

## 2012 Exhibitor Guidelines

It is SCCM's desire that a professional atmosphere for the attendees and a viable marketplace for exhibitors exists. To ensure this and to prepare for Congress in a timely and efficient manner, rules and regulations that govern the exhibition have been established. The Society reserves the right to make judgments regarding planned exhibits and conduct that detracts from a professional environment. When applying for exhibit space, applicants understand that they will be bound by the policies that appear in the *Exhibitor Prospectus* and all other SCCM materials.

It is imperative that all company representatives, communications and marketing firms, exhibit designers or installation/dismantle companies, acting on your behalf, be aware of and adhere to the SCCM Exhibitor Guidelines.

### Exhibition Dates and Hours:

Sunday, February 5 9:00am - 3:45 p.m.  
Monday, February 6 9:00am - 3:30 p.m.  
Tuesday, February 7 9:00am - 3:30 p.m.

*\*Dates and times are subject to change*

### On-site Registration Dates and Hours:

Friday, February 3 8:00am - 5:00 p.m.  
Saturday, February 4 8:00am - 5:00 p.m.  
Sunday, February 5 8:00am - 3:45 p.m.  
Monday, February 6 6:00am - 3:30 p.m.  
Tuesday, February 7 8:00am - 3:30 p.m.

*\*Dates and times are subject to change*

### Installation/Move-in Hours:

Friday, February 3 8:00 a.m. – 5:00 p.m.  
Saturday, February 4 8:00 a.m. – 5:00 p.m.

*\*Dates and times are subject to change*

All empty crates will be removed by 5:00 p.m. Saturday evening to allow for the laying of carpet and completion of Exhibit Hall preparation. Any booth unoccupied by 5:00 p.m. on Saturday, February 4, 2012 will be regarded as a no show and the contract to exhibit will be terminated. All freight will be removed and returned to the loading dock at the exhibitor's expense.

Notification of an exhibitor's decision to cancel or reduce space must be sent in writing on company letterhead to the SCCM. If written notification is received by Friday, September 2, 2011, a full refund less a 10% administrative fee will be refunded to the company. After this date no refunds will be given.



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### Dismantle/Move-out Hours:

Tuesday, February 7 3:30pm - 8:00pm  
Wednesday, February 8 8:00am - 2:00pm

*\*Dates and times are subject to change*

Dismantle will begin Tuesday, February 7, 2012 at 3:30 p.m. At this time, GES will begin rolling up carpet and delivering empty crates. Dismantling or tearing down exhibits prior to the official close of the exhibition is **PROHIBITED**. To ensure an orderly move-out, all necessary labor arrangements for dismantling should be made with GES prior to the show. Bills of lading and return shipping labels will be available at the service desk. For safety and security, no one under the age of 18 will be permitted on the exhibit floor during installation and dismantle.

### Installation and Dismantling Crews

Installation and dismantling personnel who are employees of or labor hired by Exhibitor Appointed Contractors and are not employees of the exhibiting company must obtain work badges from the Exhibitor Registration Desk. Work passes are only valid during installation and dismantling hours.

If Exhibitor Appointed Contractor personnel must enter the hall to service the booth during exhibit dates, they must be registered as part of your booth personnel so that they may obtain a badge that will allow them in on exhibit days.

### Exhibit Hall and Session Access for Exhibitors

The exhibitor badge allows access to the Exhibit Hall during exhibition dates and installation and dismantling hours. On the days of the exhibition, exhibitors will be admitted to the hall beginning 30 minutes prior to show opening. Exhibiting personnel may remain in the Exhibit Hall up to 1 hour after the close of the show.

To register exhibit personnel, utilize the Exhibitor Badge Registration Form.

All exhibitor personnel may attend non-ticketed sessions on a space available basis. Exhibit company personnel requiring continuing education credit must register in full for Congress.



## 2012 Exhibitor Guidelines

### The booth fee includes the following:

- ❑ 8' high blue and white back drape along with 3' high white side divider drape
- ❑ 7" x 44" booth identification sign
- ❑ The aisles are carpeted in blue
- ❑ Aisle cleaning before the show opens and each evening
- ❑ Perimeter security
- ❑ Company listing on SCCM's website, Congress Mobile App, and in the Program and Exhibition Guide (if submitted by October 19, 2011)
- ❑ Five complimentary exhibitor badges for each 100 square feet of booth space purchased (any badges requested after the registration deadline will incur a \$25 fee)

### Booth Construction & Display Rules

#### **Linear Booth**

An in-line or linear booth is a 10' x 10' booth or multiples thereof arranged in a straight line. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8 feet. All display material over 4' high must be confined to that area of the booth that is at least 5' from the aisle line.

#### **Perimeter Wall Booth**

A perimeter wall booth is a standard 10' x 10' booth or multiples thereof, located on the outer-perimeter wall of the exhibit floor. Booth display material in perimeter booths are permitted to extend to 12' in height in the rear 50% or 5' of the booth space, and 4' in the front 50% of the booth. The back wall is permitted to 12' in height including signs, company name, logo and/or product information.

#### **Peninsula Booth**

A peninsula booth is defined as an exhibit which has an aisle on three sides of a booth, and occupies both corners at the end of a row of traditional 10' x 10' linear booths, or occupies an island space with one other peninsula neighbor. To qualify as a peninsula, the exhibit must have a minimum depth of 18' and the back wall must be a straight line from aisle to aisle. Certain restrictions apply to peninsula booths as follows:

**Height:** Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8', provided written approval is received from show management.

**Depth:** All display fixtures over 4' in height placed within 15 lineal feet of a neighboring exhibit, must be confined to that area of the booth that is at least 5' from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining peninsula booths are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard linear booth.

Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

A sketch or blueprint of layout for peninsula exhibits must be submitted to Show Management for approval by January 13, 2012.

#### **Island Booths**

Island booths are defined as exhibit space with aisles on all four sides. A tower is a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only. Towers, exhibit fixtures, components and identification signs of island exhibits will be permitted to a maximum height of 20'. While island booth space is surrounded by 10' aisles, adequate see-through areas to prevent blocking views of adjacent exhibits is strongly recommended. A sketch or blueprint of layout for island exhibits must be submitted to Show Management for approval by January 13, 2012.

#### **General Display Guidelines**

Exposed/unfinished sides of in-line, peninsula and perimeter booths must be draped. In the event that the exhibitor is not present, the decorator, with the approval of SCCM, will provide the necessary draping and submit charges to the exhibiting company.

Hanging signs or banners are only permitted for island exhibits. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit-related equipment should be freestanding and floor-supported where possible. Attachment to the Exhibit Hall ceiling beams or trusses is permitted only through GES Exposition Services. Hanging signs or banners may not exceed the perimeter of the assigned space. Requests for approval of hanging signs or banners must be submitted to GES Exposition Services. An order form is provided in the Exhibitor Service Manual.



## 2012 Exhibitor Guidelines

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 (ADA) with regard to their booth space, including but not limited to, wheelchair provisions.

The Exhibit Hall is not carpeted. Booth carpeting is mandatory and is the responsibility of the exhibiting company. Carpet may be supplied by either the exhibitor or rented from the service contractor. The main aisles of the Exhibit Hall will be carpeted in blue.

### Crate and Carton Removal, Accessible Storage and Return

Empty crates and cartons will be removed to storage and returned to your booth at the end of the show. Nothing may be stored behind booths and back wall drapes. The Society, Global Experience Specialists (GES) the Fire Marshall and the George R. Brown Convention Center will inspect all exhibits to ensure compliance.

“Empty” labels are available at the GES Servicenter®. Please make sure to use these so the crew will know the crates are ready for removal and storage. Do not store merchandise in crates or cartons marked “Empty” as they are not accessible during the show.

If you require access to storage for materials you will need during the show, you may make arrangements for this at the GES Servicenter®. Materials for handouts must be limited to a one-day supply and must be stored neatly within the booth and not behind your booth back wall.

### Cleaning

Show Management provides aisle cleaning and cleaning crews for general Exhibit Hall clean up before the opening of the show and each evening. Exhibitors must arrange, at their own expense, individual booth cleaning. To place an order for booth cleaning, vacuuming, etc. utilize the George R. Brown Convention Center Order Form located in the Exhibitor Service Manual. Please keep in mind that the carpet, whether exhibitor provided or ordered from the decorator is installed clean, but debris from set up and daily traffic may necessitate cleaning prior to show opening and on a daily basis.

### Liability

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors are required to assume complete responsibility and liability for any damage to booth space or equipment arising under this contract and are required to indemnify and hold SCCM

harmless in any action, incident to or arising from exhibitors occupation or use of booth space, or arising out of any acts of the exhibitor, his employees, or agents, including but not limited to actions brought by the George R. Brown Convention Center or its agents against SCCM. In no event shall SCCM be liable to an exhibitor for any loss of business, business opportunities or other type of direct or consequential damages alleged to be due from a breach of this contract.

### Insurance

It is the responsibility of each exhibiting company to obtain and maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meeting its obligations outlined in the Exhibitor Prospectus. The Society of Critical Care Medicine, Global Experience Specialists (GES) and the George R. Brown Convention Center will not be responsible for an exhibitor's loss or damage of any kind. It is the sole responsibility of the exhibitor to obtain appropriate insurance coverage.

### Eligibility to Exhibit

Product and services to be exhibited are to be of a professional and educational interest or benefit to the attendees and directly related to the field of critical care. The Society must approve eligibility. All exhibits, products, displays, activities and/or the character of the proposed exhibit are subject to approval by SCCM, which reserves the right to deny applications for exhibit space if all or part of the exhibit does not reflect the professional character and standards of Congress. Permission to exhibit does not constitute in any way SCCM's endorsement of the exhibited product or services.

### Exhibitor Code of Conduct

It is integral to the success and growth of the Critical Care Congress to actively contribute to an atmosphere of integrity and dignity.

Therefore, all exhibitors agree to:

1. Interact respectfully and thoughtfully with all registrants in the Exhibit Hall, educational sessions, and social events.
2. Respect the rights of other exhibitors to conduct business without interference or improper interventions.
3. Abide by all Exhibitor Rules and Regulations set forth in the SCCM Exhibitor Prospectus and the SCCM Exhibitor Service Manual.

## 2012 Exhibitor Guidelines

### **Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted.**

All activities of the exhibitor must take place in the confines of the contracted booth space. Solicitation of business, except by exhibiting firms, is prohibited. Photography or video recording of other exhibitor's booths, products and/or literature is prohibited.

### **Cancellation of Exhibition & Congress**

It is mutually agreed that in the event SCCM's Congress is cancelled due to world disaster, strikes, government regulations or other causes preventing its scheduled opening or continuance, then and thereupon the agreement will be terminated and the Society of Critical Care Medicine shall determine an equitable basis for the refund of such portion of the exhibit fee as is possible, after due consideration of expenditures and commitments already made.

### **Booth Assignments**

The Society reserves the right to modify the floor plan to accommodate space sales and/or avoid conflicts and to relocate exhibit booths as necessary after consultation with exhibitors who are affected by the modification. Every effort to consider location of competitors and accommodate special requests will be made; however, SCCM cannot guarantee booth location.

The subletting, assignment of a portion of the whole or any part of the space by an exhibitor is prohibited. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracting exhibitor without written approval by SCCM.

### **Booth Staffing**

Exhibitors must staff their booth during the exhibit hours. The Society reserves the right to remove any booth left unattended for an extended period of time. The exhibitor is responsible for all costs incurred in the removal of the booth from the show floor. Each exhibiting company must identify one authorized representative as the Booth Manager to be responsible for the exhibit throughout the 41<sup>st</sup> Critical Care Congress.

### **Badge Policy**

Admission to the Exhibit Hall will be by badge only. Exhibitors will be provided with five badges for each 10' x 10' booth purchased (if submitted by the registration deadline). After the registration deadline a fee of \$25.00 will be assessed for all additions and/or changes. Badges for pre-registered exhibit personnel will not be mailed, but can be picked up on site at the Exhibitor Registration Desk. All exhibit booth personnel, as well as



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meeting attendees, are required to wear a badge. Security guards will be monitoring the entrance to the Exhibit Hall for proper identification. Only SCCM meeting attendees and registered exhibitors will be admitted to the Exhibit Hall. Unregistered guests are not allowed in the Exhibit Hall at any time.

### **Exhibitor Appointed Contractors**

Exhibitors choosing to use a service firm other than one of the official contractors must inform SCCM and Global Experience Specialists (GES) of their intent no later than January 13, 2012. Exhibitor Appointed Contractors must provide SCCM with a list of clients and a certificate of insurance in the amount of \$2 million a minimum of 30 days prior to the first day of exhibit move-in. More detailed information, guidelines and a notification form are included in the *Exhibitor Service Manual*.

### **Giveaway Items**

Giveaways, awards or drawings are limited to prizes of an educational nature and/or keeping with the character of the SCCM's Critical Care Congress and must be submitted to SCCM for approval (written description acceptable). Requests must be submitted to SCCM Show Management on or before January 13, 2012. Exhibitors may not dispense food and/or beverage of any kind, including bottled water, without written permission from SCCM.

### **Selling in Exhibit Space**

Sales of and order placement for merchandise or services are permitted in the Exhibit Hall, providing all transactions are conducted in an appropriate professional and businesslike manner and are consistent with the professional nature of Congress. No exhibitor may display signs advertising the price of any items or services available for sale. Any products for sale must be the exhibitor's own merchandise. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations as required by the city, municipality, and/or the state of Texas. The exhibitor is responsible for all collection and remittance of all sales, use or other applicable taxes.

## 2012 Exhibitor Guidelines

### Audio Visual Equipment

If closed sound systems cannot be arranged, open sound systems are permitted. However, sound "leakage" must not interfere with any other exhibitor. Show Management requires compliance and reserves the right to take any necessary corrective actions. Videotaping in the Exhibit Hall is not allowed without the permission of SCCM.

Noise from any electrical or mechanical apparatus must not interfere with any other exhibitors. Good judgment in setting volume levels for audio/video and other equipment is expected. Show Management reserves the right to determine when sound levels from audio/visual equipment constitutes interference with others or is unacceptable. In such cases, sound levels will be reduced or the equipment removed at the exhibitor's expense.

### Music Licensing and Copyright Guidelines

The exhibitor shall be responsible for securing any and all necessary licenses of consent for (a) any performances, displays or other uses of copyrighted works or patented inventions and (b) any use of any name, likeness, signature, voice or other impression, other intellectual property owned by any third party that is used directly or indirectly by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold harmless the Society of Critical Care Medicine from and against any claim of liability and any incident or resulting loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights of privacy or publicity of any third party.



### Security Precautions

Your company and SCCM can be assured of a more secure and successful event if you follow a few simple precautions:

1. Ship products, materials, equipment, etc. in locked trunks or crates. Make sure all labels are properly filled out on your trunks and crates that are shipped or will be stored.
2. When utilizing cartons, be sure they are securely taped and/or banded. Do not mark on the outside of the crate what the contents are inside.
3. Do not leave your booth unattended, particularly during move-in and move-out. Take inventory of your products during these times.
4. Never leave laptops, briefcases and purses unattended or out in the open.
5. Keep small portable products out of sight, under lock or take them with you when you leave the Exhibit Hall.
6. Utilize security cages or hire private booth security.
7. Report any suspicious person(s) in the exhibit area.
8. Report any thefts immediately to the Security Office and/or Show Management.
9. Pack as quickly as possible at the close of the show. NEVER leave your booth unattended during this time – it is the highest risk period for theft.

The Society provides perimeter security of the Exhibit Hall, not individual booths, on a 24-hour basis beginning with the first day of move-in and continuing until the Exhibit Hall is vacated. Exhibitors are reminded that booth security and the protection of exhibitor display items may require additional security at the exhibitor's own expense. Please see the security service order form located in the Exhibitor Service Manual. The Society, Global Experience Specialists (GES) and the George R. Brown Convention Center will not be responsible for an exhibitor's loss.

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### Fire Protection

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and to be in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise will not be permitted. All displays are subject to inspection by the Fire Prevention Bureau and the Fire Marshall. Any exhibits or parts thereof found not to be fireproof may be dismantled. All aisles and exhibits must be kept clear at all times and fire stations and fire extinguisher equipment are not to be covered or obstructed. Additional requirements are included in the *Exhibitor Service Manual*.

### Alcohol, Tobacco, and Miscellaneous

Distribution or use of alcoholic beverages or tobacco in the exhibitor's booth is prohibited. The 41<sup>st</sup> Critical Care Congress is a smoke-free meeting.

### Infectious Medical Waste Handling & Disposal

All exhibitors are required to comply with federal and state regulations concerning the screening, handling and disposal of infectious medical waste. Please see the medical waste form located on page 24.

### Union Guidelines & Work Rules

It is the responsibility of each exhibitor to know and comply with all applicable union regulations, all applicable federal, state and local laws, statutes, regulations and ordinances and all of the rules and regulations of the George R. Brown Convention Center. Union labor may be required for certain aspects of your exhibit set up and handling.

### FDA Compliance

All products that are not FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by the appropriate signs that indicate the device's clearance status.

The following are signs that should be displayed:

- ❑ This Device is not cleared by the FDA for distribution in the United States.
- ❑ This Device is intended to be used in the United States as described in the products labeling (pending review).

The signs must be easily visible and placed near the devices themselves and on any graphics depicting the device. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use and the status of the product or products. Exhibitors are cautioned about the FDA's prohibition on promoting cleared for marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

### Children in the Exhibit Hall

Under no circumstances will children be allowed in the Exhibit Hall during installation or dismantle. Children 16 years and under are required to register for admission to the Exhibit Hall and must be accompanied by an adult at all times. For reasons of insurance liability and safety, strollers and infant carriers are not permitted on the show floor at any time. Because of limited seating capacity and the highly technical nature of the program, children are not invited to attend presentations.

### Workshops, Educational Programs and Seminars

Companies exhibiting at the 41<sup>st</sup> Critical Care Congress will be required, as a condition of their participation as exhibitors, not to exhibit at or sponsor conflicting events. Conflicting events include scientific or educational meetings of interest and relevance to the Congress attendees (including but not limited to lectures, presentations, seminars, or workshops) that are scheduled during the same time frame encompassed by Congress. For purposes of this policy, the relevant time frame begins three days immediately prior to the official opening of Congress and ends three days after the official close of Congress. If there is any question or concern that an activity may not fit within SCCM's guidelines, it is strongly recommended that the company submit that activity for approval.

### Rules and Regulations

Exhibitors agree to abide by all the rules and regulations of Show Management by virtue of signing their exhibitor contract. Please be sure to communicate these terms to all staff representing your company at the show.