

**American Academy of Family Physicians
National Conference of Family Medicine Residents and Medical Students
AAFP National Conference Exhibitor Agreement Terms and Conditions
Kansas City – August 1-3, 2024**

Americans with Disabilities Act

Attorneys' Fees

Booth Space

Acceptance of Booth Assignment

Agencies Requesting Space on behalf of Clients

Assignment of Booth Space

Booth Activities/Celebrity Endorsements

Booth Carpet/Cleaning

Booth Construction – General

Booth Decorations

Booth Description

Booth Promotion

Booth Relocation

Booth Types

Island Exhibit Booths

Peninsula/Endcap Booths

Standard/Linear In-line Booths

State Residency Block

Cancellation of Booth Space

Dismantling

Electrical

Floor Load

Floor Plan Revisions

Installation

Lighting: Par Lighting/Gobo Lighting

Multi-level Exhibits

Music/Sound/Audio-Visual/Odor Producing Devices

Reduction of Exhibit Space

Signage/Rigging

Spanning Aisles

Subletting Space

Traffic and Attendance

Cancellation of National Conference Exposition

Compliance with Laws and Codes

Health and Safety Protocols

Exhibits and Exhibitors

Animals

Badge Allotment/Fees

Buttons/Pins/Stickers

Clinical Testing/Hazardous Waste Disposal

Co-Marketing

Drawings, Contests, Raffles, Lotteries, Games

Exhibitor Appointed Contractor (EAC)

Entering Another Exhibitor's Booth

Exhibitors with Products or Services Regulated by FDA

Exhibitor Eligibility

Food & Beverage

Giveaways

Hours of Exposition/Booth Staffing

In-Booth Education

Market Research/Surveys

No Shows

Non-contracted Exhibit Space

Onsite Selling of Products or Services

Outstanding Invoices

Payment/Method of Payment

Social/Unofficial Activities

Solicitation

Exhibit Service Manual (Online)

Fire and Safety Regulations

Housing

Insurance Requirements

Photography, Videotaping, and Drones

Press/Film Crews

Secure Area

Service Desk

Show Management

Smoking

Use of the AAFP or AAFP NC Symbol, Brand, Logo, Social
Media Promotion

Video/Photo Release

Violation of Terms and Conditions

Waiver

NOTICE: IT IS IMPORTANT THAT EACH EXHIBITOR FIRST REVIEW THE “EXHIBITOR ELIGIBILITY SECTION” TO UNDERSTAND EXHIBIT REQUIREMENTS AND CATEGORIES THAT ARE PERMISSIBLE.

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 Exhibitor Agreement

AAFP acceptance of the Exhibitor Agreement is within AAFP’s sole discretion and is subject to subsequent verification of applicant’s eligibility criteria. The AAFP may upon written notice reject any Exhibitor Agreement and decline to provide booth space at the event to any Exhibitor for any reason in its sole discretion. If an Exhibitor Agreement is rejected, the AAFP will refund Exhibitor’s payment in full.

Agencies Requesting Space on behalf of Clients

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

Assignment of Booth Space

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 imply any such endorsement, sanctioning or approval 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.

If an Exhibitor does not want to be located next to or near another exhibiting program or company, they may notify Aaron Verhei, AAFP Exhibit Manager averhei@aafp.org, in writing and request to be relocated to an available (open) booth of their choice if possible. If an exhibiting program or company relocates to a different space, it is responsible for any cancellation fees and additional fees for the space rental. Relocation/move requests must be received prior to July 1, 2024. Keep in mind if you request to

be moved after the *Official Program & Exhibit Guide* printed piece your print information will be incorrect.

Note: Exhibitor is responsible for notifying all official vendors of their move request and new booth assignment so freight, booth furnishings, electrical, internet, etc. will be placed in the correct booth onsite. If this is not done, all expenses will be the responsibility of the exhibiting program or company. AAFP will not ask another assigned program or company to relocate or move.

On-site booth relocations by Exhibitors and/or move requests by Exhibitors are strictly prohibited due to the logistical burdens and increased costs AAFP would incur in accommodating such relocations/move requests. Questions on-site – see Aaron Verhei, Exhibit Manager in the AAFP Exhibit Show Management Office or email averhei@aafp.org.

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 program or 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 Aaron Verhei at averhei@aafp.org prior to **July 1, 2024**. 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 **July 1, 2024**. Send written requests to Aaron Verhei at averhei@aafp.org

Booth Carpet/Cleaning

Booth carpet (ocean/blue) is provided by the AAFP with 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 April 1, 2024).

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 silver & white back drape and 3' high side drape in silver. Standard booth drape colors may not be changed by exhibiting programs or companies. Pipe and drape are provided by AAFP's official contractor.
- Each 10' x 10' booth includes: ocean/blue carpet, one (1) draped table (skirted in white or silver depending on aisle), two (2) side chairs, one (1) wastebasket, and a standard 7" x 44" booth ID sign displaying the Exhibitor's program or company name and booth number.
- NOTE: The purchase of exhibit space does not include electrical or internet. To order these services from official vendors, visit the online exhibit service kit (available April 1, 2024).
- No helium- or air-filled balloons may be used as part of booth decorations or inflated to distribute to attendees.

Booth Description

- The online booth description will appear online under the Exhibitor's program or company name as listed on 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.
- 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: The National Conference *Official Program & Exhibit Guide* will include the alpha exhibit list with booth number(s), program/product category listings, residency by state listing, and new to show listing if submitted through the Exhibitor Login by the Exhibitor before **June 1, 2024**.

Booth Promotion

Exhibitors will have an opportunity to describe its booth's promotion on the AAFP NC webpage in the live floor plan, in the NC mobile app, and in the National Conference *Official Program & Exhibit Guide* onsite if submitted by **June 1, 2024** through the Exhibitor Login. Descriptive information may include online booth description, program/product category listings, new to show listing, and residency program by state listing. The online booth description is listed in the live floor plan and in the NC mobile app.

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.

If an Exhibitor does not want to be located next to or near another exhibiting program or company, they may notify Aaron Verhei, AAFP Exhibit Manager, averhei@aafp.org, in writing and request to be relocated to an available (open) booth of their choice. If an exhibiting program or company relocates to a different space it is responsible for any cancellation fees and additional fees for the space rental. Relocation/move requests must be received prior to **July 1, 2024**. Keep in mind if you request to be moved after the *Official Program & Exhibit Guide* printed piece your print information will be incorrect.

Note: Exhibitor is responsible for notifying all official vendors of their move request and new booth assignment so freight, booth furnishings, electrical, internet, etc. will be placed in the correct booth onsite. If this is not done, all expenses will be the responsibility of the exhibiting program or company. AAFP will not ask another assigned program or company to relocate or move.

On-site booth relocations by Exhibitors and/or move requests by Exhibitors are strictly prohibited due to the logistical burdens and increased costs AAFP would incur in accommodating such relocations/move requests. Questions on-site – see Aaron Verhei, Exhibit Manager in the AAFP Exhibit Show Management Office or email averhei@aafp.org.

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. Contact Jill Vetter, Sales Manager jvetter@aafp.org for island booth pricing.

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, even if they are against a hard wall due to Convention Center emergency light notifications and ventilation ports that could be blocked. 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 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 Exhibitor Agreement.

Cancellation of Booth Space

Exhibit space that has been assigned and confirmed may be canceled by written notice to Jill Vetter, Sales Manager at jvetter@aafp.org. If cancellation notice is received:

Before June 1, 2024	Exhibitor forfeits 50% of total cost for exhibit space assigned.
On or after June 1, 2024	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 all fees. See Cancellation of National Conference Exposition for additional information.

Dismantling

Dismantling will be allowed during the following:

- Saturday, August 3rd, 2024, 12:00 – 3:00 p.m.*

*Equipment (ladders, job boxes, carts, forklifts, etc.) may not be brought into the Expo Hall until 12:30 p.m. on Saturday, August 3rd, 2024, to allow attendees time to exit the hall.

Out of respect to the attendees still conducting business with exhibitors on the final day, ALL EXHIBITS ARE TO BE OCCUPIED AND IN OPERATION UNTIL THE OFFICIAL CLOSING HOUR OF THE SHOW (Exhibit times published in February.) The packing of equipment, boxes, literature or dismantling of the exhibit is not permitted until closing time. Any exhibitor who chooses to tear down early (any time prior to the designated dismantling hours) will be in breach of these terms and conditions and penalties will be enforced and could jeopardize future exhibit eligibility for the 2025 National Conference.

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 Smart City, view the order form in the online exhibit service manual on April 1, 2024.

Floor Load

The Expo Hall floor load capacity at the Kansas City Convention Center is 300 pounds per square foot.

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:

- Wednesday, July 31, 2024 4:30pm – 7:00 p.m.*
- Thursday, August 1, 2024 8:00 a.m. – 3:30 p.m.

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

Exhibitors will have access to drop items and start setting up their booth during the Reception on Wednesday, July 31, 2024 from 3:00 – 7:00 p.m. Access to the Expo Hall during this date/time is by Lobby 2300 Escalators Only. Please Note: the exhibit service desk will close Wednesday at 5pm and will re-open at 8:00 a.m. on Thursday to assist you and your team on any orders.

All exhibits should be set and ready by 3:30 p.m. on Thursday, August 1st, 2024.

Lighting: Par Lighting/Gobo Lighting

- Requests for Par/Gobo Lighting in a 20' x 20' or larger size booth must be submitted to Aaron Verhei at averhei@aafp.org by **July 1, 2024**.
- 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 [Jill Vetter](#), Sales Manager, or [Aaron Verhei](#), Exhibit Manager, 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/Drones/Audio-Visual/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.
- Due to safety concerns, drones are not allowed at the AAFP National Conference. However, if an exhibitor wants overhead booth photos of their own display by overhead drone photography, they must submit a written request to the AAFP Exhibit Manager [Aaron Verhei](#) and the Kansas City Convention Center by July 1, 2024. Pilot credentials may be required for further review.
- 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 April 1, 2024) for more information.
- Please contact [Aaron Verhei](#) 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 (e.g., fire, strikes, governmental regulation or order, transportation interruption, terrorism, national emergency, natural disaster, outbreak or continuance of an epidemic or contagion or declaration of pandemic by the U.S. government or the World Health Organization, or other cause beyond the reasonable control of AAFP that prevents or makes National Conference commercially unreasonable or inadvisable for its scheduled commencement or continuance), then and thereupon Exhibitors and the AAFP have no further obligation to one another, and payment for any promotions or sponsorships that have not been delivered before cancellation of the event will be fully refunded.

Compliance with Laws and Codes

Both parties shall observe and comply with and give all notices required by "Laws" defined as all laws, ordinances, rules, regulations (including, without limitation, labor union rules and requirements that are

applicable to the venue location if National Conference is held in person), and lawful orders of any public authority, whether existing at present or later enacted, bearing on the performance of this Agreement. Each party shall notify the other if it becomes aware of any noncompliance with the Laws in connection with this Agreement and shall take all appropriate action necessary to ensure compliance with the Laws. Additionally, Exhibitor shall comply with the Council of Medical Specialty Code for Interactions with Companies, American Medical Association Code of Medical Ethics, AdvaMed Code on Ethics on Interactions with Health Care Professionals, and PhRMA Code on Interactions with Health Care Professionals, as applicable.

HEALTH AND SAFETY PROTOCOLS

Exhibitor acknowledges and understands that the AAFP is continually assessing its health and safety measures in connection with its in-person meetings and events and will evolve its safety protocols as appropriate or advisable based on local or national conditions. Exhibitor may visit the AAFP's Health and Safety Protocols webpage to stay abreast of the latest updates. Exhibitor understands and agrees that all personnel who attend National Conference shall comply with all requirements reasonably required by AAFP in connection thereto.

Exhibits and Exhibitors

Animals

The use of live animals in an exhibit for any purpose is not allowed, with the exception of guide and service animals.

Anti-Harassment Policy

View the [American Academy of Family Physicians anti-harassment policy](#).

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. Requests may be sent to Aaron Verhei, Exhibit Manager at averhei@aafp.org.

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. Exhibit badges are for "staff only" of the exhibiting program or company and may not be distributed, awarded, or shared with others that do not work for the exhibiting program or company. If badges are mis-used per these terms, the Exhibitor will be in violation which could forfeit their eligibility to exhibit in the future and immediate removal of their booth from the exposition. AAFP may at any time relinquish a mis-used badge.

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 Aaron Verhei at averhei@aafp.org, in writing, prior to **July 1, 2024**.

- 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 Aaron Verhei at averhei@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 programs, 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 averhei@aafp.org. If approval is given, the Exhibitor must fully comply with all AAFP National Conference Exhibitor Agreement 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 (EAC)

All exhibiting companies/programs using an Exhibitor-Appointed Contractor ("EAC") must notify AAFP of the EAC by **July 1, 2024**. The EAC is required to provide the AAFP with an appropriate certificate of insurance by **July 1, 2024**. Contact Aaron Verhei averhei@aafp.org or **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 program, company, or product to exhibit at the AAFP National Conference.

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

- A. FDA-approved products. Products, that require approval of the Food and Drug Administration (FDA) for marketing, must receive FDA approval before they are exhibited at the National Conference. Exhibitors may be required to show evidence of FDA approval. This requirement applies to medical devices, drugs, cosmetics, and all other FDA-regulated products. If non-FDA approved products or services, that require but have not obtained FDA approval, are exhibited, the AAFP may deny installation privileges, or require removal, of the exhibit or may require discontinuance of any exhibit or promotion wholly or in part.
- B. Healthy food products. 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 accredited 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.

IMPORTANT NOTES:

- 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 **June 1, 2024** to allow sufficient time for review by the eligibility panel.) Contact Jill Vetter, Senior Sales Manager jvetter@aafp.org at 913-951-8943.
- Skin Care/Cosmetic/Dermatological Products and Devices – must submit full list and detailed description of all products, devices, and services that will be promoted to attendees at National Conference to Jill Vetter, Senior Sales Manager jvetter@aafp.org for further review before space will be assigned. If this detail is not submitted in advance of booth assignment,

your company will be in breach of these Terms & Conditions and may be denied exhibit participation.

- New exhibitors to National Conference or those that haven't exhibited at National Conference within the past 5 years must submit a full list and detailed description of products, devices, and services that will be promoted to attendees at National Conference to Jill Vetter, Senior Sales Manager jvetter@aafp.org for further review before space will be assigned. If this detail is not submitted in advance of booth assignment, your company/program will be in breach of these Terms & Conditions and may be denied exhibit participation.
- If exhibitor falsely misrepresents its products and/or services or are otherwise in breach of AAFP National Conference Exhibitor Agreement Terms and Conditions, AAFP reserves the right to immediately evict Exhibitor and/or terminate this Agreement pursuant to the "Violation of Terms and Conditions" section contained herein.

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 or alcoholic beverages will not be permitted.

No exhibit will be accepted if the AAFP determines in its sole discretion that the exhibit is in poor taste, offensive to persons in attendance, promotes an activity that is unethical or illegal, is not in keeping with the character and purpose of the AAFP National Conference, or is otherwise not appropriate or desirable for the National Conference for any reason. The AAFP reserves the right to reject or deny, 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 any of 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 Aaron Verhei, AAFP averhei@aafp.org. Menus and pricing will be listed in the online service manual April 1, 2024.
- If refrigerated storage is required, please contact Fern Exposition Services, LLC to make arrangements - information will be available April 1, 2024.
- Exhibitors with related food and beverage products must order porter service to remove empty cartons and/or containers.

Giveaways

Exhibiting programs or 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 programs/companies must secure the AAFP’s prior approval for giveaways. Any item an exhibiting company intends to distribute must be submitted in writing to Aaron Verhei at averhei@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, August 1, 2024 4:00 – 7:00 p.m. Expo Hall Grand Opening
- Friday, August 2, 2024 9:00-10:30am *Resident Expo hours*
- Friday, August 2, 2024 10:30 a.m. – 5:00 p.m.
- Saturday, August 3, 2024 8:30 a.m. – 12:00 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. Out of respect to the attendees still conducting business with exhibitors on the final day, ALL EXHIBITS ARE TO BE OCCUPIED AND IN OPERATION UNTIL THE OFFICIAL CLOSING HOUR OF THE SHOW (Exhibit times published in February.) The packing of equipment, boxes, literature or dismantling of the exhibit is not permitted until closing time. Any exhibitor who chooses to tear down early (any time prior to the designated dismantling hours) will be in breach of these terms and conditions and penalties will be enforced and could jeopardize future exhibit eligibility for the 2025 National Conference.

Residents Only Exhibit Time - Based on feedback from the resident attendees and resident exhibitors, we will offer a one-hour exclusive sneak peek dedicated just for residents to visit with exhibitors eager to speak with them regarding physician employers, recruiters, publishers, healthcare products/services, lifestyle, financial management, etc. on Friday, August 2nd from 9:00 - 10:30 p.m.

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 Aaron Verhei at averhei@aafp.org, in writing, no later than **July 1, 2024**.
- 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 **July 1, 2024**. Send survey to Aaron Verhei, Exhibit Manager averhei@aafp.org for AAFP 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.

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 program/company 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.
- If AAFP receives complaints on your company's products, services, business practices, then at that time AAFP will review the complaints and re-evaluate your company's exhibiting status. This may subject the Exhibitor to immediate eviction and will forfeit all fees paid and subject to penalties and will be prohibited from participating in future AAFP conferences and subject to the "Violations of Terms & Conditions" contained herein.

Outstanding Invoices

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

Payment/Method of Payment

Prior to **June 1, 2024**, a 50% deposit is required within 30 days of receipt of booth confirmation. Full payment is due **June 1, 2024**. All Exhibitor Agreements received after June 1, 2024 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.

Pay your balance online with the secured link and company password. See your booth confirmation email. 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, **August 1 – 3 2024**, 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 exhibitor's 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 program/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 Jill Vetter at jvetter@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 program/company's eligibility for future AAFP exhibitions.

Exhibit Service Manual (Online)

The exhibit service manual, which will be available online **April 1, 2024**, is incorporated herein by reference and made a part of this Agreement and includes additional requirements for Exhibitors participating in the National Conference Exhibition.

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 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 <https://kcconvention.com/exhibitors/>.

Housing

Visit Kansas City Passkey 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.

Look Before You Book! 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. Report these to [Aaron Verhei](#), AAFP Exhibit Manager.

Insurance Requirements

Exhibitor shall, at its sole cost and expense, procure and maintain in full force and effect, throughout the term of the Agreement, insurance coverage. 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.

If you are hiring an independent contractor to work on your booth during installation and dismantling, the insurance requirements apply to these independent contractors and must be submitted to AAFP by **July 1, 2024**. Due to security requirements and access to the exposition hall, this deadline will not be extended. If EAC Certificate of Insurance is not submitted to [Aaron Verhei](#), AAFP Exhibit Manager by **July 1, 2024**, exhibitors are required to use the AAFP official contractor or your own full-time employees for booth installation and dismantling.

Photography, Videotaping, and Drones

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.

Due to safety concerns, drones are not allowed at the AAFP National Conference. However, if an exhibitor wants overhead booth photos of their own display by overhead drone photography, they must submit a written request to [Aaron Verhei](#), AAFP Exhibit Manager and the Kansas City Convention Center by July 1, 2024. Pilot credentials may be required for further review.

Press/Film Crews

All press/media questions may be sent to the AAFP Public Relations Department at (800) 274-2237, ext. 6051 for further assistance.

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 **April 1, 2024**).

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 31 - Saturday, August , 2024**.

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 NC Symbol, Brand, Logo, Social Media Promotion

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.

All exhibitors are encouraged to promote their 2024 National Conference attendance and booth information in advance of and throughout the National Conference. All posts using the hashtags #AAFPNC will be displayed for attendees to view.

Promotional tools available to showcase exhibitor engagement are outlined below:

- Exhibitors may use a “We’re Exhibiting” image on Facebook, Twitter, LinkedIn, Instagram, and in email signatures. Exhibitors may also place the image on their website.
- Contact the [AAFP](#) and provide booth number to request the customized image.
- Make sure all posts use the meeting hashtag #AAFPNC.
- Publish the post and repeat as desired.

To facilitate exhibitor engagement, AAFP have provided a couple of suggested examples:

- Meet us in Kansas City, MO at Booth _____. We are showcasing (enter description here).”

Exhibitors are encouraged to leverage social media throughout the National Conference as desired, provided posts comply with the guidelines below:

- Do not amend or alter the “We’re Exhibiting” image.
- Do not use the image in a way that suggests or implies partnership, sponsorship, or endorsement by the AAFP or AAFP National Conference.

Keep these guidelines in mind when posting about the National Conference.

- Non-flash photography is allowed for personal, social, or non-commercial use.

- Please respect attendees, presenters, and exhibitors who state they do not want their slides and/or content shared on social media.
- Exhibitors taking photos must do so in a manner that does not disturb the presenter, attendees, or other exhibitors.
- Many booth designs contain copyrighted or trademarked materials, therefore permission for photographing a booth must be given by the authorized occupants of that booth.
- Sharing slides that feature patient faces or other identifiable information is prohibited.
- Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or National Conference.

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 may subject the Exhibitor to corrective action, up to and including restrictions, eviction, and/or denial of future applications to participate in future AAFP events.

When appropriate and feasible, an on-the-spot warning will be issued outlining the issues that are in violation of these Terms and Conditions and the Exhibitor will be allowed an opportunity to bring its conduct into compliance. However, the AAFP, in its sole discretion, reserves the right to levy a more severe penalty without providing such a warning, including but not limited to immediate termination of the exhibit and the other corrective actions described above. Prior year's warnings and penalties may be taken into account in assessing penalties for current year's violations.

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 or otherwise in violation of these Terms and Conditions. If an Exhibitor violates any of these Terms and Conditions, the AAFP may in its discretion bar the Exhibitor from exhibiting at future AAFP events.

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

Out of respect to the attendees still conducting business with exhibitors on the final day, ALL EXHIBITS ARE TO BE OCCUPIED AND IN OPERATION UNTIL THE OFFICIAL CLOSING HOUR OF THE SHOW (Exhibit times published in February.) The packing of equipment, boxes, literature or dismantling of the exhibit is not permitted until closing time. Any exhibitor who chooses to tear down early (any time prior to the designated dismantling hours) will be in breach of these terms and conditions and penalties will be enforced and could jeopardize future exhibit eligibility for the 2025 National Conference.

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.