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## Official Rules and Regulations

### **ADA COMPLIANCE**

Exhibitors must comply with the Americans with Disabilities Act during the show, including activities from set-up to tear-down.

### **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.**

### **ALCOHOL / CATERING**

Exhibitors are welcome to host catered functions within their exhibit space any time during show hours. No restrictions on alcohol. Food and beverage must be ordered through the exclusive center caterer. No outside food may be distributed from the exhibit.

### **AUDIO-VISUAL**

All audio-visual equipment used by exhibiting companies must be self-contained, fireproof and is restricted to the company's assigned booth space. Exhibitor will indemnify the Academy for any copyright or trademark infringement alleged by any 3<sup>rd</sup> party. Audio-visual displays will not be permitted if they are determined by the Academy to be unreasonably loud or objectionable. Audio-visual displays may not exceed the exhibit booth height limitations. Audio-visual displays must be devoted solely to the business of the exhibitor. The Academy is not responsible for obtaining any audio-visual equipment for exhibitors. An order form for audio-visual materials is in the OneView Exhibitor Marketplace <https://www.fernoneview.com>.

### **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. NOTE: The Academy will provide Exhibitor contact information to our authorized vendors only. We do not sell/rent our exhibitor list.

#### **HearTECH Expo authorized vendors are:**

**Maritz Global Events – Housing, Registration, Attendee Lists and Lead Retrieval**

**Fern – General Services Contractor/OneView Exhibitor Marketplace** <https://www.fernoneview.com>

**Gravity Productions– Audio Visual**

**Rainprotection – Insurance**

### **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.

### **BOOTH DISPLAY REGULATIONS**

Booth display structures should follow the International Association for Exhibition and Events (IAEE) Guidelines, as well as the Georgia World Congress Center Fire and Safety Guidelines.

Height restrictions are: 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. Signs must be professionally designed and not take away from the character of HearTECH Expo. Signs must be hung at a distance of 20 feet from the floor to the top of the hanging sign. The width of the sign must be within one foot of the boundaries at any point of the booth. Hanging signs or exhibit structures cannot extend into any aisles or cross over any aisles into adjoining exhibit spaces.



**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.

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 Fern.

## BOOTH FEES

Pricing is per 10x10 (100 sq. feet) – includes four (4) complimentary HearTECH Expo passes:

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| • Priority Point Price               | \$2,500.00 (\$25 per square foot) |
| • Regular Price                      | \$2,800.00 (\$28 per square foot) |
| • Non-Profit                         | \$2,100.00 (\$21 per square foot) |
| • Island Premium                     | \$500.00                          |
| • Shared Booth Space Fee             | \$1,000.00                        |
| • Expo Suite (20x20) – Exhibitor     | \$4,250.00                        |
| • Expo Suite (20x20) – non-Exhibitor | \$8,500.00                        |

## BOOTH PAYMENT SCHEDULE

Exhibitors contracting exhibit space will have two (2) scheduled payments:

- 50% of total space cost is due on or before October 31, 2023
- Remaining balance due on or before December 31, 2023

## BOOTH RELOCATION

The Academy reserves the right to relocate space in areas other than that selected by the exhibitor. Relocations will be made if deemed necessary to reduce unsold space and upon notification to the exhibitor by Show Management. We cannot guarantee that a company will not be located near a competitor.

## CANCELLATION OR REDUCTION OF EXHIBIT SPACE

Cancellation of exhibit space must be made in writing and confirmed by the Academy. Exhibiting company recognizes that the Academy will sustain losses in the event exhibiting company cancels or reduces exhibit space. These losses are not inclusive of the inability to replace those canceling, advertising, redesigning of the floor space, etc.

Exhibiting Company agrees to pay the Academy as liquidated damages, and not as a penalty, cancellation payment according to the following schedule;

- On/before October 31, 2023: \$500 cancellation fee
- November 1-December 31, 2023: 50% of total amount cancellation fee
- After December 31, 2023: Full amount cancellation fee/NO REFUND OF ANY AMOUNT

## 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 Fern section. **The carpet color will be Ocean with the main aisle carpet being gray. Back wall colors will be black.**

#### **CELEBRITIES AND 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. Mascots are not permitted outside of the exhibit hall.

#### **CHILDREN AND PET POLICY**

No one under 16 years of age is permitted in the Exhibit Hall or in educational sessions. Children of any age are NOT permitted on the show floor during set up or tear down hours. NO EXCEPTIONS. Pets are prohibited at all times. Service/support animals are allowed as determined by the convention center guidelines.

#### **CLEANING**

Booth space (carpet) cleaning is not provided by the Academy. This service is provided by Fern and can be ordered through the OneView Exhibitor Marketplace <https://www.fernoneview.com>.

#### **CONFETTI / GLITTER**

Confetti and glitter are not permitted.

#### **CRATE REMOVAL, STORAGE AND RETURN**

Fern 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 Fern Exhibitor Service desk usually located in the rear of the Expo Hall.

#### **DISTRIBUTION OF MATERIALS**

The distribution of materials, including, but not limited to bags, pamphlets, etc., is only allowed within the exhibiting company's assigned booth space. Canvassing for the purpose of distributing marketing materials is not allowed within any of the facilities housing the Academy's events or entrances to those facilities.

#### **ELECTRICAL**

On show open days, power will be turned on one hour prior to show opening and remain on one-half hour after the show closes. Any power needed outside the scheduled power provided by show management must be ordered and paid for by the exhibitor.

#### **ELIGIBILITY**

The Academy reserves the right to determine the eligibility of any company wishing to exhibit. All products and services to be exhibited must be related to the practice and profession of audiology. The Academy may deny or revoke eligibility for cause based on a violation of any policy set forth in this manual or for any action determined by the Academy to detract from the character of HearTECH Expo. **Companies wishing to exhibit must be in good financial standing with the Academy and its official contractors and be 100% paid in full at the time of HearTECH Expo.** Companies not in good financial standing with the Academy or its official contractors will have their freight detained onsite until full payment is received.

#### **EXHIBIT / SPONSORSHIP & PROMOTION POLICY**

Publication of an article, or advertisement, in any Academy publication does not constitute a guarantee or endorsement of the quality, safety, or effectiveness of any products or services described therein or of any of the representations or claims made by the author(s) or manufacturer(s) with respect to such products or services. The Academy is not responsible for any claims made. The exhibitor/sponsor will be responsible for ensuring all products comply with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the promotion of any product or service is the exhibitor's/sponsor's responsibility.

Promotion at any Academy expo, convention, event publication or meeting does not constitute a guarantee or endorsement of the quality, safety, or effectiveness of any products or services described therein or of any of the representations or claims made by



the author(s) or manufacturer(s) with respect to such products or services. The Academy is not responsible for any claims made. The exhibitor/sponsor will be responsible for ensuring all products comply with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the promotion of any product or service is the exhibitor's/sponsor's responsibility.

Any exhibitor-sponsored giveaway must be non-exclusionary without purchase or consideration needed by the attendee and open to all registered attendees of AAA. Promotional and sales activities must take place within the exhibiting company's booth. The exhibitor will be responsible for ensuring and complying with all applicable laws. Any giveaway provided to attendees must be related to the profession or in keeping with the theme. Companies in violation will be subject to the penalty as listed in the Enforcement of Rules and be applied to Priority Point space selection.

#### EXHIBITOR APPOINTED CONTRACTOR (EAC)

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 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.

#### EXHIBIT HALL HOURS

##### MOVE IN/SET UP

|                                        |                   |                      |
|----------------------------------------|-------------------|----------------------|
| Sunday, April 14*                      | 8:00 am – 6:00 pm | *by appointment only |
| Monday, April 15 and Tuesday, April 16 | 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 17 | 7:00 am – 3:00 pm | *No new orders after 12:00 noon (decorator, electric, rigging, AV, etc.) |
|                     | 2:00 pm – 3:00 pm | 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 12:00 noon on Wednesday. Any orders received after 12:00 noon will be addressed after the opening event ends at 7:30pm.**

##### SHOW HOURS (hours are subject to change)

|                     |                    |                                                           |
|---------------------|--------------------|-----------------------------------------------------------|
| Wednesday, April 17 | 3:00 pm            | All Exhibitors must be show-ready                         |
| Wednesday, April 17 | 4:00 pm – 7:30 pm  | Exhibit Hall Open / Celebrate Audiology 5:00 pm – 7:00 pm |
| Thursday, April 18  | 12:00 pm – 7:00 pm | Exhibit Hall Open                                         |
| Friday, April 19    | 9:00 am – 2:00 pm* | Exhibit Hall Open                                         |

**\*It is against regulations to tear down prior to 2:00 pm on Friday**

##### TEAR DOWN

|                    |                   |
|--------------------|-------------------|
| Friday, April 19   | 2:30 pm-7:00 pm   |
| Saturday, April 20 | 8:00 am –3:00 pm* |

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

#### EXHIBIT HALL BOOTH SETUP

##### **Freight Handling**

Fern 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 OneView Exhibitor Marketplace or on show site at the Fern 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 OneView Exhibitor Marketplace <https://www.fernoneview.com>.

**Porter Service** – Porter Service is available through the OneView Exhibitor Marketplace <https://www.fernoneview.com>.

**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** - Fern 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 Fern supervisor. Employees of Fern are paid at an excellent wage scale denoting a professional status, and they feel that tipping is not necessary. This applies to all Fern 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 Fern Exposition Services management personnel.

#### **EXHIBITOR HOSPITALITY, MEETING, PARTIES AND SPECIAL EVENTS**

All related events within the convention center and contracted hotels must be approved through the Academy. Suites may be available for lodging or hospitality events only and may not be used for exhibit space or product demonstration. Violations will result in the assessment fee equal to the cost of a booth, and company will be restricted from attending or exhibiting in the future. Exhibitor will also be liable for any fees or penalties imposed by the hotel or convention center related to violations of any kind. Suites, parties, and special events are not permitted to occur during hours when the exhibit hall is open or when official conference programming and Academy events are taking place.

#### **EXHIBITOR PERSONNEL REGISTRATION**

All exhibitor personnel who are full-time employees of an exhibiting company will be required to wear an exhibitor badge at all times within the hall, including setup and teardown. Changes, edits, additions, or replacement badges can be obtained at the Exhibitor Registration Counter. EACs and I&D personnel are not permitted Exhibitor badges. EACs and I&D personnel may pick up their daily sticker at the EAC/I&D counter located at the Fern Service Desk.

#### **FDA**

Exhibitors are responsible for adhering to all established Food and Drug Administration guidelines for exhibiting products that are FDA approved and those that may be pending FDA approval. The Academy assumes no responsibility to obtain FDA approval. In accordance with this policy, if non-FDA approved products or services, which required FDA approval, are exhibited, the Academy may deny installation privileges, or require removal, of the exhibit or discontinuance of any promotion, wholly or in part. Should the Academy deny installation or require removal of any product or service, the Academy will not incur liability and the exhibitor will not be entitled to any refund. Presentation, or advertisement, at any Academy expo, convention, or meeting does not constitute a guarantee or endorsement of the quality, safety, or effectiveness of any products or services described therein, or of any of the representations or claims made by the author(s) or manufacturer(s) with respect to such products or services.

#### **FIRE & SAFETY REGULATIONS**

All applicable federal, state and city fire laws must be observed and will be strictly enforced. Combustible materials or explosives are not permitted in or around the exhibit area. Exhibit structures shall not block either view or access to fire alarm boxes, fire hose cabinets, fire extinguishers or other safety equipment. Smoking is not permitted in any part of the convention facility. Dollies, carts and other such devices will not be permitted on the exhibit hall floor during exhibit hours.

#### **FLOORPLAN AND LISTS**

Exhibit floorplans and attendee/exhibitor lists are the property of the Academy. Use or publication without the Academy's written consent is prohibited.



### **GIVEAWAYS**

Any exhibitor-sponsored giveaway must be non-exclusionary without purchase or consideration needed by the attendee, and open to all registered attendees of HearTECH Expo. Giveaway must be valued at \$50 or under. Promotions must take place within the exhibiting company's booth. The exhibitor will be responsible for ensuring and complying with all applicable laws.

### **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. 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 Video/Music use section.

### **GOVERNING LAW**

Exhibitor agreements shall be governed by and construed in accordance with the laws of the Commonwealth of Virginia without giving effect to principles of conflicts of law thereunder. In addition, all disputes arising under this agreement shall be resolved in any state or federal court in the Commonwealth of Virginia and Exhibitor agrees to submit to the personal jurisdiction of that court.

### **HOUSING**

Maritz Global Events 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 hotels.

### **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, the 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, Georgia World Congress Center. If you plan to use an Exhibitor Appointed Contractor, we must have their insurance form.

### **LABOR ASSISTANCE**

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

### **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. 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.

### **LEAD RETRIEVAL EQUIPMENT**

To obtain names and addresses of attendees requesting your literature or information, exhibitors may rent lead retrieval equipment from Maritz Global. The order forms are included in the Official Contractors section of the OneView Exhibitor Marketplace <https://www.fernoneview.com>.



### LIABILITY / RESPONSIBILITY

Exhibiting company is liable for all claims for damage to the premises caused by exhibitor's display. Exhibitor personnel are responsible for the secure packing of materials and personnel must remain in the exhibit hall until items are secured. The Academy and its official contractor will not assume responsibility for any materials left unattended in the hall during dismantling.

### 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 OneView Exhibitor Marketplace <https://www.fernoneview.com>. 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.

### 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 Fern. 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).

### MAILING LISTS – ATTENDEE OR MEMBERSHIP

All exhibitors in good financial standing, will receive by email approximately 3 to 4 weeks in advance of the AAA 2024+HearTECH Expo, a list of pre-registered attendees that includes some demographic information and mailing addresses. These lists will not and cannot include email addresses.

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 \$2,000 per occurrence. Mail list rental agreements are signed and the reference usage rule is stated on the rental form. If purchasing an Academy membership list, 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, please contact Academy Membership at [membership@audiology.org](mailto:membership@audiology.org).

### MEETING ROOMS

Expo Suite space (20x20) 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 meeting rooms on the show floor, contact [expo@audiology.org](mailto:expo@audiology.org). For hotel meeting room space, contact Glenn Feder at [gfeder@audiology.org](mailto:gfeder@audiology.org).

### NO SHOWS

Exhibits that are **LARGER** than 10x20sf must be 95% set by noon Wednesday for the Show Management walk through. **ALL exhibits must be completely set by 3:00pm on Wednesday.** If an exhibitor does not complete their set up by 3:00 pm on Wednesday 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. Any exhibitor who is considered a NO SHOW onsite will be charged the cost to carpet reserved booth space and to lounge such booth space in a manner appropriate to booth size. In addition, any no show exhibitor will only be able to select during the standard selection time for the following year.

### NON-COMPETE TIMES

As you plan your events for 2024, you are contractually obligated (Conditions of Eligibility on the Exhibit Space Contract) to not plan any functions, meetings, or events involving more than 20 attendees/audiologists, which overlap with Academy functions



during AAA 2024+HearTECH Expo. **Exhibitors are free to host parties or events AFTER the end times listed below without restrictions to number of attendees.**

|                            |                           |
|----------------------------|---------------------------|
| <b>Wednesday, April 17</b> | <b>8:00 am – 7:30 pm</b>  |
| <b>Thursday, April 18</b>  | <b>8:00 am – 7:00 pm</b>  |
| <b>Friday, April 19</b>    | <b>7:45 am – 6:00 pm</b>  |
| <b>Saturday, April 20</b>  | <b>8:00 am – 12:30 pm</b> |

### PAGING OR ANNOUNCEMENTS

The only paging/announcements allowed are those made by Show Management which may include (but are not limited to) emergencies and to announce the opening/closing of the show.

### PHOTOGRAPHY / VIDEOGRAPHY

Only the official Academy photographer/videographer and properly credentialed press are allowed to take photos/videos of exhibits, exhibitor spaces, the expo floor or any contracted space. Under no circumstances are photos/videos to be taken without the express written permission of the exhibitor or show management. Those found taking photos/videos will be asked to provide proof of Academy approved press credentials. Otherwise, film or digital cameras will be confiscated.

### PRIORITY POINTS

Exhibitors in good standing are eligible for Priority Points and selection time assignment to reserve exhibit space before the floorplan opens to all. If you have any questions, contact [expo@audiology.org](mailto:expo@audiology.org).

### 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.

### REGISTRATION

Exhibitor registration will be located in the lobby of Building A, Level 4 at the convention center. Exhibitors may pick up badges Tuesday–Friday at the following times:

|                                    |                                      |
|------------------------------------|--------------------------------------|
| Sunday, April 14– Monday, April 15 | Work passes available for setup only |
| Tuesday, April 16                  | 10:00 am - 6:00 pm                   |
| Wednesday, April 17                | 7:00 am - 7:00 pm                    |
| Thursday, April 18                 | 7:00 am – 5:30 pm                    |
| Friday, April 19                   | 7:00 am - 2:00 pm                    |

- All exhibitors and personnel need a badge while on the Exposition Floor. This includes set-up and tear-down.
- Exhibitor personnel should claim their individual badges at the Exhibitor Registration desk onsite. **Badges will not be mailed.**
- To register your booth personnel and/or exhibitor guests online visit our website [www.AAAconference.org](http://www.AAAconference.org). Booth Personnel badges cannot be exchanged between attendees, exhibitor personnel, exhibitor personnel categories or other guests and categories.
- Credits and refunds will not be issued for unused badges or for requests made after the Badge form deadline. If canceling an Exhibitor Full Conference badge, there is a \$75 non-refundable processing fee. Cancellation request must be received in writing.
- 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 Fern 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.
- 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.



- Late Work Passes during installation may be obtained at the Fern 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 11:00 pm each night requested.
- No late work passes will be issued during dismantling.

### **RIGGING & HANGING**

For those whose exhibit spaces require rigging requirements, you are required to contact Fern for your needs via OneView Exhibitor Marketplace <https://www.fernoneview.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 Fern 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/ Fern/Convention Center will result in the prohibition of labor gaining access to your exhibit space. 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. Only the General Service Contractor (Fern) is authorized to rig within the facility. Exhibitors requiring hanging of signs, lights, etc., must submit rigging plans to Fern at least 60-days before move-in.

### **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 marketing channels within the Academy housing block should contact Glenn Feder at [gfeder@audiology.org](mailto:gfeder@audiology.org).

### **SECURITY**

All Exhibiting companies are expected to adhere to security measures and procedures. The Academy provides general security for common areas only, not individual booths. Exhibitors are responsible for the protection of their personnel, booth, displays and other materials AT ALL TIMES. The Academy cannot guarantee full security. The Convention Center, The Academy, Official Contractors, Convention Center Services will not be held responsible for bodily injury, theft or damage to Exhibitor's personal property, products or exhibit. 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 and safety tips in the Official Contractors section of the OneView Exhibitor Marketplace <https://www.fernoneview.com>. 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.

### **SELLING POLICY**

The Academy recommends that Exhibitors only take orders during show hours. The actual sale of any merchandise is strongly discouraged. If an Exhibitor chooses to make sales, it is the sole responsibility of the Exhibitor to obtain all required permits relating to the sale, report appropriate information to the state's tax officials, complete the appropriate tax return and provide a check in the amount of all sales tax due to the state. In addition, you must have a current seller's license or permit to engage in sales from the exhibit floor, as sales without such license or permit ARE PROHIBITED by the Academy. Exhibitors wishing to conduct cash and /or credit card sales must provide Show Management with a copy of the seller's permit (30) thirty days PRIOR to exhibitor setup. Exhibitors found selling on the show floor without a seller's permit will be required to immediately cease and desist from making sales and will be held liable for all attorney fees, and tax liability relating to the sale(s) and also for any and all expenses incurred by the Academy that relate to the sale(s).

### **SERVICE CONTRACTOR / DECORATOR**

Fern is the Official Service Contractor/Decorator. Order forms for available services are in OneView Exhibitor Marketplace <https://www.fernoneview.com>. Please review the information thoroughly and submit your requirements to Fern by the dates indicated on the various forms. Services and equipment ordered late or on-site will be acquired at a higher rate.

Fern 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 Fern [help@Fern.com](mailto:help@Fern.com).



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.

#### **SHARING BOOTH SPACE**

No exhibiting company shall assign, sublet, or share any portion of their booth or distribute literature for those who have not contracted exhibit space unless you have signed and paid in full for Shared Booth Space. Please contact [expo@audiology.org](mailto:expo@audiology.org) for more information.

#### **SHIPPING POLICY**

Drayage and related costs are outlined in the OneView Exhibitor Marketplace <https://www.fernoneview.com>. Please read this information carefully. If you have questions, contact Fern [help@Fern.com](mailto:help@Fern.com).

#### **Advanced Shipments**

Fern will receive and hold all crated exhibits in storage up to 30 days (starting March 8, 2024) prior to show set-up. Uncrated or pad wrapped pieces will not be accepted in advanced storage and must be shipped directly to Georgia World Congress Center.

**ALL SHIPMENTS MUST BE PREPAID.** Advance Shipments must arrive by **April 9, 2024**.

#### **Exhibiting Company and Booth #**

**HearTECH Expo 2024 c/o Fern**  
**4361 International Parkway B, Atlanta, GA 30354**

#### **DIRECT Shipments to the Convention Center:**

Shipments can be sent directly to the convention center starting **April 14, 2024**. Shipments arriving at the facility earlier **WILL BE REFUSED**. Shipments may arrive after move-in begins but before the show ends. All direct shipments must be consigned to Fern.

#### **Exhibiting Company and Booth #**

**HearTECH Expo 2024 c/o Fern**  
**Georgia World Congress Center**  
**285 Andrew Young International Blvd NW, Atlanta, GA 30313**

#### **SIGNS & GRAPHICS**

Placement and display of all signs and banners must be confined to the assigned booth space. The placement of signs and banners will not be permitted within the convention facilities or the entrances to those facilities unless approved as an Academy sponsorship. Fern 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 Fern using the form in the Fern 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.

#### **SOUND LEVELS**

In order to provide a level playing field and to minimize the noise pollution, the Academy has established a maximum sound level of 70dB. Be kind to your neighbor as all air space is shared. All speakers and other sound devices should be positioned to direct sound into your booth rather than into the aisle. A sound check will be performed each day of the event. Sound from audio-visual displays must not exceed 70dB.

#### **VIDEO / MUSIC USE (excerpted from SWANK Movie Licensing [www.Swank.com](http://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. 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. Anyone utilizing music or a video performance is solely responsible for obtaining all applicable permits and use fees associated with its use. Visit <http://www.movlic.com/library/copyright.html> for more information.



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

### COMMON VIOLATIONS

|                                                                |                         |
|----------------------------------------------------------------|-------------------------|
| Aisle and common area infringement                             | Early tear down/No show |
| Booth design infractions                                       | Gifts, giveaways        |
| 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 2:30 pm 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 <sup>st</sup> Penalty | Loss of current year priority points (all assigned and participatory points for that year) |
| 2 <sup>nd</sup> Penalty | Loss of one-half of accrued points                                                         |
| 3 <sup>rd</sup> Penalty | Loss of remainder of points                                                                |
| 4 <sup>th</sup> Penalty | Loss of remainder of points and one-year suspension of exhibiting privilege                |

**FINAL DECISIONS AND APPLICATION OF PENALTIES RESTS WITH THE ACADEMY.**