



EXHIBITOR
PROSPECTUS

Exhibit Dates
October 29–31, 2014

40th Annual Educational Conference

October 29–November 1, 2014
Disneyland® Exhibit Hall and Grand Ballroom
Anaheim, CA

Demonstrate your
products to more than
**850 rehabilitation
nurses** who are
leaders in their field.

Reach the Leaders in Rehabilitation Nursing

The Association of Rehabilitation Nurses (ARN) represents more than 5,600 specialists in rehabilitation nursing nationwide. Its mission is to promote and advance professional rehabilitation nursing practice through education, advocacy, collaboration, and research to enhance the quality of life for those affected by disability and chronic illness.

We invite you to join us as more than 850 leaders in rehabilitation nursing gather at ARN's 40th Annual Educational Conference in Anaheim, CA.

Seeking knowledge on cutting-edge topics, these nurses will discover the latest services, programs, software, and equipment now available in the field of rehabilitation nursing.

By exhibiting at the ARN conference, you have the opportunity to meet one on one with leaders in the profession and discuss how your products, programs, and services benefit their work. Rehabilitation nurses are an integral part of a multibillion-dollar industry in patient care supplies, accessories, and services.

Who Exhibits at ARN?

If your company offers the following products or services, ARN is the best place to showcase your newest innovations in patient care:

- assistive devices and ambulatory aids
- communication aids
- home health care
- incontinence products
- managed care
- medical equipment
- mobility devices
- orthotics and prosthetics
- pain management
- pharmaceuticals
- pressure-relief devices
- safe patient-handling products
- skin care products
- software
- spasticity and seizure care products
- teaching materials
- urological supplies
- wound care products

Buying Power

- 85% of rehabilitation nurses frequently recommend products to patients or are involved in the purchase of products for their facility.
- ARN's Annual Educational Conference offers the best opportunity to directly reach a large number of rehabilitation nurses at one time.
- 66% of attendees prefer to learn about new products and services through exhibits, and 54% of attendees say that their perceptions of a company or facility are most influenced in the exhibit hall.

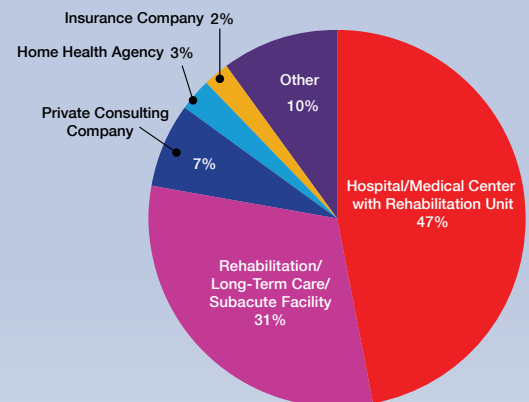
Rehabilitation nurses are involved in clinical intervention in the following areas* during their work:

- 78% —wound care and skin integrity
- 78% —pain management
- 76% —bowel management
- 75% —bladder management
- 75% —instruction for patients in the proper use of self-care aids
- 63% —spasticity and seizure control

*According to the results of a recent survey

Attendee Demographics

Current Practice Setting



Current Position Held

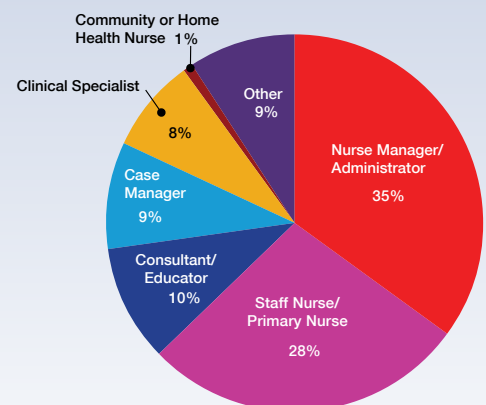


Exhibit Opportunities

ARN offers standard 8-ft. x 10-ft. booths that can be ordered as a single space or combined with additional booths to create an even greater presence.

The following are provided to all exhibitors:

- standard 7-in. x 44-in. identification sign with the exhibitor's name, city, and state (one sign per booth)
- 8-ft.-high back wall and 33-in. divider rails
- general overhead lighting
- exhibit listing in the conference guide
- list of preregistered attendees
- exhibit listing on the ARN website
- discounted advertising in the conference guide
- four exhibit badges per booth.

Exhibit Fees

- 8-ft. x 10-ft. exhibit space \$1,650
- 8-ft. x 20-ft. exhibit space \$3,300
- Premium corner fee \$100

Corporate members receive a \$500 discount.

Exhibitors will be required to purchase carpet, a table, and chairs for their booth space. Details on ordering these items will be provided by the show decorator approximately 90 days before the conference.

Institutional Booth Package

Facilities and not-for-profit organizations can purchase a booth package that **saves money on booth furnishings.**

- 8-ft. x 10-ft. exhibit space
- carpet, one table, two chairs
- one full ARN conference registration (approximate value \$500).

Institution package \$1,900

Premium corner fee \$100

Exhibit Schedule

Exhibits will be held in the *Disneyland*® Exhibit Hall at the *Disneyland*® Resort in Anaheim, CA.

Wednesday, October 29

Exhibit Setup and Registration 8 am–4 pm

Opening Reception in the Exhibit Hall 5–7:15 pm

Thursday, October 30

Exhibits Open 7–9 am, 11 am–3:30 pm

Breakfast 7–8:30 am

Lunch for Purchase 11:15 am–1:15 pm

Break 2:45–3:15 pm

Friday, October 31

Exhibits Open 7–11 am

Breakfast 7–8 am

Break 10:30–11 am

Exhibit Teardown 11 am–3 pm

Hours are subject to change. Although the exhibit hall will remain open, exhibitors are not required to staff their booths outside of the meals and breaks published above.

Join Us in
Celebrating
40 YEARS

Please join us in celebrating ARN's 40th Annual Educational Conference! For information on sponsorship and recognition opportunities, visit www.rehabnurse.org or contact Tom Calvin at tcalvin@rehabnurse.org or 847.375.4840.

Become an ARN Commercial Supporter

Support the rehabilitation nursing field by becoming an ARN Commercial Supporter.

Commercial support is an excellent way to

enhance your visibility • gain a more powerful presence • increase your impact with ARN members.

Benefits	Bronze (\$5,000)	Silver (\$10,000)	Gold (\$15,000)	Platinum (\$25,000)
Commercial support plaque				X
Full-page recognition ad in the conference guide				X
ARN membership mailing list			X	X
Quantities of the registration brochure to showcase your support			X	X
Postconference registration mailing list		X	X	X
Recognition in <i>Rehabilitation Nursing</i> journal		X	X	X
Sponsor recognition in e-blast to members	X	X	X	X
Recognition on the ARN website	X	X	X	X
Sponsor graphic with your exhibit listing	X	X	X	X
Sponsor display for your exhibit booth	X	X	X	X
Sponsor ribbons for your representatives	X	X	X	X
Recognition in the conference guide (if commitment made by July 1)	X	X	X	X
Registration brochure listing (if commitment made by March 1)	X	X	X	X
Verbal recognition at the supported event	X	X	X	X
Sign at the supported event	X	X	X	X
Sign at the registration area	X	X	X	X

Support one of the following programs or events and receive benefits according to your support level.

Educational Symposium . . \$30,000

A symposium offers a great opportunity to become involved in an educational element of ARN's Annual Educational Conference.

Opening Reception \$15,000

The grand opening reception in the exhibit hall brings all ARN attendees together and provides excellent visibility for your company.

President's Reception . . . \$15,000

This invitation-only event gives you an opportunity to reach the ARN leadership in one location.

Cyber Café \$12,000

E-mail and Internet stations featuring your company logo will be set up near the ARN registration area.

Mobile Device

Charging Stations \$12,000

Attendees will appreciate your support in providing them with a location to charge their mobile devices.

Hotel Room Key \$10,000

All attendees staying at the headquarters hotel will receive a room key with your company logo and message, offering visibility and brand awareness for your company each time attendees access their hotel room.

Keynote Address \$7,500

Gain visibility from the entire audience in one location as attendees gather to hear an exciting presentation by the opening keynote speaker.

Lanyards \$5,000

Feature your company logo on the official ARN badge holder or lanyard and gain high visibility throughout the meeting.

Founder's Address \$5,000

This special presentation provides an excellent opportunity to gain visibility with the full ARN audience.

Professional Tour \$5,000

Support this special event, which takes attendees on a visit to a local rehabilitation facility.

Closing Address \$5,000

Make a lasting impression on ARN attendees by supporting the final program of the meeting.

Continental Breakfast \$5,000

Your company will be recognized as the supporter through signage at the breakfast stations, which will be located in the exhibit hall.

Preconference Workshop . . \$3,500

These half-day sessions take place before the official start of the conference and offer your company opportunities to support presentations on in-depth topics of interest to rehabilitation nurses.

Concurrent Session \$3,000

Take advantage of opportunities to support topic-specific sessions that align with your company's objectives.

Breaks \$2,500

Sponsor a beverage break during the conference where signage will be displayed acknowledging your support.

Support Levels

Support ARN's Annual Educational Conference and receive benefits according to your support level.

Platinum Level	\$25,000	Silver Level	\$10,000
Gold Level	\$15,000	Bronze Level	\$5,000

Corporate Showcase

ARN will offer the opportunity for up to three exhibitors to showcase company products, services, or programs by conducting a seminar or product demonstration. The corporate showcase sessions are offered in 30-minute segments and will take place in a designated area in the exhibit hall. The corporate showcase fee includes theater-style seating for 50 attendees, a podium, microphone, screen, and LCD projector.

Corporate showcases are available only to exhibitors and will be awarded on a first-come, first-served basis. They give you an excellent opportunity to present information to a large group of ARN conference attendees at one time. For optimal scheduling, reserve your showcase early.

Corporate Showcase Fee

ARN Corporate Members	\$2,500
Nonmembers	\$3,000

Commercially Supported Symposia

ARN invites its Corporate Members and medical educational communications companies to submit proposals for commercially supported symposia to take place during ARN's Annual Educational Conference. Proposals will be reviewed by the ARN Conference Program Planning Committee and evaluated on the basis of the quality of the proposed programs and their relevance to the educational needs of rehabilitation nurses. The proposed programs must demonstrate best practices and objectivity and be free of commercial bias for or against any product.

ARN conference attendees indicated that their **primary areas of interest were bariatric patients, bowel and bladder issues, care and pain management, documentation, functional independence measures, multiple sclerosis, polypharmacy, spinal cord injury, stroke, traumatic brain injury, and wounds.**

If a proposal is accepted by the Conference Program Planning Committee, the program will be integrated into ARN's Annual Educational Conference. The symposium will not be a satellite session but will be considered part of ARN's Annual Educational Conference proper. Applications for both continuing medical education (CME) and non-CME programs will be considered.

Rate: \$30,000 plus additional expenses

For guidelines and an application to submit a commercially supported symposium for consideration, contact Tom Calvin at 847.375.4840 or tcalvin@rehabnurse.org.



Corporate Membership

As a corporate member partner with ARN, your company will be at the forefront of the largest, most influential group of rehabilitation nurses in the country. Annual Corporate Membership dues are \$2,500. This nonvoting membership is extended to a single designated corporate representative. Corporate members receive

- \$500 discount on exhibit registration (per company)
- \$500 discount on corporate showcase
- discount of \$100 per issue on ad placements (up to \$600 per year)
- preferential exhibit booth placement
- special recognition at ARN's Annual Educational Conference
- one complimentary registration to ARN's Annual Educational Conference
- recognition in the conference guide
- an annual listing in *ARN Network*
- complimentary subscriptions to *Rehabilitation Nursing* and *ARN Network*
- discount of 5% on mailing list rentals
- corporate member plaque
- listing on the ARN website, including a 50-word description and a link to your company's website.

Contact Tom Calvin, Manager, Professional Relations, at 847.375.4840 or 800.229.7530, fax 847.375.6460, or tcalvin@rehabnurse.org.

Preconference Marketing Opportunities

Enhance your visibility and drive attendees to your booth at ARN's 2014 conference.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful conference by inviting ARN attendees to your booth through use of the Room-Drop Program, an advertisement in the conference guide, or a promotional mailing to the list of preregistered attendees—or all three. The conference guide is given to all

attendees at registration and includes the conference schedule and a complete list of the educational sessions, paper and poster presentations, and exhibitors. ARN attendees refer to the guide often, not only on site at the conference but throughout the year, which gives your ad repeated exposure.

Room-Drop Program

The Room-Drop Program allows you to promote your products and services to ARN attendees in their hotel rooms. Your promotional piece is delivered to all attendees staying at the host hotel.

Participation in this program

- reaches each attendee directly
- increases traffic to your booth
- ensures success at the conference.

The fee to participate is **\$3,000**.

Preapproval of your promotional piece and payment are required. Upon approval of your piece, send 1,000 copies to ARN Headquarters by August 15, 2014.

I have ordered a room drop for my company and agree to all prerequisites of the program.

Attendee Mailings

The list of preregistered attendees is available to all exhibitors at **no charge**. The mailing list (for **one-time use only**) allows the exhibitor to send a promotional piece or mailer to registered attendees in advance of the meeting.

Preapproval of your promotional piece is required. You **must** include a copy of the promotional piece that you want to distribute when you submit your request. No lists will be supplied to you until a copy of your promotional piece has been approved by ARN.

The list of preregistered attendees will be distributed approximately 1 month before the conference.

Yes, I would like to receive a copy of the attendee list at the e-mail address below, and I agree to all the prerequisites.

Conference Guide Advertising

The conference guide contains the complete listing of all conference activities and is distributed to all attendees.

Closing date for space reservations: July 7, 2014

Materials deadline: August 4, 2014

Dates are subject to change.

Conference Guide Advertising Rates

Space	Exhibitor	Nonexhibitor
<input type="checkbox"/> Full page with bleed (7¼" x 10¼")	\$1,100	\$1,300
<input type="checkbox"/> Full page nonbleed (6¼" x 9½")	\$1,100	\$1,300
<input type="checkbox"/> 1/2 page horizontal (6¼" x 4½")	\$800	\$1,000
<input type="checkbox"/> Add 4-color process	\$950	\$950
Covers (including 4-color process)		
<input type="checkbox"/> Back cover	\$2,750	
<input type="checkbox"/> Inside front cover	\$2,400	
<input type="checkbox"/> Inside back cover	\$2,150	

Please print or type.

Name _____ Title _____

Company _____

Address _____

City/State/Zip Code _____

Signature _____

E-Mail Address _____ Phone (____) _____

Tom Calvin, Manager, Professional Relations

ARN, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631-2738

800.229.7530 • 847.375.4840 • e-mail tcalvin@rehabnurse.org • fax 888.374.7259

Exhibit Information

Installation

All exhibits must be set up and aisles must be cleared by 4 pm on Wednesday, October 29, 2014, without exception.

Dismantling

All exhibit material must be packed and ready for removal from the exhibit area no earlier than 11 am and no later than 3 pm on Friday, October 31, 2014.

Space Assignment

Space will be assigned beginning January 6, 2014, and will be assigned according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitors' products.

Housing

A block of rooms is being held for the ARN conference through October 4, 2014, at

Disneyland® Hotel

1150 W. Magic Way
Anaheim, CA 92802
www.disneylandmeetings.com
Rate: \$189 single/double

Visit www.rehabnurse.org to book a room.

Official Contractor

The official contractor will maintain a service desk in the exhibit area at the time of installation and removal of exhibits and will

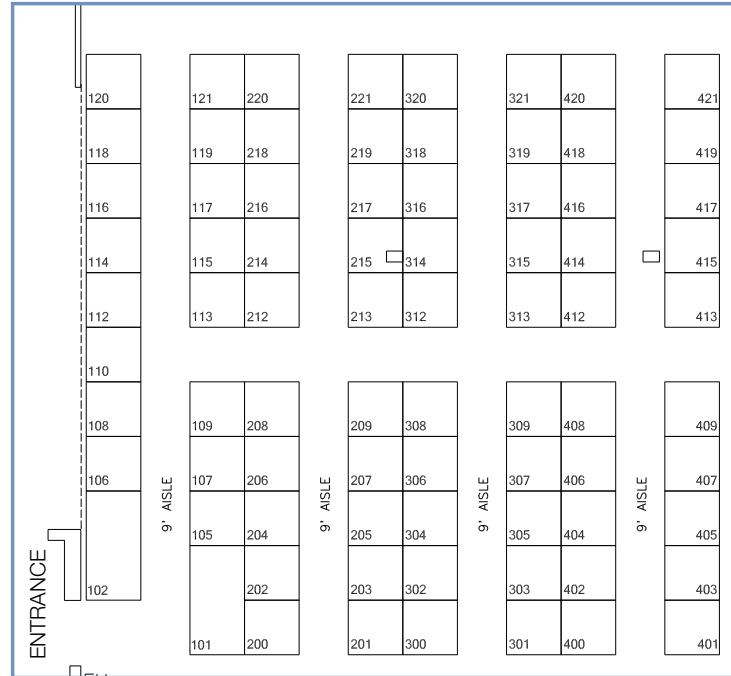
direct and manage all of the following services: exhibitors' information kit, decorator, booths and signs, labor, installation of exhibits, electrical work, dismantling of exhibits, and shipping.

Exhibitors' information kits will be available online approximately 60–90 days before the conference.

Inquiries

Direct inquiries to
Tom Calvin, Manager, Professional Relations
Association of Rehabilitation Nurses
8735 W. Higgins Road, Suite 300
Chicago, IL 60631-2738
800.229.7530 or 847.375.4840
Fax 888.374.7259
tcalvin@rehabnurse.org

Exhibit Hall Floor Plan



Join this list of previous ARN conference exhibitors at www.rehabnurse.org.

- | | | | | |
|-----------------------------------|---|--|--------------------------------------|---|
| A Fashion Haywin | Carroll Hospital Group | Grand Canyon University | MediServe | Shepherd Center |
| Active Style | Casa Colina Centers for Rehabilitation | Guldman, Inc. | Med-x Medical Transport | Sore No More |
| Advance/Merion Matters | CHG Hospital Beds | HDIS-Home Delivery Incontinence Supplies | The Methodist Hospital | Southwest Washington Medical Center |
| Advocate Medical/ActiveStyle | Children's Hospital Los Angeles | HealthSouth Corporation | MSC Care Management | Stanley Healthcare Solutions—Bed Check |
| Allsup | Christopher and Dana Reeve Foundation | Healthy Chocolate 4 Sharing | National Stroke Association | Stanley Healthcare Solutions—TABS |
| A-Med Health Care | Clinicare Medical Resources, Inc. | HelpHOPELive | Neuro International | STOPS |
| American Australian Medical | Coloplast Corporation | Hertz Supply Co., Inc. | NTAF Catastrophic Injury Program | Swisslog Healthcare Solutions |
| Amputee Coalition of America | Communicare, LLC | Hill-Rom | Office of the Army Surgeon General | Tacy Medical |
| Amramp | ConvaTec, Inc. | Hollister Incorporated | PITT County Memorial Hospital | TechHealth |
| ArjoHunteigh | Cure Medical | Homelink | Posey Company | Texas Health Resources |
| Astra Tech, Inc. | Dale Medical Products, Inc. | Intensive Therapeutics, Inc. | Progressive Health of PA | The Methodist Hospital |
| Bancroft Brain Injury Services | Department of Veterans Affairs (HRRO) | Interventional Medical Associates | Purdue Pharma L.P. | The ROHO Group |
| Bard Medical | Department of Veterans Affairs—LA | James A. Haley VA Hospital | Quality Living Inc. | TIRR Memorial Hermann |
| Baylor Health Care System | Early Sense | Jewelry by Nurses | Rainbow Rehabilitation Centers, Inc. | Touro Rehabilitation Center |
| Beechwood Rehabilitation Services | Elsevier Publishing | Joy-Fuller Rehabilitation Center | Rehab Classworks | TSK Products, Inc. |
| Bionix Medical Technologies | Enemeez | Kessler Institute for Rehabilitation | Rehabilitation Institute of Chicago | U.S. Army Rehabilitation & Reintegration Division |
| Brain Injury Consultants, LLC | Ernest Health, Inc. | Liberty Medical | ReMed | Uniform Data Systems for Medical Rehabilitation |
| Byram Healthcare | EZ Way, Inc. | Loma Linda University Medical Center | RF Technologies, Inc. | University of Toledo Medical Center |
| Calmoseptine, Inc. | Feinberg Consulting, Inc. | Maryville University St. Louis | Rochester Medical Corporation | Vivax Medical |
| Carilion Clinic | FIG Services | McAuley Medical, Inc. | Rocklyn Medical Supply, Inc. | |
| CaringBridge | Florida Institute for Neurologic Rehabilitation | Medical Technologies of Georgia, Inc. | The ROHO Group | |
| Carolinas Rehabilitation | Gideons International | | The SCOOTER Store | |

**90% of ARN exhibitors reach their sales and marketing goals
by exhibiting at the ARN Annual Educational Conference.**

40th Annual Educational Conference

October 29–November 1, 2014
Disneyland® Exhibit Hall and Grand Ballroom
Anaheim, CA

ARN supports your exhibit investment by driving attendees to the exhibit hall.

- ARN registrant lists are available to you before the conference. Preconference promotion increases traffic to your booth.
- The opening reception and multiple breaks take place in the exhibit hall to ensure heavy traffic.
- Exhibitors receive a free 50-word listing in the conference guide if copy is submitted by July 7, 2014.
- Exhibitors receive discounts for advertising in ARN's conference guide.
- First-time exhibitors receive special recognition in the conference guide.

Association of Rehabilitation Nurses 40th Annual Educational Conference

Disneyland® Resort, Anaheim, CA • October 29–November 1, 2014

Application for Exhibit Space • Exhibit Dates: October 29–31, 2014

We understand that space will be rented at the following rates:

- 10' x 10' (100 sq ft) = \$1,650
- 10' x 20' (200 sq ft) = \$3,300
- 10' x 10' institutional = \$1,900

Corner booths (additional per corner) = \$100

Note. The exhibit hall is not carpeted. Ceiling height is 23'.

We understand further that all space must be paid for in full by **August 1, 2014**. If the assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor at the option of the Association of Rehabilitation Nurses (ARN).

We agree to abide by the terms and conditions printed on the reverse side of this application form, which are made part of this contract. This contract is binding upon receipt and acknowledgment by ARN as stated in item 1 of the Terms and Conditions.

Exhibit Booth Space Cost \$ _____

We are applying for Corporate Membership* with this application. + \$2,500

We are eligible for the Corporate Member discount. - \$500

Total Due \$ _____

* See the Corporate Member benefits on page 5.

Technical Exhibitors

(Check the categories that best describe your company's products or services. Maximum: 4)

- | | | |
|--|--|---|
| <input type="checkbox"/> Assistive devices | <input type="checkbox"/> Orthotics/prosthetics | <input type="checkbox"/> Spasticity/seizure care products |
| <input type="checkbox"/> Communication aids | <input type="checkbox"/> Pain management | <input type="checkbox"/> Teaching materials |
| <input type="checkbox"/> Home health care | <input type="checkbox"/> Pharmaceuticals | <input type="checkbox"/> Urological supplies |
| <input type="checkbox"/> Incontinence products | <input type="checkbox"/> Pressure-relief devices | <input type="checkbox"/> Wound care products |
| <input type="checkbox"/> Managed care | <input type="checkbox"/> Recruitment | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Medical equipment | <input type="checkbox"/> Skin care products | |
| <input type="checkbox"/> Mobility devices | <input type="checkbox"/> Software | |

Facilities

(Check the categories that best describe your facility's services. Maximum: 4)

- | | | |
|--|---|--|
| <input type="checkbox"/> Arthritis | <input type="checkbox"/> Long-term care | <input type="checkbox"/> Respiratory therapy |
| <input type="checkbox"/> Behavior modification | <input type="checkbox"/> Occupational therapy | <input type="checkbox"/> Speech therapy |
| <input type="checkbox"/> Brain injury | <input type="checkbox"/> Orthopedic disorders | <input type="checkbox"/> Spinal cord injury |
| <input type="checkbox"/> Chronic pain | <input type="checkbox"/> Pediatric care | <input type="checkbox"/> Stroke |
| <input type="checkbox"/> Community care | <input type="checkbox"/> Pulmonary care | <input type="checkbox"/> Subacute care |
| <input type="checkbox"/> Geriatric care | <input type="checkbox"/> Recruitment | <input type="checkbox"/> Transitional living |
| <input type="checkbox"/> Home health care | | |

After referring to the floor plan, indicate preferred booth location.

1st choice _____ 3rd choice _____

2nd choice _____ 4th choice _____

List companies that you would prefer not to be near. (*Please print or type.*)

OFFICIAL PROGRAM INFORMATION

Describe in 50 words or fewer the products or services to be exhibited, exactly as you want the information to appear in the conference guide. This information must be submitted electronically to tc Calvin@rehabnurse.org at ARN with the exhibit application no later than **July 7, 2014**.

For a fillable form, visit www.rehabnurse.org.

FOR ARN USE ONLY:

Booth number(s) assigned _____

Total cost \$ _____

Amount paid \$ _____

Company Information: This representative will be contacted about conference guide details and future related mailings.

Firm name _____
(exactly as you wish it to appear in the printed program guide and on the exhibit sign)

Street Address _____

City, State, Zip Code _____

Phone (____) _____

Fax (____) _____

E-Mail Address _____

Website Address _____

Signature _____

Name _____
(First) (Last)

Title _____

The signer of the application for exhibit space—or person designated, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

Signature _____

Billing Information: This contract will be addressed to the signer (or designee indicated below, if different than above).

Name _____
(First) (Last)

Title _____

Firm Name _____

Address _____

City _____ State _____ Zip Code _____

Phone (____) _____

Fax (____) _____

E-Mail Address _____

Please complete all three steps:

1. Fax this application to 847.375.6460
2. Make a copy for your records.
3. Return the original with a 50% deposit per booth or, if reserving after August 28, 2014, with full payment to

Association of Rehabilitation Nurses
Attn: ARN Exhibit Office
PO Box 3781, Oak Brook, IL 60522

Make checks payable to **Association of Rehabilitation Nurses**.

If you have any questions, please call Tom Calvin at 800.229.7530 or 847.375.4840.

Payment Information

Amount \$ _____

Check # _____

Accepted: ARN, by _____

Credit card type _____

Credit cardholder name _____

Credit card number _____

Exp. _____

Check # _____ Amount \$ _____ Date _____

Check # _____ Amount \$ _____ Date _____



Association of Rehabilitation Nurses Terms and Conditions

1. APPLICATION AND ELIGIBILITY. Application for booth space must be made on the printed form provided by ARN (hereinafter, "the Association"), contain the information as requested, and be executed by an individual who has authority to act for the applicant.

2. EXHIBIT BOOTH PRICE. The price for each 8' x 10' booth is \$1,650. A corner booth is an additional \$100. The price for a not-for-profit organization is \$1,900 and includes the exhibit space; one conference registration; two chairs, a table, and carpet for the booth; and the items listed below.

All exhibitors will receive discounted rates on advertising in the exhibit program book, attendee list, access to conference mailing labels at a discount, a uniformly styled draped booth, an identification sign, a listing in the convention program, and exhibitor badges for four (4) preregistered company representatives per paid booth, which admit them to the exposition area at no charge. Badges for spouses are charged against this four-badges-per-booth allotment.

3. PAYMENT DATES. No booths will be guaranteed until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by August 1, 2014, the Association will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. CANCELLATION OF BOOTH SPACE. In the event that the exhibitor notifies the Association of the exhibitor's intent to repudiate the contract after acceptance but prior to May 30, 2014, a full refund of monies received, minus a \$250 administrative fee per booth, will be made. A penalty of 50% of the cost of the total booth space contracted will be imposed for a written cancellation received between May 30, 2014, and August 1, 2014. No refunds will be made or cancellations accepted after August 1, 2014.

If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the exhibit facilities by an act of God, a public enemy, authority of the law, fire or other *force majeure*—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.

5. ASSIGNMENT OF BOOTH SPACE. Space will be assigned beginning January 3, 2014, according to the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the association's aims and purposes. A 50% deposit of the total amount for the booth space must accompany the contract to reserve space.

The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

6. BOOTH, FURNISHINGS, EQUIPMENT, AND SERVICE. A uniformly styled exhibit booth 8 ft. deep and 10 ft. wide will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high, side rails that are 36 in. high, and an identification sign that is 7 in. x 44 in. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft. unless requested in writing to the Association. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height. Exhibitors will be required to purchase carpeting for their booth.

7. CONDUCT OF EXHIBITS. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. There is no restriction on selling on the exhibit floor. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local taxes for sales which occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area. Helium balloons are not allowed in the exhibit facility. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind.

The character of the exhibits is subject to the approval of the Association. The right is reserved to refuse the applications of companies not meeting the standards required or expected, as is the right to curtail exhibits or parts of exhibits that are not in accord with the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. Booths should be designed to draw attendees into the booths, not to encourage attendees to stand in the aisles.

8. INSTALLATION AND DISMANTLING.

Installation. All exhibits must be set up by 4 pm on Wednesday, October 29, 2014, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 4 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 4 pm.

Dismantling. The official closing time of the exhibits is 11 am on Friday, October 31, 2014. All exhibit material must be packed and ready for removal from the exhibit area no later than 3 pm on October 31, 2014. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.

Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future Association conferences.

9. ADDITIONAL EXHIBITOR SERVICES. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be mailed to all exhibitors approximately 60 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, and labor.

10. CONTRACTOR AND LABOR COORDINATION. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps **must** be taken:

- The Association and the Official Contractor must be notified, and proof of adequate liability insurance in an amount not less than \$1,000,000 combined single limit for personal injury and property damage must be given, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
- Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
- All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. HOSPITALITY AND ENTERTAINMENT. Hospitality suites or events sponsored by the exhibitors must be approved by the Association. No entertainment may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. The Association has blocked suites at the Westin Charlotte that will be available on a first-come, first-served basis. Contact ARN's exhibit manager to reserve these suites.

12. EXHIBIT STAFF REGISTRATION.

Prior to September 29, 2014, registration of four representatives (inclusive of spouses) per paid booth will be complimentary, provided that registrations are received by the Association before September 29, 2014. There will be a \$25 charge for the registration of each additional booth representative who exceeds the 4-per-booth allotment.

After September 29, 2014, an onsite \$25 service fee will be incurred for the following:

- registration of each representative
- each name change
- each lost badge or name substitution.

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the exhibit facility. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Association or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. GENERAL CONFERENCE REGISTRATION. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. SPECIAL VISUAL AND SOUND EFFECTS. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

16. INSURING EXHIBITS. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, the Association, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building or for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the Official Contractor.

17. MUSIC LICENSING. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. The exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the show.

18. INDEMNIFICATION AND RELEASE. The exhibitor shall indemnify, defend, and hold the Association, the exhibiting facility, the Official Contractor, and their respective directors, officers, members, agents, employees and successors, and each of them, forever harmless from and against (i) any damage or charges resulting from violation of any law or ordinance or violation of the rules and regulations of the Association, the exhibiting facility, or the Official Contractor, except those occasioned by the gross negligence or willful misconduct of the Association, the exhibiting facility, or the Official Contractor; and (ii) any and all other claims, liabilities, losses, damages, or expenses (including, without limitation, attorneys' fees), whether those of the exhibitor or a third party, arising directly or indirectly, from exhibitor's occupancy and use of the exhibition premises, or any part thereof, except those arising from the gross negligence or willful misconduct of the Association, the exhibiting facility, or the Official Contractor. The exhibitor further waives any and all rights it may have against the Association, the exhibiting facility, or the Official Contractor, and their respective directors, officers, members, agents, employees, and successors, and each of them, and releases and discharges them from any claim relating to exhibitor's occupancy and use of the exhibition premises, or any part thereof.

19. SHIPPING INSTRUCTIONS. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).

Exhibit material cannot be received at the exhibit facility prior to the show setup dates. Such freight will be directed to and stored at the Association's designated freight handling and storage firm at the exhibitor's expense. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the Official Contractor.

20. FAILURE TO OCCUPY SPACE. Any space not occupied at the exhibit hall at 4 pm Wednesday, October 29, 2014, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association.

21. FIRE REGULATIONS. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

22. ADVERTISING MATERIAL. The use or distribution of any souvenirs during the conference shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the conference. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

23. CONVENTION PROGRAM. One (1) copy of the conference program/exhibits directory will be available to each exhibiting company at the exhibitors' registration area.

24. EXHIBIT SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floor plan for this conference. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

25. MISCELLANEOUS. The exhibitor expressly agrees to be bound by all the terms, conditions, and specifications herein listed and by the rules and regulations established by the Association from time to time thereafter modified, and expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral. This contract shall be interpreted under the law of the United States and of the State of Illinois.