

RULES and REGULATIONS

1. AISLE AND COMMON AREAS

All aisles and common areas must remain clear and open to permit traffic flow. Exhibitors are prohibited from passing out literature, other items or selling from the aisles. Exhibitors providing demonstrations must provide adequate space and/or seating within their exhibit space in order that the aisles remain clear. Exhibitors may not sell/suitcase or solicit from other exhibitor spaces. **Show Management performs its final inspection of exhibits 2:00 – 3:00 pm Wednesday afternoon prior to the official hall opening. Notices are provided onsite for any exhibits which may need modification.**

2. ALCOHOL

Exhibitors are welcome to host catered functions within their exhibit space any time during show hours.

3. ANIMALS

With the exception of assistance dogs, NO animals are allowed in the Convention Center or permitted at any Academy functions.

4. AUTHORIZED VENDORS

You may receive calls and mail from other service providers who claim to offer cheaper prices and quicker service, or others who identify themselves as HearTECH Expo official vendors, when in fact they are not.

HearTECH Expo authorized vendors are:

NexxtShow – General Services Contractor
Gravity Productions– Audio Visual
Lincoln Security – Security

Experient – Housing, Registration and Lead Retrieval
Interior Gardens – Floral
Rainprotection - Insurance

NOTE: The Academy will provide Exhibitor contact information to our authorized vendors. We do not sell/rent our exhibitor list. Contact Joan Haller, CMP, Director of Meetings jhaller@audiology.org with questions.

5. BALLOONS

Helium balloons are not allowed at any time. For decoration purposes, air-filled balloons may be used. Show Management reserves the right to remove any helium filled balloons from exhibits at exhibitor's expense.

6. BOOTH DISPLAY REGULATIONS

Booth display structures should follow the International Association for Exhibition and Events (IAEE) Guidelines, as well as the Ernest N. Morial Convention Center Fire and Safety Guidelines.

Height restrictions are as follows:

Linear booth: 8 feet (no hanging signs) Island booth: 20 feet

Show Management permits only island booths to hang ceiling signs. Signs must be hung at a distance no greater than 20 feet from the floor to the top of the sign.

Linear Booths - Standard linear booth is a minimum of 100 square feet. Each Linear Booth will have a back wall 8 feet high with side wall 3 feet high and an identification sign of 7"x44" (inches). Linear booths must maintain an area in the front 5 feet of the booth in which the display materials do not exceed 4 feet in height. No Linear Booth may exceed the maximum height of 8 feet and no part of any booth, or booth related material, will be permitted to obstruct the aisles in any way.

Island Booths - Island booths may extend to, but may not exceed, a vertical height of 20' feet. Full use of the island space is permitted; however, the design of the booth must allow for reasonable see-through visibility and full accessibility from all sides (floor to ceiling obstruction is not permitted). Island Booths must be open from all sides. Drapery will not be provided. The design of all multi-level booths and structures must be forwarded to the Academy for approval. Any exhibit structure that does not comply with the Booth Display Guidelines will be made to adjust that particular problem at the expense of the exhibitor. If unable to comply, the Academy reserves the right to relocate that exhibit to another space at the exhibitor's expense.



Exhibitor Rules, Regulations and Enforcement

For multi-story booths, the exhibiting company must have their floor plans approved by Show Management 60 days PRIOR to set up. Show Management must have a copy of the approved design on file. Booths with covered spaces of 300' or more are required to have a smoke detector and a fire extinguisher. For more information on fire Marshall requirements, please contact NexxtShow.

7. CARPET/FLOORING

Booth spaces will not be carpeted or floored. It is required that spaces be covered. Please be sure to cover your entire space – if more than one inch of un-carpeted space is showing, you will be required - at your expense - to have carpet cut and laid. Sand/turf is NOT an approved flooring option. Forms for carpeting are available in the NexxtShow section. The carpet color will be Ocean with the main aisle carpet being gray. Back wall colors will be black.

8. CELEBRITIES AND/OR MASCOTS

Celebrities and/or mascots are limited to the contracted exhibit space only. For wardrobe dressing or maintenance, personnel should utilize the closest restroom or office space within the exhibit. Celebrities/Mascots are not to linger or walk the aisles or common areas for purposes of 'selling' and are to proceed quickly and directly to their assigned exhibit space. Mascots are not permitted outside of the exhibit hall in costume.

9. CHILD POLICY

No one under 16 years of age is permitted in the Exhibit Hall or in educational sessions. Strollers are prohibited in the Exhibit Hall and at Academy sponsored events. Children 6 months and under can be hand carried on the show floor during Exhibit Hall hours. Children of any age are NOT permitted on the show floor during set up or tear down hours. NO EXCEPTIONS.

10. CLEANING

Booth space (carpet) cleaning is not provided by the Academy. This service is provided by NexxtShow and can be ordered through the Exhibitor Marketplace.

11. CONFETTI / GLITTER

Confetti and glitter are not permitted.

12. CRATE REMOVAL, STORAGE AND RETURN

NexxtShow is the exclusive contractor for crate and carton removal and storage. Exhibitors are NOT permitted to store empty crates and boxes in their booth areas during the show. However, empty crates and boxes, when properly marked and identified by the exhibitor, will be removed, stored and returned to the booth by the service contractor. "Empty" labels are available at the NexxtShow Exhibitor Service desk usually located in the rear of the Expo Hall.

13. DISTRIBUTION OF LITERATURE

Under no circumstances is the distribution of literature allowed from aisles or placed in common areas (i.e., lunch tables, bathrooms, literature bins). Exhibitors found violating the common area rules are notified onsite to cease and their literature is discarded from these areas. If company provides other services or products that are not related to the field of Audiology these may not be displayed at any time.

14. EXHIBITOR APPOINTED CONTRACTOR

Exhibitors who utilize contractors other than those officially appointed by Show Management are required to notify Show Management using the EAC Notification form located in the EXPO Forms section. Official contractors are listed in the General Information section. Exhibitors are reminded to keep a copy of their insurance certificate on-site, in case proof of insurance is necessary.

I&D/EAC SOLICITATIONS

I&D/EAC contractors found placing brochures/materials on exhibit spaces will not be allowed access to the exhibit hall during tear down. This is considered solicitation. Inform your I&D/EAC that should they solicit their services to other exhibitors during move-in/tear-down, they will not be allowed access to the exhibit hall to service your space, and they will not be authorized to perform services at HearTECH Expo.

15. EXHIBIT HALL HOURS

MOVE IN/SET UP

Sunday, March 29*
Monday, March 30

8:00 am – 6:00 pm
7:00 am – 6:00 pm

*by appointment only



Exhibitor Rules, Regulations and Enforcement

Tuesday, March 31 7:00 am – 6:00 pm

***Late Work Passes are available for those who need additional set up time from 6:00pm – 11:00pm. ***

Wednesday, April 1 7:00 am – 2:00 pm
 2:00 pm – 3:00 pm

*No new orders after 12noon (decorator, electric, rigging, AV, etc.)
 Show Management Walk Through

*** IN ORDER TO COMPLY WITH LOCAL RULES AND REGULATIONS, ALL EXHIBITORS MUST BE SHOW READY BY 3:00PM. New orders will be accepted until 12noon on Wednesday. Any orders received after 12noon will be addressed after the opening event ends at 7:30pm.**

SHOW HOURS

Wednesday, April 1 4:00 pm – 7:30 pm
 Thursday, April 2 10:00 am – 6:00 pm
 Friday, April 3 9:00 am – 3:00 pm*

Exhibit Hall Open / Celebrate Audiology 5:00 pm – 7:30 pm
 Exhibit Hall Open/Happy Hour at HearTECH Expo 5:00 pm-6:00 pm
 Exhibit Hall Open

**It is against regulations to tear down prior to 3pm on Friday*

TEAR DOWN

Friday, April 3 3:00pm-10:00pm
 Saturday, April 4 8:00am –3:00pm*

*All out by 3:00pm otherwise freight will be removed and consigned at the exhibitor expense.

16. FOOD & BEVERAGE

Booth catering and alcohol is permitted. Catering Menus and order forms are available in the Official Contractors section. Centerplate is the exclusive provider of all food and beverage. Outside food and beverage are not allowed unless approved by Centerplate and the Ernest N. Morial Convention Center.

17. FREIGHT HANDLING

NexxtShow Representatives will have sole responsibility in determining the loading and unloading procedures on the dock of the respective facilities.

Installation & Dismantle Labor - Labor can be ordered in advance through our Exhibitor Marketplace, or on show site at the NexxtShow Service area.

Electrical Labor- Electrical labor includes wiring, hookups, interconnections, electrical signs, videotaping, camera operations, (including audio and lighting), and television and VCR connections. All utility services can be ordered through the Exhibitor Marketplace.

Porter Service – Porter Service is available through the Exhibitor Marketplace.

Work Zone- Customer acknowledges that the show site and surrounding areas are active work zones. Customer, its agents, employees and representatives are present at their own risk.

Gratuities - NexxtShow Exposition Services requests that exhibitors do not tip their employees. Do not give coffee breaks other than mid-morning and mid-afternoon when union employees have a fifteen-minute paid break. Any attempts to solicit a gratuity by an employee for any service should be reported immediately to a NexxtShow supervisor. Employees of NexxtShow are paid at an excellent wage scale denoting a professional status, and they feel that tipping is not necessary. This applies to all NexxtShow Exposition Services' employees.

In General - Craftsmen at all levels are instructed to refrain from expressing any grievances or directly challenging the practices of any exhibitor. All questions originated by labor are to be expressed to NexxtShow Exposition Services management personnel.

18. GIVEAWAYS

Exhibitors are permitted to distribute items up to \$50 in value to attendees. Raffles and drawings are exempt from the \$50 limit.

19. GOOD NEIGHBOR POLICY

Exhibitors whose materials block the line of sight to a neighbor's booth will be required to correct the obstruction at their expense.



Exhibitor Rules, Regulations and Enforcement

Demonstrations, presentations and sampling must be conducted within the booth. Aisles must remain free. Spectators are not permitted to stand in the aisles to watch such demonstrations. If a demonstration results in spectators in the aisle or in neighboring booths, Show Management may request modifications or elimination of the presentation.

Presentations, live performances, slides or movies will be permitted if volume is kept at conversational levels and if not objectionable to other exhibitors. Music, videos, and presentations containing explicit or vulgar language or acts are strictly prohibited. All presentations must not carry beyond the immediate area of display.

Exhibitors may use sound equipment in their booth so long as the noise level does not disturb the activities of neighboring exhibitors. All speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Exhibitors operating sound producing equipment must keep the volume to a reasonable level (70dB) in order not to disturb neighboring exhibitors. See also #43 Video/Music use.

20. HOUSING

Exhibitor Housing will open on December 2, 2019. Experient is the official housing bureau for HearTECH Expo and must be used to secure our convention rate. Please note: we use a credit card guarantee. We do not charge a hotel deposit, but only use the credit card to hold the reservation. The card will be charged based on the policy set by the individual hotel(s). Housing information can be found here: [exhibitor registration and housing information](#)

21. INSURANCE COVERAGE

The Academy does not require a copy of your company's insurance certificate; however, exhibitors must have a copy of their insurance certificate on site, in case proof of insurance is necessary. Exhibit materials must be covered from the time your exhibit shipment leaves your facility, during installation, show days, dismantling and until all materials have been returned to point-of-origin. Coverage against damage and loss, and public liability insurance against injury to a person and property are required. Exhibitor is financially responsible for any/all insurance coverage for their property and personnel. It is not possible for the American Academy of Audiology or its agents, Ernest N. Morial Convention Center, the general service contractor or official subcontractors to obtain a blanket insurance policy covering any potential losses official to exhibitors. Each exhibiting company must carry its own insurance. Coverage must be a minimum of \$1,000,000, including installation and dismantling days, per claim, per occurrence, for the duration of HearTECH Expo.

Certificates should list the following as additionally insured: American Academy of Audiology, Ernest N. Morial Convention Center (ENMCC). If you plan to use an Exhibitor Appointed Contractor, we must have their insurance form.

22. LABOR ASSISTANCE

Any problems concerning labor, rules, regulations and/or jurisdiction must be reported directly to a NexxtShow representative or to Show Management immediately. Exhibitors are not to be burdened with unwarranted labor charges.

23. LEAD ONLY EXPOSITION / SELLING POLICY

HearTECH Expo is a lead only show. The Academy advises against direct selling of merchandise. Order taking is the preferred method. However, should you sell on the show floor, products for sale must be related to the field of Audiology and cash transactions are discouraged. It is the exhibitor's responsibility to acquire the necessary licenses/permits from the local government. Please contact the **City of New Orleans One Stop Permits and Licenses** 7th Floor, 1300 Perdido Street New Orleans, LA 504-658-7100 <https://nola.gov/onestop/events/food-sales-preparations/retail-sales/>

24. LEAD RETRIEVAL EQUIPMENT

To obtain the names and addresses of attendees requesting your literature or other information, exhibitors may rent lead retrieval equipment from Experient. The order forms for these items are included in the Official Contractors section.

25. LIGHTING

If you are utilizing hanging lights over your island exhibit space, and they are NOT part of the exhibit structure or sign/banner, you will be allowed to hang the lights at a higher level. (Lights are to be affixed to the proper mounting mechanisms). You may request 50% of the lights over your space to be turned out or dimmed at your expense. Exhibitor lighting **MAY NOT** extend into aisles or be hung over another exhibiting space, and the throw distance must be directed into your individual exhibit space. Lights that are mounted as part of your exhibit space structure and/or sign-banner must remain at the 20' level. Rigging information can be found in the Exhibitor Marketplace. Hanging lights are only available to island spaces. All booth designs must conform to the display guidelines included in the Rules and Regulations section. All labor needs are at the expense of the exhibitor, as is the request for lighting adjustments. Truss or mounting mechanisms must be clear of any company logo.



26. MAIL & PACKAGES

For security reasons, all mail or small packages must be sent to your hotel. Neither Show Management, official contractors nor Convention Center staff will sign for exhibitor packages. Should you need a large parcel shipped for exhibiting purposes to the Convention Center, coordinate with NexxtShow. Small packages shipped to the Convention Center will incur a freight/drayage fee in order for that item to be delivered to your exhibit space (this is in addition to your shipping rate).

27. MAILING LISTS – ATTENDEE or MEMBERSHIP

Academy membership or attendee registration mailing list rental is furnished for one-time confidential use only and not to be copied to a database or sold to any third party. Violators will be charged the regular rate for the size list used plus a fine of \$2000 per occurrence. Mail list rental agreements are signed and the reference usage rule is stated on the rental form. Exhibitors must submit a copy of their mailer for Academy approval before the requested list will be provided for purchase.

- To order the membership list – <http://www.audiology.org/about-us/membership/benefits/mailling-list-rental>
- To order the attendee mailing list - <https://exhibitor.experientswap.com>

28. MEETING ROOMS

Expo Suite space is available on the show floor based on availability. Should you purchase a meeting room on the show floor, it is NOT to be used as additional exhibit space, or penalties will be assigned. For more information on meeting rooms on the show floor, contact Joan Haller, jhaller@audiology.org. For further information on hotel meeting room space, contact Dina Santucci dsantucci@audiology.org.

29. NON-COMPETE TIMES

As you plan your events for 2020, you are contractually obligated (Conditions of Eligibility on the 2020 Exhibit Space Application and Contract) to not plan any functions, meetings, or events involving more than 20 attendees/audiologists, which overlap with Academy functions during AAA 2020. **Exhibitors are free to host parties or events AFTER the end times listed below without restrictions to number of attendees.**

Wednesday, April 1	8:00 am – 7:30 pm
Thursday, April 2	7:30 am – 6:00 pm
Friday, April 3	8:00 am – 6:00 pm
Saturday, April 4	8:30 am – 12:00 pm

30. NO SHOWS

Exhibits that are **LARGER** than 10x20sf must be 95% set by noon Wednesday, April 1 for the Show Management walk through. **ALL exhibits must be completely set by 3:00pm on Wednesday, April 1.** If an exhibitor does not complete their set up by 3pm on Wednesday, April 1 and the Academy has to lounge their exhibit space, the exhibitor will be charged a \$500 lounge fee. Exhibitors must provide written notice to Show Management at least 10 days prior to set up if there is a possibility of a late set up/or absence. The no-show will not be eligible for a refund based on the terms of the exhibit space contract and may not be allowed to participate in future shows.

31. PAGING OR ANNOUNCEMENTS

No paging or public announcements calls will be made within the Exhibit Hall except for Show Management emergencies, and to announce the opening and closing of the show.

32. PHOTOGRAPHY

The policing of attendees will be difficult and not guaranteed for those with camera cell phones. Exhibitors will be allowed to photograph their exhibit one-hour prior to show opening each day. Picture taking will only be allowed within the confines of that particular exhibit space. Attendees will not be allowed to take pictures while in the Exhibit Hall. Excluding the one hour allotted for exhibitors to photograph their booths, only the official show photographer can take pictures in the hall.

33. PRIORITY POINTS

Priority Points booth selection for HearTECH Expo 2021 Denver will be announced in June 2020 and the selection call schedule will be posted online. All 2020 exhibitors will receive a scheduled date and time to select their exhibit space. This schedule is based on Priority Points. If you miss your scheduled time, you will not be able to select until priority space selection has ended and will be charged the standard booth rate.



Exhibitor Rules, Regulations and Enforcement

Exhibitors may earn additional Priority Points by participating in the Academy's sponsorship program or Corporate Partnership Program. Additional points will be applied towards 2021 only. Mergers and acquisitions after February 2, 2020 will not be reflected in 2021 Priority Points. Penalties will be assigned during 2020 for those who violate the Enforcement of Rules and your Priority Points may be affected. Refer to the Enforcement of Rules located in the Rules & Regulations section.

If you have any questions, contact Joan Haller, jhaller@audiology.org

34. RATE CHARGES & PAYMENT POLICY

If you are paying in advance for any service with official contractors with your credit card, make sure to include all information needed for processing. All charges must be paid before leaving show site. Show Management is not responsible for lost or mis-faxed orders to any contractor. All exhibitors must be 100% paid in full for exhibit space and contractor services, according to their policies, in order to set up, otherwise your freight will be held until full payment is made. All rates shown in this manual for various services, labor, etc. are the prevailing rates. They are subject to change without notice. Show Management will attempt to keep exhibitors advised of any changes.

35. REGISTRATION

Exhibitor registration will be located in the main lobby. Exhibitors may pick up badges at the following times:

Sunday, March 29 – Monday, March 30	Work passes available
Tuesday, March 31	10:00am - 6:00pm
Wednesday, April 1	7:00am - 7:30pm
Thursday, April 2	7:00am - 6:00pm
Friday, April 3	7:00am - 3:00pm

- a. Exhibitor personnel should claim their individual badges at the Exhibitor Registration desk onsite. **Badges will not be mailed.**
- b. To register your booth personnel and/or exhibitor guests online visit our website www.AAAconference.org. Booth Personnel Badges cannot be exchanged between attendees, exhibitor personnel, exhibitor personnel categories or other guests and categories.
- c. Credits and refunds will not be issued for unused badges or for requests made after the Badge form deadline. If cancelling an Exhibitor Full Conference badge, there is a \$75 non-refundable processing fee. Cancellation request must be received in writing no later than **March 9, 2020**.
- d. All exhibitors and personnel need a badge while on the Exposition Floor. This includes set-up and tear-down.
- e. Installation and dismantling work passes will be issued to registered I&D personnel only. If you plan to use a non-official contractor to service your booth you must return the Exhibitor Appointed Contractor Notification form located in the EXPO Forms section. I&D personnel must pick up their work passes at the NexxtShow Exhibitor Services area prior to beginning any work in the exhibit hall. Do NOT register I&D personnel as exhibitor personnel as it will count against your badge allotment.
- f. During set up and tear down, only personnel with exhibitor badges may enter the hall. Please do not arrange for meetings with clients on the show floor prior to or after show hours or during set-up or tear-down.
- g. Late Work Passes during installation may be obtained at the NexxtShow Service Desk located in the rear of the exhibit hall. Exhibitors intending to work late must submit the request form to Show Management. Each day of move-in, the Exhibit Hall will be secured for the night one hour after installation hours' end. After this time, any person who exits the hall may not re-enter (without a Late Work Pass) for security reasons. The Late Work Pass will allow you to remain in the exhibit hall until 11pm each night requested.
- h. No late work passes will be issued during dismantling. On April 3 the Exhibit Hall will be secured at 10:00pm. All personnel will be asked to leave the hall at 10:00pm.

36. RIGGING & HANGING

For those whose exhibit spaces require rigging requirements, be aware that you are required to contact NexxtShow for your needs www.nexxtshow.com. Rigging is only permitted to begin once Show Management has legally gained possession of the exhibit halls. Plan your booth accordingly. Rigging questions should be directed to NexxtShow at least 10 weeks prior to move-in. Pre-rigging is NOT permitted without advance authorization. Use of outside rigging and labor without the express written permission of Show Management/ NexxtShow/MCC will result in the prohibition of labor gaining access to your exhibit space. MCC's prior written authorization is required for any rigging installation that exceeds the limit of 250 lbs. per hanging point in peaked-ceiling areas of the Exhibit Halls. **It is the responsibility of the exhibitor to determine the weights per hanging point and submit this request to the MCC.** Only the MCC or the General Service Contractor is authorized to rig within the facility. Exhibitors requiring hanging of signs, lights, etc., must submit rigging plans to the General Service Contractor at least 60-days before move-in. Lighting ordered from and installed by the MCC does not require prior approval. **Rigging in finished-ceiling areas of Halls E, F, G, H, I, and J requires special arrangements.** Please contact the MCC Exhibit Services Department for more information!



37. ROOM DROPS

Hotel room drops and dark channel use within the Academy housing block are only available as a sponsorship. Exhibitors or Corporate Partners wishing to provide room drops or use of the dark channels within the Academy housing block should contact Dina Santucci – dsantucci@audiology.org.

38. SECURITY

The Academy provides general security for common areas only and not individual exhibit spaces. Exhibitors are responsible for securing their personnel, exhibits, and products at all times. Should you require 24-hour security or your I&D/EAC need additional time after the event closes – you are required to hire overnight security service for your exhibit space. See Security Request form located in the Official Contractors section of the Exhibitor Marketplace. The Academy assumes no responsibility or liability for any of the services performed or materials delivered by a contractor or for exhibitor products lost, stolen or damaged. See Safeguarding Your Exhibit located in the General Information section of the Exhibitor Marketplace.

39. SERVICE CONTRACTOR / DECORATOR

NexxtShow is the Official Service Contractor/Decorator. Order forms for available services are in the NEXXTSHOW section. Please review the information thoroughly and submit your requirements to NexxtShow by the dates indicated on the various forms. Services and equipment ordered late or on-site will be acquired at a higher rate.

NexxtShow will maintain an exhibitor service desk in the exhibit hall and will be available during installation, show hours and dismantling. Do not wait until you arrive on-site to request needed services. If you do not find the information you seek in the Exhibitor Manual, contact NexxtShow at 877-836-3131.

The Academy assumes no responsibility or liability for any of the services performed or materials delivered by any official contractor. The exhibitor and/or his/her representative must make arrangements with each contractor.

40. SHIPPING YOUR EXHIBIT

A separate form outlining drayage and related costs is located in the Exhibitor Marketplace. Please read this information carefully. If you have questions, contact NexxtShow at 877-836-3131.

ADVANCE Shipments:

NexxtShow will receive and hold all crated exhibits in storage up to 30 days (starting March 2, 2020) prior to show set-up. Uncrated or pad wrapped pieces will not be accepted in advanced storage. (These items must be shipped directly to Ernest N. Morial Convention Center.) Any shipment arriving at the advance shipping warehouse after **March 23, 2020** will be charged an additional 35% per cwt, \$50 minimum.

ALL SHIPMENTS MUST BE PREPAID.

Advance Shipments must arrive by March 23, 2020

Exhibiting Company and Booth #
HearTECH Expo 2020/NexxtShow
Exhibit Transfer Systems
3761 Louisa Street
New Orleans, LA 70126

DIRECT Shipments to the Convention Center:

Shipments can be sent directly to the convention center starting **March 29, 2020**. Shipments arriving at the facility earlier than move-in **WILL BE REFUSED**. Shipments may arrive after move-in begins but before the show ends. All direct shipments must be consigned to NexxtShow.

Exhibiting Company and Booth #
HearTECH Expo 2020 c/o NexxtShow
New Orleans Convention Center (Halls D-E)
900 Convention Center Blvd.
New Orleans, LA 70130



41. SIGNAGE & GRAPHICS

NexxtShow will provide all standard booths with a 7" x 44" identification sign with booth number and company name only. Additional signage may be ordered from NexxtShow using the form in the NexxtShow section. Sign orders placed onsite are priced higher than the advanced listed price. Hanging signs and graphics are only permitted in island booths. Signs must be hung at a distance of 20 feet from the floor to the top of the sign or exhibit structure. The width of the sign must be kept within 1 foot of the boundaries at any point of the booth.

42. SUBLETTING/SHARING SPACE

Shared exhibit space is available for an additional fee. Contact Joan Haller at jhaller@audiology.org for more information.

43. VIDEO / MUSIC USE (excerpted from SWANK Movie Licensing www.Swank.com)

The Federal Copyright Act (*Title 17, United States code, Public Law 94-553, 90 Stat 2541*) governs how copyrighted materials such as movies, may be utilized publicly. Neither the rental nor the purchase or lending of a videocassette or DVD carries with it the rights to exhibit such a movie publicly outside the home, unless the site where the video is used is properly licensed for copyright compliant exhibition.

This legal copyright compliance requirement applies to the use of videos and music in trade and public exhibitions, regardless of whether admission is charged, whether the institution is commercial or non-profit, or whether a federal, state, or local agency is involved.

The movie studios who own copyrights, and their agents, are the only parties who are authorized to license sites such as parks and recreation departments, businesses, museums, etc. No other group or person has the right to exhibit or license exhibitions of copyrighted movies. *Copyrighted movies borrowed from other sources such as public libraries, colleges, personal collections, etc. cannot be used legally for showings in colleges or universities or in any other site that is not properly licensed.*

What constitutes a public performance? Any exhibition of a movie outside the privacy of a home setting is considered a public performance.

Do we need a license even if we don't charge admission? Yes. A license is required for all public performances regardless of whether admission is charged.

What if I bought the video or music from a store? These stores rent and sell movies for "Home Use Only" and cannot provide legal permission for use outside the home. You can only obtain licensing directly from a licensor, not from a third party.

Who bears the responsibility if a film is shown without a license? The management of the venue or premises where the movie is shown bears the ultimate responsibility and consequences of copyright infringement.

I own the movie. Do I still need a license to show it outside my home? Yes, neither the rental nor purchase carries with it the right to exhibit movies publicly outside the home.

I want to show an old movie, from the 1930's or 40's. Do I still need a license? Yes, copyright pertains to all movies regardless of the year it was produced.

A small group is having an informal gathering in our facility. Do we still need a license? Yes, a license needs to be obtained regardless of the number of people attending the screening, if the movie is being shown outside the home.

CONSULT YOUR LEGAL COPYRIGHT ADVISOR OR ATTORNEY

The Motion Picture Association of America (MPAA) and its member companies are dedicated to stopping film and video piracy in all its forms, including unauthorized public performances, illegal downloading, etc. Consult your legal copyright compliance advisor or attorney if you are uncertain about your responsibilities under copyright law. For complete information visit

<http://www.movlic.com/library/copyright.html>.

ENFORCEMENT OF RULES**CURRENT ACADEMY NOTIFICATION PROCEDURES**

The Academy provides several mediums in which the Rules and Regulations are clearly stated; these include but are not limited to the Exhibit Space Application & Contract, Exhibitor Manual, Exhibits Newsletter, Academy Website and e-mail notification. Each area of participation in the exposition is clearly identified by Show Management as to acceptable practices. Exhibitors are accountable in



Exhibitor Rules, Regulations and Enforcement

disseminating the Academy Rules & Regulations to those responsible for the set-up, planning and onsite operations for exhibiting at AAA 2020.

COMMON VIOLATIONS

- | | |
|----------------------------------------------------------------|---------------------------|
| Aisle and common area infringement | Early tear down/No show |
| Booth design infractions | Gifts, giveaways, raffles |
| Celebrities and/or mascots | Mailing list abuse |
| Distribution of literature outside of contracted exhibit space | Overlapping events |

Show Management performs its final inspection of exhibits at 2:30pm Wednesday afternoon prior to the official exhibit hall opening. Notices are provided onsite for those exhibits which need modification.

PRE-EMPTIVE MEASURES

- Alert notice is provided, stating which portion of the Rules & Regulations the exhibitor does not conform to, with clear indication that they must resolve within 24 hours.
- Should exhibitor fail to correct problem from the Alert Notice, Show Management will discuss violation with exhibitor for onsite correction.
- Exhibit is moved or physically altered onsite in order to comply.
- Other infraction is corrected onsite and does not reoccur.
- Should exhibitor still not conform for whatever reason, exhibitor may be moved or a modification of the exhibit is required at exhibitor risk and expense. Show Management shall provide written notification to follow-up.
- If exhibitor is unable to modify, move, or comply, a failure to comply notice is sent with accompanying documentation with notification of assigned penalties.

PENALTIES

Show Management will keep on record all alerts and written notices and will document all violations. Should the exhibitor display consecutive disregard to the Academy Rules & Regulations, the exhibitor will be notified that the following penalties will be assigned.

- | | |
|-------------------------|--------------------------------------------------------------------------------------------|
| 1 st Penalty | Loss of current year priority points (all assigned and participatory points for that year) |
| 2 nd Penalty | Loss of one-half of accrued points |
| 3 rd Penalty | Loss of remainder of points |
| 4 th Penalty | Loss of remainder of points and one-year suspension of exhibiting privilege |

FINAL DECISIONS AND APPLICATION OF PENALTIES RESTS WITH THE ACADEMY

