

## **Rules/Regulations and DNA Policies:**

All provisions published in this on-line prospectus, the web site or via e-mail messages shall be part of this program contract. Exhibit Management may re-assign exhibit space at any time for the good of the show.

### **Affiliate Events**

Affiliate events are small meetings or functions that include no more than 75 DNA 2009 attendees and are not planned or sponsored by DNA. They include, but are not limited to, the following:

- Social Events: Receptions, dinners, etc., where there is no educational programming.
- University Alumni Events: Social events organized, sponsored, and financially supported by a university.
- Investigator Meetings: Sponsored and financially supported by a pharmaceutical/ biotech company or organization, academic center, non-profit organization, or consortium.
- Committee Meetings: Small meetings sponsored by industry, held by committees, task forces, boards of universities, or other non-profit organizations.
- Staff Meetings: Meetings of exhibitor staff only. Staff meetings may not include scientific session attendees.

Any company submitting an application to hold an affiliate event must be an exhibitor at DNA 2009, with the exception of universities and non-profit organizations. DNA Meeting Management will not approve any application for an affiliate supported by industry without an approved exhibit application. Click here for the [Affiliate Meeting/Function Space Request Form](#). Fax the completed form to the DNA Meeting Manager at 856-439-0525. Approval will be based on the regulations outlined.

### **Badges**

See **Exhibitor Personnel Registration** below.

### **Booth Conduct**

Educational contact hours are not available to nurses and physicians as part of your booth.

DNA reserves the right to approve all exhibits and activities. DNA may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of DNA, or if it exceeds the bounds of good taste as interpreted by exhibit management. An exhibitor of a questionable exhibit or activity must submit a description of the exhibit or activity with the exhibit application for DNA approval. The exhibit hall will be inspected during installation and "show" hours. Exhibit Management will advise exhibitors of any deviation from exhibit rules during the event. Exhibitors must make all corrections requested by DNA at their own expense or risk removal from the exhibition without notice and without obligation on the part of DNA for any refund whatsoever. DNA reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Convention. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

DNA does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Annual Convention. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.

- Character of the exhibits is subject to the approval of the DNA Exhibit Management. Non-professional products or services are not permitted to be displayed.

This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. DNA encourages creative marketing to attract attendees to your booth. Please contact Exhibit Management at least 30 days prior to the Convention with your ideas and questions.

All business must be conducted in your exhibit booth. Exhibitors may not display advertising, logos, or names of products other than those sold by the exhibitor unless approved at least 30 days in advance of the Convention. Failure to set up booth by 4:30 pm, Wednesday, March 4, 2009, may cause Exhibit Management to order the removal of booth property and freight at exhibitor's expense.

### **Designated Non-profit Area**

Non-profit exhibitors (non-profit associations able to prove their non-profit status) are eligible to receive a reduced booth price of \$600 for a maximum of one 10-foot-by-10-foot booth. Non-profit space assignments are confined to a specific area on the floor plan. Non-profit exhibitors do not have the option to choose booth space in other areas at this reduced rate. The non-profit booth rate includes one 10-foot-by-10-foot booth space. Additional items may be rented through the Decorator. The drape consists of two side rails 30" tall, one 8-foot back drape, one 7-inch-by-44-inch identification sign.

### **Cancellation or Downsizing of Booth Space**

Notice to Exhibit Mgt. must be received in writing by 9/1/2008 to receive a 50% refund. If space is cancelled or downsized on or after 9/1/2008, exhibitor is liable for full payment. No refunds are available for cancellations on or after 9/1/2008.

### **Delivery and Shipment of Materials**

Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with the decorator to receive and store all shipments for DNA up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted).

### **Children's Admission to the Exhibit Hall**

Children may accompany a registered attendee or exhibitor during show days and hours, not during set up or dismantle days/hours. The accompanying person is responsible for the child and assumes all responsibility for damage to exhibits and equipment. Strollers are not prohibited for safety purposes.

### **Disability**

In compliance with the Americans with Disabilities Act of 1990, DNA will make all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space, ensuring access to their booth.

### **Eligibility to Exhibit**

The exhibits at DNA 2009 are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of dermatology. Only companies exhibiting products and/or services related to these areas are eligible to exhibit. DNA reserves the right to determine the eligibility of all exhibit space applicants.

### **Exhibit Hall Access**

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one half-hour after closing. Activities outside of these times are not permitted.

### **Exhibitor Personnel Registration**

All participants affiliated with exhibits must register with Exhibitor Registration. Two “exhibit hall only” badges are complimentary for every 10-foot-by-10-foot booth. Additional “exhibit hall only” badges are \$75 per person.

Badges are not mailed in advance and must be picked up on-site at the Exhibitor Registration counter during exhibitor registration hours. Exhibitors are encouraged to complete the Exhibitor Badge Registration Form, due February 15, 2009. Badges may not be supplemented with business cards, ribbons, or company logos.

Each person registered as an exhibitor must be employed by the exhibiting company with a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, please register separately using the DNA registration brochure or online at the DNA web site: [www.dnanurse.org](http://www.dnanurse.org).

### **Failure to Occupy Space**

Booth space not occupied by the exhibitor by 4:30 PM on Tuesday, March 4, 2009, will be forfeited without refund to the exhibitor, and the space may be resold or used by Exhibit Management.

### **FDA Compliance**

All products exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be easily visible and placed near the product and on any graphics depicting the product. Display of investigational products is to remain within the expectations and limitations of the Food and Drug

Administration’s Guidelines on Notices of Availability. Any investigational product that is graphically depicted on a commercial exhibit should:

1. Contain only objective statements about the product.
2. Contain no claims of safety, effectiveness, or reliability.
3. Contain no comparative claims to other marketed products.
4. Exist solely for the purpose of obtaining investigators.
5. Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
6. Contain a statement on signage: “Caution: Investigational Product – Limited to Investigational Use” (or similar statement) in prominent size and placement. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act. The phone number is: 301-594-4692.

### **Fire Regulations**

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper (flameproof or otherwise) is not permitted. All displays are subject to inspection by the local Fire Prevention Bureau or Fire Marshal. Any exhibits or parts thereof found not to be fireproof may be ordered 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.

## **Food Products**

With prior approval from the Exhibit Manager and either hotel and/or convention center, food service is permitted at the exhibitor's booth except during officially sponsored food functions in the exhibit hall. All food service must be coordinated through the hotel or convention center caterer.

## **General Service Contractor Decorator and Shipping**

The decorator is Arata Expositions Inc. See "Service Center" listing on the general information web site page. Information regarding the rental of tables, chairs, booth furnishings and utilities (electricity, Internet, phone, etc.) are available online. This facility ballroom is carpeted.

## **Hanging Signs**

Availability and height restrictions apply. Contact Exhibit Management for more information.

## **Hotel Information**

See the tab "Hotel Information" listing on the convention web site page.

## **Independent Contractors**

Exhibitors who plan to use a service contractor other than the decorator must notify Arata Expositions Inc. and DNA in writing on or before January 30, 2009. Please fill out the Exhibitor Appointed Contractor form in the Exhibitor Services Manual and fax it back to Arata Expositions Inc. The company name, address, telephone number, name of the supervisor scheduled to be in attendance, and a statement that such contractor will comply with all rules and regulations of the show to including observance of local labor rules and regulations must be furnished at the time of submitting the Appointed Contractor Form. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with DNA established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to DNA no later than January 30, 2009.
- Register all employees and temporary help at the Exhibitor Registration Desk.

## **Insurance**

Exhibitors insuring their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, do so at their own expense. DNA requires that all exhibitors provide proof of liability insurance by January 30, 2009, prior to set up your exhibit booth. Coverage must be carried through the duration of the exhibit program, including set up and dismantle. The certificate must name DNA and the hotel or convention center as an additional insured party. The certificate must state a minimum insurance of 2 million U.S. dollars and the territory of coverage must include the United States. Contact your insurance provider or visit with either AON, phone: 212-627-7400 ([www.aon.com](http://www.aon.com)) or John Buttine Inc., phone: 800-964-4454 ([www.buttine.com](http://www.buttine.com)).

DNA does not endorse any insurance company and liability insurance is available from many other business insurers.

The exhibitor agrees to make no claim of any nature, for any reason whatsoever against DNA for loss, theft, damage, or destruction of goods, nor for damage of any nature, nor for any negligence, malfeasance or misfeasance, nor for failure to hold any portions of the Convention, in part or total, as scheduled.

## **Interpretation of Rules**

DNA Exhibit Management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of DNA. These rules and regulations may be amended at any time by DNA and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, along with DNA's Web site, [www.DNA.org](http://www.DNA.org), providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during DNA, and may be given to any authorized agent or representatives of the exhibitor.

## **Liability**

Each exhibitor agrees to protect, save, and keep DNA Exhibit Management, decorator and the hotel or convention center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the DNA Exhibit Management, decorator and the hotel or convention center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the DNA Exhibit Management, decorator and the hotel or convention center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

## **Logos and/or Acronyms**

The names, logos, and acronyms of the DNA are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of the DNA

## **Market Research**

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company. The name of the sponsoring company will be kept confidential. DNA retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules, and regulations published in this prospectus.

## **Pre- and Post-Convention Attendee Mailing Lists for Sponsors**

After the approval of your sample direct mail marketing piece by DNA, the sponsors receives a complimentary mailing address data file of pre-registered attendee addresses about three weeks prior to the Convention (value \$400). A post-attendee list is available for purchase by all exhibitors and sponsors.

[Click here for Pre-Convention Annual Convention Direct Mailing List Request Form for sponsors](#)

[Click here for the Post-Convention Annual Convention Direct Mailing List Request Form for exhibitors and sponsors](#)

## **Program Book Distribution/Convention Bags**

Each exhibiting company will be entitled to one copy of the DNA Annual Convention Final Program per 10-foot-by-10-foot booth contracted up to a maximum of four copies. These books will be available at the Exhibitor Registration. Note: Convention bags are only available to

registered attendees. If you pay and register to attend the Convention, a Convention bag becomes available. These bags are provided by a industry supporter.

### **Program Content**

Information presented during DNA Annual Convention is the property of DNA and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of DNA and the presenter. Any use of the program content which includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts without the written consent of DNA is prohibited.

### **Purpose of Exhibits**

DNA 2009 is sponsored by the Dermatology Nurses' Association (DNA), a nonprofit scientific and educational 501(c)6 association. The purpose of the exhibits, an integral part of the Convention's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in products that are presented for use by manufacturers, suppliers, service companies and non-profit organizations. Each exhibitor is responsible for making sure that all attending exhibit personnel are aware of these provisions.

### **Sales and/or Solicitation of Orders**

DNA 2009 is designed specifically to educate registrants at the Annual Convention. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Annual Convention is strictly prohibited. Order taking is acceptable provided there is no financial transaction.

### **Security**

DNA provides security services as a deterrent to possible damage or theft of property or persons. Safekeeping of exhibitor property shall remain the responsibility of the exhibitor. See Certificate of Insurance.

### **Signage and/or Promotion for Exhibitor Related Events**

No signs will be permitted to advertise non-approved affiliated events in any public space. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

### **Smoking**

Smoking is not permitted within the exhibit hall or hotel or convention center at any time, including installation, exhibit hours, and dismantling.

### **Sound Restriction and Licensing**

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. The exhibit manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others. Exhibitors are responsible for license agreements for copyrighted music played in your booth.

### **Staffing of Exhibits**

Exhibits must be staffed at all times during exhibit hours. The DNA requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing, or

teardown of their space until Friday, March 6, 2009, at 2:00 pm. Teardown before this time could result in denial of next year's exhibit application for the exhibitor.

### **Storage of Crates, Cartons, Plastic Cases**

Proper identification tags will be available at the decorator service desk. Storage of crates, cartons (boxes), and plastic cases is arranged with the decorator. All cartons, crates, containers, packing materials, etc., that are necessary for repacking must be labeled with "empty" stickers, and they will be removed from the floor by the decorator. Crates and boxes cannot be stored behind booth displays.

### **Subletting of Space**

The subletting, assignment, or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of business.

### **Transportation for Outside Events**

The DNA controls all available boarding space at the hotel or convention center including contracted hotels for guest rooms. Organizations providing transportation to or from the hotel or convention center must contact the DNA Exhibit Manager. Promotion regarding transportation must be pre-approved before displaying or promoting.

### **Unoccupied Space**

Space not claimed and occupied, or for which no special arrangements have been made in writing to DNA prior to 4:30 pm on Wednesday, March 4, 2009, shall revert to the DNA to be occupied in any manner and for such purposes as DNA may see fit. Neither management nor the decorator shall be responsible for any injury to person or damage to property incurred.

### **Utilities**

Complete information on utilities is available in the On-Line Exhibitor Services Manual.

### **Violations**

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space and such exhibit will forfeit to DNA all monies that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that DNA may incur thereby. In the event of a violation, DNA reserves the right to refuse exhibit privileges for the following year.