



EXHIBITOR RULES AND REGULATIONS

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

Adhesives

No pins, tacks or adhesives of any kind are permitted on any wall, door or column. Adhesive backed stickers may not be used.

Affiliate Events

Affiliate events are small meetings or functions that include no more than 75 DNA 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 or 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 wishing to hold an affiliate event must first receive approval from DNA, and also be an exhibitor at DNA 2016, with the exception of universities and non-profit organizations. DNA Exhibit & Meeting Management will not approve any requests for an affiliate supported by industry without an approved exhibit application. Please contact DNA Meeting & Exhibit Manager, BreAnne Clark at bclark@dnanurse.org for to request holding an affiliate event. Approval will be based on the regulations outlined.

Balloons

Balloons are not permitted on the exhibit floor.

Compressed Gases

Compressed gases are not allowed inside the Hotel. Denser gases like propane, butane or liquefied petroleum gas (LPG) are also prohibited.

Confetti/Streamers

Are not allowed in exhibit areas.

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. 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 in the vicinity of 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 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 your booth(s) by 4:30 pm, Thursday, March 31, 2016, 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 must prove their non-profit status) are eligible to receive a reduced booth price for a maximum of one 10-foot-by-10-foot booth. Non-profit space assignments are assigned made by DNA. The non-profit booth rate includes one inline 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. A second booth may be purchased at the regular rate, given that there is a booth in an appropriate location. For more information and pricing contact Karen Spiro at kspiro@dnanurse.org.

Cancellation or Downsizing of Booth Space

Notice of exhibitor cancellation must be received in writing to DNA Exhibit Management by Friday, December 18, 2016, to receive a 50% refund. No refunds will be given for cancellations received after that date. Exhibitor is liable for full payment.

Delivery and Shipment of Materials

Exhibitors agree to ship and store their material at their own risk and expense. Arrangements can be made with the decorator to receive and store all shipments for DNA (only during the dates indicated in the Exhibitor Service Kit), 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). All articles, exhibits, fixtures, displays and property of any kind shall be brought into and out of the Exhibit Hall only at and through such approved loading areas such as the Hotel may designate.

Disability

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

DNA Convention Participation Policy/Disclaimer

DNA's contractors and attendees may be photographing or videotaping events at this convention. By attending the DNA 34th Annual Convention, attendees and exhibitors acknowledge these activities and agree to allow their image to be used by DNA in association publications, on DNA's website, and in marketing and promotional materials.

Eligibility to Exhibit

Exhibits 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

Properly identified exhibitor personnel (registered and possessing a Convention badge) are 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 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. Badges are available on-site at the Exhibitor Registration counter during exhibitor registration hours. Exhibitors are encouraged to complete the Exhibitor Badge On-Line Registration process. 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 educational sessions, please register separately at 2016.dnanurse.org.

Failure to Occupy Space

Booth space not occupied by the exhibitor by 4:30 pm on Thursday, March 31, 2016, is 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.
7. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act or appropriate agency

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.

First Time Attendees

A special rate is available to new exhibiting companies for one year only. Rate is not transferrable to another year in the event of a cancellation.

Food and Beverage

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 caterer.**

General Service Contractor Decorator and Shipping

The decorator is Shepard Exposition Services. Information regarding the rental of tables, chairs, booth furnishings and utilities (electricity, internet, phone, etc.) are available online. This facility is carpeted.

Independent Contractors

Exhibitors who plan to use a service contractor other than the decorator must notify Shepard Exposition Services and DNA in writing on or before the deadline indicated in the Exhibitor Services Kit. Please fill out the Exhibitor Appointed Contractor form in the Exhibitor Services Kit and fax it back to Shepard Exposition Services. 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 Monday, February 8, 2016
- 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 submit to DNA proof of liability insurance by Monday, February 8, 2016. Coverage must be carried through the duration of the exhibit program, including set up and dismantle. The Certificate of Insurance must name DNA and the JW Marriott Indianapolis as an additional insured party. The certificate must state a minimum liability insurance of \$2-million USD and the territory of coverage must include the United States. 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 has full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations is 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 are binding upon the exhibitor equally with these rules and regulations. Notice of addendums may be verbal or in writing, before or during DNA, and may be given to any authorized agent or representatives of the exhibitor. Exhibitors must also adhere to any of the host hotel's Exhibitor Rules and Regulations. This information will be included in the Exhibitor Service kit.

Liability

Each exhibitor agrees to protect, save, and keep DNA, decorator, supporting vendors and the hotel 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 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 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

A pre-registration list is available for purchase with approval of your direct mailing piece by DNA. Exhibitors will receive a mailing address data file of pre-registered attendee addresses 14 – 21 days prior to the Convention. A complete attendee list to include name and address will be furnished to all exhibitors after the convention. A one-time use agreement must be signed and returned to DNA in order to receive the list.

Convention Guide Distribution /Convention Bags

DNA arranges for each exhibiting company to receive one copy of the DNA Annual Convention Guide per 10-foot-by-10-foot booth contracted up to a maximum of four copies. Convention Guides are available at the Exhibitor Registration Desk. Note: when provided for attendees, convention bags are only available to registered attendees. If you pay and register to attend the Convention, a Convention bag becomes available.

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

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.

Right to Inspect

The Hotel's security personnel reserve the right to inspect any carton, container, briefcase, piece of luggage, or package brought into or taken out of the exhibit hall.

Sales and /or Solicitation of Orders

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. 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, a requirement for all exhibitors.

Signs /Banners

All hanging signs must be professionally made and conform to show management rules, regulations and ceiling limitations. All pre-assembly of hanging signs and truss must be done by the Decorator. All hanging signs and truss must be hung by the hotel. No other firm will be allowed to access the Hotel's ceiling. Decorator and the Hotel reserve the right to refuse to hang any sign or truss it deems unsafe or inappropriate. Availability and height restrictions apply.

Signage and /or Promotion for Exhibitor Related Events

No signs are 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 unless approved and coordinated by DNA directly.

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 exhibitors set up on time, and no exhibitor begins dismantling, packing, or teardown of their space prior to the tear down time on Saturday, April 2, 2016. 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 are 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 including contracted hotels for guest rooms. Organizations providing transportation to or from the hotel 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, March 31, 2016, 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.

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 exhibitor 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.



JW Marriott Indianapolis Guidelines Pertaining to Exhibitors

In addition to DNA's Rules and Regulations, exhibitors must also adhere to the following hotel specific rules:

ELECTRICAL USEAGE:

There will be no electrical connections allowed above the suspended ceiling. Current-carrying cables above the ceiling must be continuous with all connections being made below the suspended ceiling

RIGGING, TRUSS, BANNERS AND SIGNAGE:

- Rigging is an Exclusive Service of the JW Marriott Indianapolis. Two riggers, one high and one ground, are required for both load in and load out of all equipment that is to be hung in or attached to the ceiling. Rates are available upon Request.
- All rigging equipment (i.e. chain motors, span sets, shackles, steel, deck chain, etc.) must be supplied by Markey's Rental & Staging for liability reasons. Rates are available from your Markey's Rental & Staging Sales manager upon request.
- In addition to rigging: all truss that is used in the ballrooms must be provided by Markey's Rental & Staging for liability reasons.
- A Vendor, production or A/V Company choosing to ground support any object such as, but not limited to light trees, truss, speaker cabinets and lighting must be approved and inspected by the Event Technology Department. The JW Marriott Indianapolis will not be responsible for production delays or cost overruns resulting from rigging modifications required on site.
- All signage brought in must be professionally made and meet the requirements of Hotel Management. Signs or banners may not be taped, stapled, nailed, tacked or otherwise affixed to any hotel doors, walls, columns or other parts of the buildings or furnishings. The hotel is not responsible for signage or promotional materials left unattended or left behind at the conclusion of your event. Banners in excess of 6' should include a rigid support for best results. Always include grommets when purchasing a banner.
- All signs and banners connected to the hotels' walls or ceilings must be hung and removed by Markey's Rental & Staging only and is subject to size and weight limit. Arrangements should be made with your primary hotel contact at least 14 days in advance of your event and labor charges will be assessed. All hanging signs must be approved by Event Management. The hotel reserves the right to refuse signage that does not meet the minimum requirements as set forth in these policies.

SHIPMENT AND STORAGE OF EXHIBIT MATERIALS:

- Due to limited storage space, NO freight will be accepted by hotel in advance of the show. The hotel cannot accept and store shipments of exhibit materials in advance of a show.
- Collect shipments and shipments that require a forklift to unload will not be accepted. Shipments that require special handling (refrigeration, etc.) should be coordinated with the exhibit company directly prior to shipping. Hotel reserves the right at its own discretion to accept and deliver any boxes, packages and shipments to attendees and clients of the JW Marriott Indianapolis. Applicable charges will apply.
- Due to the Indianapolis Fire Department regulations, crates, boxes and such cannot be stored on the Hotels' premises during a show. This includes public areas, service areas, hotel dock(s) and/or hotel parking lots. It will be necessary for you to make arrangements with your exhibitor service to receive and store exhibits for delivery to the Hotel on the move in date. These arrangements must also include the removal of empty crates, their storage during the show, and their subsequent return to the Hotels on the move out date. Any and all equipment found stored inside the Hotels will be moved and cost of labor will be charged to the outside contractor.

- All exhibitor packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. All empty cartons must be removed for storage or they will be removed as trash.
- Literature which is on display shall be limited to reasonable quantities and reserved supplies shall be kept in closed containers and stored in a neat and compact manner.

DISTRIBUTION OF PRINTED MATERIALS:

- Distribution of gummed promotional stickers or labels is strictly prohibited. Any actions necessary for the protection and / or repair of the premises, equipment or furnishings will be at the expense of the exhibitor or association / event planner / company.

CARPET PROTECTION AND INSTALLATION:

- Pads or blankets must be placed on the carpets at any location where crates are disassembled.
- Only a low adhesive tape is permitted on the hotels' carpet. Two-way carpet tape is not permitted.

FIRE RESISTENCE:

- Combustible materials must not be displayed in exhibit booths at any time.
- All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo plastic cloth, and similar decorative materials shall be flame retardant to the satisfaction of the Fire Department and State Fire Marshal. Canvas, cloth, cardboard, leaves, or similar combustible materials shall be completely flame retardant. All drapes, hangings, curtains, drops, exhibit booth construction materials and all other decorative material including Christmas trees shall be made from non-flammable material or treated and maintained in a flame-retardant condition. Oilcloth, tarpaper, sisal paper, nylon, orlon, and certain other plastic materials cannot be made flame retardant and their use is prohibited. **ALL MATERIALS MUST BE ACCOMPANIED BY AN OFFICIAL FIRE RESISTANCE CERTIFICATE.**

GENERAL COMPLIANCE:

- Compressed gas cylinders are prohibited unless prior approval is obtained from the Fire Marshal. Approved cylinders must be stored in an upright position. Helium canisters are permitted but must be stored in a secured upright position.
- Any use of two wire extension cords is prohibited. Multiple outlets and electrical cords must be grounded and must not be used to exceed their listed amp rating.
- Areas enclosed by solid wall and ceilings must be provided with approved smoke detectors and a "fire watch" during off

CATERING POLICIES:

- All food and beverage items must be supplied and prepared by the JW Marriott Indianapolis. Food items may not be removed from the premises or be transferred to guest rooms or hospitality suites as per the Health Department Regulations. No food or beverage may be brought into the JW Marriott Indianapolis by a guest or attendee, including exhibitors.