



RULES AND REGULATIONS GOVERNING CONFERENCE EXHIBITS

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EVENT DETAILS

Midwest EMS Expo

April 25—26, 2019

DoubleTree Bloomington-Minneapolis South

ELIGIBILITY FOR EXHIBITING

The following qualifications are required of all exhibitors at the Midwest EMS Expo.

1. Products or services displayed must further the educational purpose of the MIDWEST EMS EXPO Annual Conference & Tradeshow to provide an atmosphere conducive to exchanging information and views in a professional manner about emergency medical services, health care and other matters relevant to attendees.
2. Products or services must be related or of interest to ambulance services.
3. MIDWEST EMS EXPO reserves the right, in MIDWEST EMS EXPO's sole judgment, to determine eligibility or compatibility of any company or its products to exhibit at this event.

ASSIGNMENT OF EXHIBIT SPACE

As a guiding principle, exhibit locations will be assigned based on a historical priority point system through **June 30** of the exhibit year. After that time, locations will be assigned on a first come, first served basis. However, booth space will be allocated in the sole and exclusive discretion of the MIDWEST EMS EXPO. The decision of the MIDWEST EMS EXPO with respect to allocation of booth space will be final and binding upon all exhibitors.

EXHIBIT SPACE DIAGRAM

The exhibit booth arrangement is shown by the floorplan on the MIDWEST EMS EXPO meeting website, <http://www.midwestemsexpo.com>. Dimensions and location of each booth are reasonably accurate, but only warranted to be approximate. Floorplan revisions will take place periodically. Please refer to our website for an up-to-date floorplan.

CONTRACT FOR EXHIBIT SPACE

The online Contract for Exhibit Space must be completely filled out. The online contract must be accompanied by a deposit in the amount of at least fifty percent (50%) of the rental for booth space or spaces requested. The deposit is non-refundable. If the contract is accepted by MIDWEST EMS EXPO, it shall become binding upon both the MIDWEST EMS EXPO and the exhibitor with respect to

space assigned and the use, and all other provisions included in the contract and the Exhibit Rules and Regulations, including booth construction guidelines detailed at the end of this document. MIDWEST EMS EXPO will assign and confirm booth space to the exhibitor and credit the deposit paid against the monies due when the contract is accepted.

The exhibitor will be invoiced by MIDWEST EMS EXPO for the balance of the booth rental and this invoice must be paid within 30 days of the contract being accepted by MIDWEST EMS EXPO. Any booth contracted **within 120 days of the event** must be paid in full by the exhibitor at the time of submission of the contract. Should an exhibitor fail to comply with this rule, MIDWEST EMS EXPO has full authority to cancel any or all booth space assigned to the exhibitor. In such cases, the payment submitted with the contract shall be retained by MIDWEST EMS EXPO in consideration of MIDWEST EMS EXPO holding the exhibit space for the exhibitor. Exhibitors will not be permitted to install exhibit or furnish the booth until full payment of the booth rental fee has been paid. Payments to MIDWEST EMS EXPO are not deductible as charitable contributions for federal income tax purposes. However, they may be deductible under other provisions of the Internal Revenue Code.

ACTIVITY WITHIN THE EXHIBIT

- Any activity within the exhibits, including, without limitation, distribution (free of charge or otherwise) of any literature, product, or any other item must conform to the educational and professional nature and character of the meeting, and be in compliance with state and federal laws.
- It is not permissible to block the aisles or conduct business or demonstrations beyond the boundaries of leased booth space. All furnishings, models, etc., must remain within the leased space and may not impede access to other exhibitors' spaces.
- MIDWEST EMS EXPO reserves the right to prohibit and require immediate cessation of any activity or distribution that, in MIDWEST EMS EXPO's sole discretion, is determined not to conform to the educational nature of the exhibits.
- MIDWEST EMS EXPO will provide advance approval of activities and items upon request of an exhibitor. The Association's decision to prohibit and require cessation of any activity will be at the sole and exclusive discretion of MIDWEST EMS EXPO and will be final.
- Contests, lotteries, raffles, or games of chance are strictly prohibited unless approved by MIDWEST EMS EXPO. The rights and benefits hereunder are personal to exhibitors and may not be assigned without the express written consent of MIDWEST EMS EXPO. All exhibits must conform strictly to the Rules and Regulations. MIDWEST EMS EXPO reserves the right to restrict any exhibit that might be considered undesirable. This restriction includes, but is

not limited to, specific items, conduct, dress of personnel, printed matter, or anything objectionable to the exhibit or exhibit program as a whole.

EXHIBITOR BADGES

Each exhibiting organization will be given two (2) complimentary full conference badges per 10' x 10' booth or vehicle space OR as many as are noted in the standard sponsorship package. These full badges will permit access to the exhibit hall and educational sessions.

Additional expo-only badges may be obtained for a fee per badge issued above the complimentary badges; a full conference registration will not be included for these additional badges. Exhibit personnel who want to register and receive a full conference badge, but exceed the complimentary badge allotment, will be required to pay the applicable meeting registration rates. MIDWEST EMS EXPO members will pay the member rate, nonmembers will pay the nonmember rate, and all early, late, and onsite registration rates will apply.

Exhibitor booth personnel names, titles, and emails must be submitted with the booth contract or via MIDWEST EMS EXPO's online form no later than **thirty days before the event**. After **this time**, exhibitor badges are non-transferrable.

If you make changes to your exhibit personnel onsite, the new representative should be prepared to pay the additional exhibitor personnel registration fee. This does not pertain to changes made in advance of the deadline.

TERMINATION OF MEETING AND EXHIBIT

Should the premises in which the Midwest EMS Expo is to be held becomes, in the sole judgment of MIDWEST EMS EXPO, unfit for occupancy, or should the meeting and exhibits be materially interfered with by reason of weather, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of MIDWEST EMS EXPO, the contract for exhibit space may be terminated. MIDWEST EMS EXPO will not incur any liability for damages sustained by exhibitors as a result of such termination. In the event of such termination, the exhibitor expressly waives such liability and releases MIDWEST EMS EXPO of and from all claims for damages and agrees that MIDWEST EMS EXPO shall have no obligations except to refund to the exhibitors a pro-rated share of the aggregate amount received by MIDWEST EMS EXPO (as rental for exhibit space for said exhibit), after deducting all costs and expenses in connection with such exhibit, including a reasonable reserve for claims, such deductions being hereby specifically agreed to by the exhibitor.

EXHIBITOR WITHDRAWAL, CANCELLATION, OR BOOTH DOWNSIZING

Withdrawal or cancellation by any exhibitor will not be accepted unless written notice of such has been received by MIDWEST EMS EXPO. All deposits are non-refundable and non-transferrable, and any exhibitor who withdraws after **within sixty days of the event** shall forfeit one hundred percent (100%) of the full price of said exhibitor's space.

Downsizing of the original booth size by any exhibitor will not be accepted unless written notice of such downsizing has been received by MIDWEST EMS EXPO. Any exhibitor that downsizes **sixty one or more days before the event** shall owe MIDWEST EMS EXPO, in addition to the deposit already paid for the original booth request, a downsize fee equal to 50% of the actual downsized square footage. Further, the Exhibitor will then owe the balance associated with the full price of the reduced size exhibit booth.

Any exhibitor that downsizes their exhibit booth from their original contract request **within sixty days of the event** shall owe MIDWEST EMS EXPO the full remaining balance on the original booth request as the downsize fee in addition to the cost of the new reduced size exhibit booth.

INSTALLATION, STAFFING, AND DISMANTLING OF EXHIBITS

The official schedule for exhibit installation will be added to this document as well as the exhibitor page of our website within **120 days of the event**.

Exhibitors will be charged three thousand dollars (\$3,000) per day or any part thereof after the end of the scheduled exhibit breakdown time that the exhibit or parts thereof remain on the leased premises.

MIDWEST EMS EXPO and the conference venue each reserve the right to disassemble exhibits and charge the exhibitor the above fee plus damages in event these exhibits are not dismantled in a timely manner causing the exhibitor to remain on the premises beyond authorized times.

MIDWEST EMS EXPO and the conference venue each assume no obligation to undertake disassembly and assume no liability for any action in connection with this activity.

CONTRACT LABOR

Exhibitors may use contractors other than the official exhibit contractor to set up, erect, and dismantle exhibits if at least thirty (30) days prior to the first official move-in day, exhibitor provides

to MIDWEST EMS EXPO a written statement of authorization for each such contractor in which the exhibitor gives the name and address of each contractor and lists the name of the supervisor to be in attendance; assumes all responsibility for acts of its contractors and holds harmless MIDWEST EMS EXPO and the Conference venue for any loss or damage, including reasonable attorney fees arising from any act or omission of its contractors and further holds harmless MIDWEST EMS EXPO and the Conference venue from an injury to property of the contractors and the contractors' employees, subcontractors' agents and servants; guarantees compliance with any and all laws, ordinances, or regulations, and all union and convention center requirements; and guarantees all work will be coordinated through and subject to the direction of the official exhibit contractor to ensure orderly workflow. Exhibitors must have onsite and provide to the official exhibit contractor certificate(s) of insurance for their contractor(s), naming the Conference venue and MIDWEST EMS EXPO as additional insured, this insurance shall afford immediate defense and indemnification, and the limit of the coverage must be no less than \$3,000,000 combined single-limit bodily injury and broad-form contractual liability. Contractors must strictly comply with the foregoing or they will not be permitted on the premises.

EXHIBIT HOURS

Exhibit show hours and move-in and breakdown schedules will be posted to the Annual Conference section of the MIDWEST EMS EXPO website by **within sixty days of the event**, and are subject to change.

STAFFING OF EXHIBITS

- Exhibit booths must be staffed during all exhibit hours by qualified personnel of the exhibiting company who must be able to explain or demonstrate the products or services on display.
- Exhibitor assumes all responsibility for its exhibit personnel, employees, contractors, servants, agents, and for all persons admitted to the exhibit area using its Exhibitor's badge.
- All exhibitors are responsible for informing their own personnel and authorized representatives of these rules and regulations.

MUSIC

- Exhibitors shall not play or perform any music at any time without prior written permission from MIDWEST EMS EXPO.
- Notwithstanding the foregoing, the exhibitor represents and warrants that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or

“mechanical” means, by or on behalf of the exhibitor at the convention unless the exhibitor has previously obtained written permission from the copyright owner or the copyright owner’s designee (e.g., ASCAP, BMI, SESAC) for such use.

- The exhibitor further represents and warrants that it shall be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including, but not limited to, all obligations to report data and to pay royalty fees.
- Exhibitor agrees to indemnify, save, and hold harmless MIDWEST EMS EXPO and its directors, officers, agents, employees, and each of them, from and against any and all claims, costs, and expenses (including legal fees and expenses) demands, actions, and liabilities of every kind and character whatsoever with respect to any breach of the foregoing representations and warranties.

EXHIBIT CONTRACTOR / SHOW DECORATOR

An exhibitor’s service kit providing information about ordering drayage, electrical services, furniture rental, labor, lead retrieval devices, etc., with a complete list of charges, will be available online in **within sixty days of the event.**

CARE OF EXHIBIT SPACE AND PREMISES

- The exhibitor, at its own expense, shall take good care of its exhibit space, not deface or mar said premises, and will keep and maintain the aforesaid premises in good order at all times.
- Decorations may not be taped, nailed, tacked, or otherwise fastened to the ceilings, painted surfaces, columns, fabrics, or walls.
- Electrical or any other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.
- Exhibitors will not mar, deface, or otherwise damage any area or equipment of the Conference venue.

SAFETY

- No combustible decoration, such as crepe paper, tissue paper, or corrugated paper shall be used at any time.
- All packing containers, excelsior, and wrapping paper are to be removed from the floor and must not be stored under tables or behind displays.
- All muslin, velvet, silken, or any other cloth decorations must stand a flameproof test as prescribed by the fire ordinance of the municipality in which the conference will be held.

Volatile, explosive, or other flammable matter or any substances prohibited by the law or insurance carriers, are not permitted on premises.

- All electrical equipment must meet applicable National Electrical Codes and Convention Center requirements.
- Electrical fixtures and fittings must be UL listed and so marked.
- Access to public elevators and escalators may not be blocked at any time.
- Utility 7 panels, switchgear, fire hose cabinets, standpipes and fire extinguishers must remain visible and accessible at all times.
- Decorations may not block exit doors, fire extinguishing equipment, sprinklers, or emergency lighting systems.
- All decorating materials must be constructed of flame-proof material or treated with an approved flame proofing solution.
- Exhibitors may not use helium balloons, compressed gas, heaters, heating devices, or motorized vehicles without the express written consent of MIDWEST EMS EXPO and the Conference venue.

CHILDREN

Due to health and safety considerations, children will only be permitted in the exhibit hall when accompanied by a registered conference attendee.

LIMITATION OF LIABILITY

MIDWEST EMS EXPO, the management of the Conference venue, and the officers, directors, agents, employees, contractors, and assignees of any of the aforesaid parties will not be responsible for any loss, injury, or damage whatsoever or howsoever arising, which may occur to an exhibit booth, exhibitor or to its agents, or employees, or to its contractors and its agents and employees, or to the property or wares of the exhibitor, arising from any cause whatsoever, in connection with this exhibit. Each exhibitor expressly releases MIDWEST EMS EXPO and the above-named parties from any and all claims for any such injury, loss or damage.

LIABILITY OF EXHIBITOR

If MIDWEST EMS EXPO or the Conference venue shall be subject to any claim, demand, liability, lawsuit, judgment (whether or not final) award of any type (whether or not final), for any damage or injury to person or property which arises directly or indirectly from the actions or failure to act of one or more exhibitors, their employees, agents, contractors, or persons on or about the premises with a badge of the exhibitor, such exhibitor or exhibitors shall jointly and severally indemnify and

hold harmless MIDWEST EMS EXPO and the Conference venue against any liability resulting therefrom, including, without limitation, attorney fees.

INSURANCE

- Exhibitors must adequately insure their activities, materials, goods, wares, and exhibits against theft, damage, loss, or injury of any kind and must do so at their own expense; MIDWEST EMS EXPO and the Conference venue are not responsible for any loss (howsoever caused) to any property of any exhibitor.
- Exhibitors are solely responsible for their own actions and all actions of their employees, personnel, representatives, agents or contractors.

SECURITY

- MIDWEST EMS EXPO will provide security guard service throughout the entire meeting, including the official periods of exhibit installation and dismantling.
- The furnishing of such service is in no case to be understood or interpreted by exhibitors as guaranteeing them or the content of their exhibit against loss or theft of any kind.
- For additional security services, please contact the security contractor for the meeting. Information about these services is contained in the exhibitor service kit.

USE OF MIDWEST EMS EXPO LOGO

Exhibitors will not use the MIDWEST EMS EXPO logo, the name of MIDWEST EMS EXPO, or in any manner associate any exhibit or any activity before, during, or after the Conference without the express written and personal consent of MIDWEST EMS EXPO's exhibit manager.

FOOD AND BEVERAGE

Certain packaged foods and *nonalcoholic* beverages may be distributed by exhibitors from their exhibit space. The distribution of any food or beverages by exhibitors must be approved in advance by MIDWEST EMS EXPO.

SMOKE-FREE ENVIRONMENT

MIDWEST EMS EXPO monitors state and city laws related to smoking bans, and considers meeting locations that have enacted smoke free regulations for public areas.

PHOTOGRAPHY, VIDEO RECORDING, AND AUDIO RECORDING

Exhibitors are not permitted to audiotape or videotape sessions or exhibits during the meeting without express approval from MIDWEST EMS EXPO.

OTHER RULES AND REGULATIONS

- All rights and privileges granted to exhibitors are subject to and subordinated to a master lease between MIDWEST EMS EXPO and the Conference venue and its policies, rules, and regulations.
- This agreement provides a personal right to the exhibitor and creates no interest or estate in the Conference venue or its equipment or facilities.
- Exhibitors will comply with all applicable Federal, State and municipal statutes, ordinances, regulations, rules, and requirements including without limitation laws applicable to patents, copyrights, and trademarks and all rules and regulations of the Conference venue.
- Exhibitors will not discriminate against any person on account of race, creed, color, sex, religion, national origin, or physical or mental disability.
- For purposes of these Rules and Regulations the following terms have the following meaning: “The Conference venue” includes and means the Conference venue Exhibit Halls; which is engaged in business as the Conference venue, its respective directors, trustees, officers, employees, members, and agents. **“MIDWEST EMS EXPO” includes and means the American Ambulance Association, Professional Ambulance Association of Wisconsin, and/or Minnesota Ambulance Association, and their directors, officers, employees, agents, members, volunteers, and contractors.**
- The Rules and Regulations of the exhibit may be amended by MIDWEST EMS EXPO and such amendments are hereby made an integral part of and incorporated by reference into the Contract for Exhibit Space and shall be deemed to have the identical effect as if set forth in full in the contract.
- **All points not specifically covered are subject to the decision of MIDWEST EMS EXPO.**

BOOTH CONSTRUCTION AND DESIGN ARRANGEMENT OF EXHIBITS

- Standard booth backgrounds and side rails, decorated with fantasy draperies, and uniform twoline signs are provided for inline booths without charge.

- All exhibits must be confined to the space limits of their respective booth(s) as indicated on the floor plan.
- All equipment, products, or materials to be displayed or demonstrated must be placed within the exhibit space in order to ensure that the attendee viewing the exhibit will stand within said booth space and not in the aisles.
- All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or from adjoining exhibits.
- Exhibits not conforming to these specifications, or are otherwise found objectionable in the opinion of the MIDWEST EMS EXPO, will be prohibited.
- MIDWEST EMS EXPO reserves the right, in the best interest of the exhibit, to relocate selected space in areas other than that selected by exhibitor.
- Every exhibit space should allow for visibility of surrounding spaces.
- Floor plans and elevation drawings for island exhibits must be emailed to the MIDWEST EMS EXPO Exhibits Director at info+midwest@ambulance.org for approval by **within sixty days of the event**. Floor plans for every island booth are required to ensure that MIDWEST EMS EXPO rules and regulations are followed and provide MIDWEST EMS EXPO with the ability to resolve potential issues before show-site. A form will be provided in the Exhibitor Service Manual. Floor plans should be drawn to scale and include all exhibit components and their dimensions. If not submitted and the construction is determined to be in violation of booth restrictions, MIDWEST EMS EXPO has the right to prohibit assembling of the booth. Island exhibits are subject to show site review and modification where necessary, at the exhibitor's expense.
- Vehicles, Ambulances, or Trucks must be in compliance with fire prevention codes according to the Conference venue rules and regulations and the Americans with Disabilities Act. All mobile units are subject to approval and requests for removal by the local fire marshal. The mobile unit or truck must also be open to all attendees. Approvals are at the sole discretion of MIDWEST EMS EXPO.

FACILITY FIRE/SAFETY GUIDELINES

The Conference venue has established guidelines regarding acceptable booth configurations from a safety standpoint. It is the responsibility of each exhibitor to insure compliance with all Facility Regulations.

LIGHTING

Exhibitor lighting must be limited to the confines of the booth space. Lighting that projects onto other exhibitor's space or MIDWEST EMS EXPO aisles or otherwise detracts from the professional atmosphere of the event will not be allowed. Island booth exhibitors that wish to have facility lights turned off that are within the confines of their booth space must submit requests in writing to the MIDWEST EMS EXPO Exhibits Director. No requests will be granted to turn off lights which project over aisle space or other exhibitors' booths. The exhibitor is responsible for any lighting costs related to installation and dismantle, including any lights which may be denied approval on-site due to infringing on MIDWEST EMS EXPO aisles, or other areas outside the exhibitor's booth space, etc.

SIGNS

Only professionally printed signs are allowed in the exhibit hall. Forms for ordering booth ID signs and additional signs will be included in the Exhibitor Service Manual.

BOOTH ID SIGNS

An identification sign with company name and booth number will be provided for all linear booths at no charge. Hanging Signs or Banners Hanging signs/banners are only available for island booths, and may not exceed the perimeter of assigned booth space. The bottom of the hanging sign cannot be hung below the designated height restriction for the booth structure(s) even if the booth structure(s) are less than this height.

USE OF OFFICIAL MIDWEST EMS EXPO HOTEL BLOCK

All reservations should be made through the reservation system on the MIDWEST EMS EXPO conference website or by contacting the hotel directly to ensure eligibility for the block. Exhibitors who do not adhere to these procedures may be subject to restrictions at future MIDWEST EMS EXPO meetings, including but not limited to, denial of exhibit space and/or meeting room requests; and ineligibility for convention hotel room rates.