally, solicitation may jeopardize the exhibiting company's eligibility for future AAFP exhibitions.

### EXHIBIT SERVICE MANUAL (ONLINE)

The exhibit service manual, which will be available online **March 15, 2017**, is incorporated herein by reference and made a part of this Agreement, and includes additional requirements for Exhibitors participating in the National Conference Exhibition.

Any and all matters pertaining to the National Conference Exhibition and not specifically covered by the Terms and Conditions shall be subject to determination by AAFP in its sole discretion. AAFP may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time. Any such rules and regulations (whether or not included in the online exhibit service manual or similar document) are an integral part of this Agreement and are incorporated herein by reference. Exhibitor shall observe and abide by additional regulations made by AAFP. This Agreement (including the online exhibit service manual and any additional terms and conditions adopted by AAFP from time to time) states the entire agreement of the parties with respect to the subject matter hereof.

### FIRE AND SAFETY REGULATIONS

Exhibitors will fully comply with the rules, regulations and operational policies of the City of Kansas City, MO and the Kansas City Convention Center <http://kconvention.com/resources/policies-procedures/>.

### HOUSING

KCCVA is the official housing provider for the AAFP National Conference.

For Exhibitor's convenience, the AAFP has blocked hotel rooms at special group rates and convenient locations near the Kansas City Convention Center.

Convention centers allocate exposition hall space to tradeshow based on the number of hotel rooms the organizer guarantees. Therefore, booking hotel accommodations through the AAFP is encouraged.

As the date for the AAFP National Conference approaches, Exhibitors are sometimes targeted by hotel/housing providers who may claim to be "partners" or providing services on behalf of AAFP. **PLEASE BE AWARE THAT THESE COMPANIES ARE NOT AUTHORIZED TO PROVIDE SERVICES ON AAFP'S BEHALF.** AAFP works to prevent such unauthorized contact of the AAFP community as well as its conference attendee and exhibitors. Please be assured that AAFP is firmly committed to providing quality services to make your exhibiting experience a positive one, and AAFP will continue its efforts to prevent these hotel/housing providers from making unauthorized contact.

### NEW IN 2017 - INSURANCE REQUIREMENTS – SUBMISSION DEADLINE JUNE 1, 2017

Exhibitor shall, at its sole cost and expense, procure and maintain in full force and effect, throughout the term of the Agreement, insurance coverage written on an occurrence basis, unless otherwise indicated, by companies authorized to do business in the State of Missouri, and with an A.M. Best rating of no less than A- (VII) in the following coverage types and amounts not less than as listed below:

TYPE OF COVERAGE	COVERAGE AMOUNTS
Workers' Compensation	Statutory Limits
Commercial General Liability Insurance to include coverage for: Personal Injury Independent Contractor*	For Bodily Injury and Property Damage of \$1,000,000 per occurrence; \$2,000,000 Aggregate, or its equivalent in Umbrella or Excess Liability Coverage
Business Automobile Liability a. Owned/leased vehicle b. Non-owned vehicle c. Hired Vehicles	Combined Single Limit for Bodily Injury and Property Damage of \$1,000,000 per occurrence

The Certificate of Liability Insurance must list the **American Academy of Family Physicians, Fern Exposition Services, LLC**, and **The Kansas City Convention Center** as Additional Insureds.

All certificates of insurance need to be submitted to the AAFP through the Exhibitor Login prior to **June 1, 2017**.

\* Exhibitor Appointed Contractor/Exhibitor Designated Contractor

If you are hiring an independent contractor to work on your booth during installation and dismantling, the insurance requirements described above also apply to these independent contractors.

- Access your Exhibit Login
- Click on EAC/EDC Submission
- Enter the Independent Contractor's name and contact information to associate them with your exhibit booth
- Upload the Certificate of Insurance

Due to security requirements and access to the exposition hall, this deadline will not be extended. If EAC/EDC Certificate of Insurance is not uploaded in the Exhibit Login by **June 1, 2017**, exhibitors are required to use the AAFP official contractor or your own full-time employees for booth installation and dismantling.

Within five (5) calendar days of a suspension, cancellation or non-renewal of coverage, Exhibitor shall provide a replacement Certificate of Insurance to AAFP. Failure to provide and to maintain the required insurance shall constitute a material breach of the Agreement.

It is agreed that Exhibitor's insurance shall be deemed primary and non-contributory with respect to any insurance carried by the American Academy of Family Physicians, Fern Exposition Services, LLC, or the Kansas City Convention Center for liability arising in the performance of the Agreement.

**PHOTOGRAPHY AND VIDEOTAPING**

Many booth designs contain copyrighted or trademarked materials, therefore permission for photographing or videotaping a booth must be given by the authorized occupants of that booth.

## **PRESS/FILM CREWS**

The AAFP National Conference is not open to Press/Film Crews.

## **SECURE AREA**

The AAFP will provide perimeter security at the Kansas City Convention Center, during installation, exhibition, and dismantle hours. Additional information will be available in the online exhibit service manual (available **March 15, 2017**).

Each Exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times. The AAFP cannot, under any circumstances, accept responsibility or liability for the loss of or damage to any material for any cause and encourages each Exhibitor to exercise normal precautions to prevent loss or damage as a result of theft or other causes.

## **SERVICE DESK**

The onsite Exhibit Service Desk will be located in the back of the Hall at the Kansas City Convention Center. Official vendors will be available to answer questions, take on-site orders, and make order changes starting Thursday, **July 27, 2017** – Saturday, **July 29, 2017**.

## **SHOW MANAGEMENT**

Exposition management is provided by the American Academy of Family Physicians (“AAFP”). AAFP’s official contractor for the National Conference Exhibition is Fern Exposition Services, LLC (“Fern”).

## **SMOKING**

Smoking is prohibited in the Kansas City Convention Center. This includes the use of e-cigarettes.

## **USE OF THE AAFP OR AAFP FMX SYMBOL, BRAND, LOGO**

The American Academy of Family Physicians and AAFP National Conference brand, logos, and tradename are registered, proprietary marks of the AAFP and may not be used by Exhibitor without the prior written consent of the AAFP. Therefore, Exhibitor agrees that it will not use the brand, logos, tradenames, or the seal of the AAFP National Conference or of the AAFP in any promotional and informational materials or websites, including but not limited to signs, advertising, and media promotions.

## **VIDEO/PHOTO RELEASE**

By participating in the AAFP National Conference, Exhibitor grants AAFP the right to videotape or take photographs at the AAFP National Conference and reproduce them in AAFP educational, news, or promotional material, whether in print, electronic, or other media, including the AAFP website and use such photographs in this manner. All postings are the sole property of the AAFP, and such postings may be displayed, distributed, or used by AAFP for any legal purpose.

## **VIOLATION OF TERMS AND CONDITIONS**

By applying for Exhibit space, an Exhibitor, on behalf of its employees, contractors and agents, agrees to abide by all Terms and Conditions. Violations will subject the Exhibitor to the following:

- The first penalty assessed will result in a warning issued to the Exhibitor outlining the issues that are in violation of the terms and conditions.

- The second penalty assessed could result in the next years online Exhibit Agreement submission being held for two weeks after receipt before a booth space will be assigned. Note: This could affect a residency program from being included in the state block the following year.
- Further penalties may result in the company/program not being eligible to exhibit at future AAFP meetings and exhibitions and/or removal from the conference.

When appropriate, disciplinary action will progress through the steps described above. However, the AAFP, in its sole discretion, reserves the right to levy a more severe penalty without progressing through these successive steps, including immediate termination of the exhibit.

Exhibitors are expected to contribute to an overall professional environment and the AAFP reserves the right to restrict and/or dismiss any exhibit that it determines to be inappropriate or offensive to attendees and other exhibitors.

In the event of restriction or eviction, the AAFP is not liable for any refunds, rentals or other exhibit expenses.

The dismantling or packing of an exhibit or exhibit materials prior to the close of the exposition may result in a residency program/companies future participation in AAFP exhibitions.

The AAFP has full authority to interpret or amend the terms and conditions, and its decisions are final. All issues not addressed here are subject to the decision of the AAFP.

#### **WAIVER**

AAFP 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 AAFP. 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 consent to or a waiver of any right or remedy on any future occasion.