



## Conference Prospectus

# *Celebrating the Past, Embracing the Future*



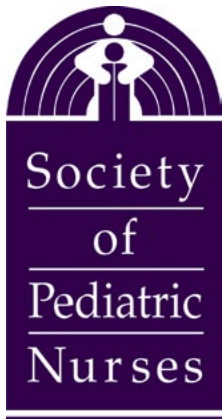
### **SPN 25<sup>th</sup> Annual Conference**

April 16-19, 2015

Disneyland Hotel – Anaheim, California

Exhibitor Dates April 16-18, 2015

[www.pedsnurses.org](http://www.pedsnurses.org)



The Society of Pediatric Nurses (SPN) 25<sup>th</sup> Annual Conference, “Celebrating the Past, Embracing the Future” will be held April 16-19, 2015 in Anaheim, CA, at the Disneyland Hotel. We anticipate record-breaking attendance from both exhibitors and nurse attendees as we celebrate our 25<sup>th</sup> anniversary.

SPN is the preeminent organization of choice for pediatric nursing professionals, with more than 3,500 members from across the country who share an interest in child healthcare. Members of this organization are active in developing and delivering the highest quality of nursing care for infants, children, and adolescents based upon the standards established from the synthesis of best evidence and the most current research.

Our industry as a whole is changing and SPN strives to stay on pace with the latest and most relevant healthcare advancements. This year and moving forward, SPN has partnered with SmithBucklin to bring added value to our members and partners by providing top-notch association management services such as digital and print marketing support and event planning. Your partnership with SPN will give your company valuable brand awareness and maximize your exposure to pediatric nurses across the country. I look forward to seeing you in Anaheim!

A handwritten signature in black ink that reads "Shirley Wiggins PhD, RN".

**Shirley A. Wiggins, PhD, RN**

*President*

Society of Pediatric Nurses

## Exhibit Schedule

### Thursday, April 16, 2015

Exhibitor Installation . . . . . 12:00 pm – 5:00 pm  
Grand Opening of Exhibits (Opening Reception) . . . . . 6:00 pm – 7:30 pm

### Friday, April 17, 2015

Breakfast in Exhibit Hall . . . . . 7:00 am – 8:00 am  
Exhibit Hall Open . . . . . 10:00 am – 5:00 pm

### Saturday, April 18, 2015

Breakfast in Exhibit Hall . . . . . 7:00 am – 8:00 am  
Exhibit Hall Open . . . . . 10:00 am – 2:00 pm  
Exhibitor Dismantle . . . . . 3:00 pm – 5:00 pm

# Who attends SPN Conferences?

## Reasons to Invest in SPN

- » Create brand and product portfolio awareness
- » Conduct quality conversations with influential industry product users seeking solutions that positively impact the way they work
- » Generate leads and build relationships with key customers
- » Opportunities to see what competitors are doing and identify new trends

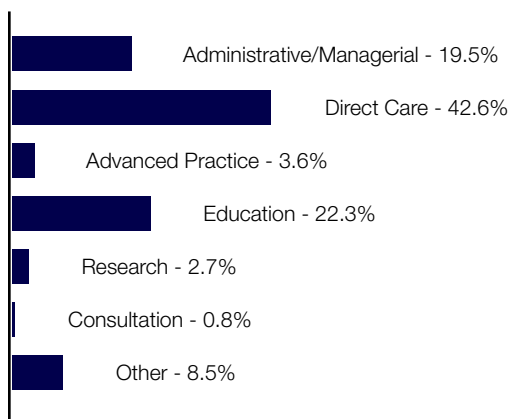
## Why You Should Be There

Based on 2014 Conference Survey results, nurse leader decision-makers and decision-influencers attended the conference.

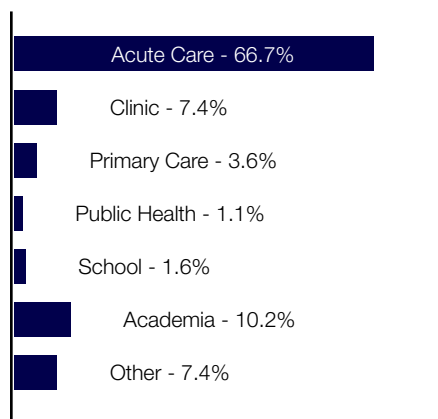
- » 85 percent of attendees use evidence-based practice at the bedside
- » 40 percent are highly interested in exhibitor products/services
- » 19 percent are influential in purchasing decisions

## SPN Attendee Demographics

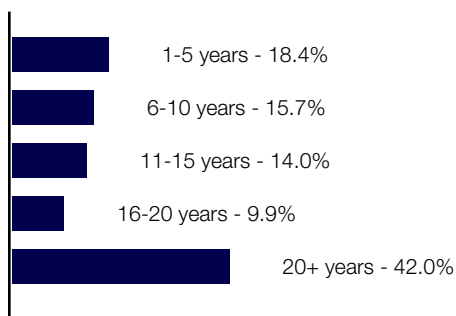
More than 42 percent of attendees work in a direct care practice



More than 68 percent attendees work in the acute care setting



Majority of attendees have more than 20+ years of experience in pediatrics



## Conference Quick Facts

- » 25<sup>th</sup> Anniversary of Annual SPN Conference
- » **450+** attendees
- » **40+** exhibitors
- » *Three days of exhibitor time and exposure*

SPN will hold its 2015 Conference April 16-19, 2015, at the Disneyland Hotel, Anaheim, CA.

The mission of SPN is to advance the specialty of pediatric nursing through excellence in education, research, and practice. By exhibiting at the 25<sup>th</sup> SPN Annual Conference, you will have the opportunity to interact with leaders in pediatric nursing from across the country.

## Exhibitor Eligibility

Companies offering the following products and services are strongly encouraged to exhibit at the SPN Annual Conference:

- Adolescent products and services
- Asthma and allergy products
- Computer software and technology
- Continuing/Online education programs
- Employment opportunities
- HIV/AIDS information
- Immunization information
- Lactation products and services
- Medical device companies
- Medical insurance
- Medical textbooks
- NICU products
- Novelties
- Nutrition products
- Pediatric pain management
- Pharmaceuticals
- Resources on ADHD
- Scrubs
- Skin care products
- Staffing agencies
- STD products and information
- Vaccines

## Space Assignment and Fees

Booth space is assigned with location preference given to Corporate Members, Diamond Level Sponsors, and Platinum Level Sponsors, then on a first-come, first-served basis according to exhibit contract date of receipt and exhibitor preferences.

- » Two exhibit personnel are included with each booth purchased. Each additional person is \$100.
- » Exhibit hours are scheduled at times that will allow exhibitors maximum opportunity to interact with conference participants.
- » SPN hosts 450+ pediatric nursing professionals at its annual conference.
- » The receptions, breakfasts and breaks are hosted in the Exhibit Hall to provide maximum exposure to attendees.

## Exhibit Booth Pricing

Exhibit Size	Cost		
	Thru 11/14/14	11/15/14 thru 04/14/15	Corp. Member
10' x 10'	\$1,200	\$1,350	\$950
10' x 20'	\$2,000	\$2,500	\$1,700

Included with each 10' x 10' booth space:

- » 8'-high back wall and 3'-high divider rails in the show colors
- » Standard ID sign
- » Complimentary final participant list
- » Exhibitor listing in the official onsite program (if contract is submitted by March 1, 2015).

## Housing

A block of rooms at the rate of \$185 S/D is being held for SPN participants until March 6, 2015 at:

Disneyland Hotel  
1150 Magic Way  
Anaheim, CA 92802  
For reservations, call 714-778-6600

# Show Your Support for SPN!

## Be a Sponsor!

We invite you to become or continue to be a sponsor of SPN's conference activities. Sponsorship is an outstanding opportunity to influence conference participants and to show your commitment to SPN!

- » Increase your company visibility with SPN conference participants
- » Build a strong presence at the SPN Annual Conference
- » Proudly show your commitment to pediatric nurses
- » Demonstrate your stature in the industry

Sponsors will receive recognition in the official program book which is distributed to all participants. Sponsors will also receive recognition on Conference signage and on the SPN website at [www.pedsnurses.org](http://www.pedsnurses.org).

## A la carte Sponsorship Opportunities

- Awards Luncheon — \$12,000
- Grand Opening Reception — \$10,000
- Personal Electronics Recharge Station — \$8,500
- Keynote Speaker — \$7,000
- General Session Presenter — \$7,000
- Water Bottles — \$5,000
- Fitness Pedometer — \$5,000
- Padfolios — \$5,000
- Tote Bags — \$5,000
- Hotel Key Card Sleeves — \$5,000
- Lanyards — \$5,000
- Continental Breakfast — \$3,500 (per day)
- Name Badge with Schedule — \$3,500
- Tear-Out Pocket Schedule — \$3,500
- Fun Run/Walk T-shirts—\$1,500
- Exhibit Hall Floor Decal (Six Available) — \$1,500
- Hallway Visibility Signage/Billboards (Three Available) — \$1,000
- Bag Inserts — \$1,000
- Passport to Prizes (15 Available) — \$250

If you are unable to join us as a sponsor/exhibitor, as listed, but would like to support SPN's endeavors, we will find a way to accommodate your level of support.

# *A la carte Sponsorship Opportunities Descriptions*

## **AWARDS LUNCHEON**

### **Investment \$12,000**

Honor the most outstanding Pediatric Nurses in the SPN family. Enjoy high visibility by sponsoring the Annual Conferences' highly attended lunch. Attendees will enjoy lunch and networking while you receive exposure as the Awards Luncheon sponsor.

Sponsorship includes:

- » Three-minute attendee address and opportunity to present the award
- » Logo recognition in Program. Recognition on signage, napkins with your logo to be distributed at food and beverage areas during the Luncheon and an option to distribute your organization's branded items as attendees enter the hall (Please note: Item must be approved by SPN and provided by the sponsoring company).

## **GRAND OPENING RECEPTION**

### **Investment \$10,000**

Help SPN kick off the Annual Conference at the Thursday Opening Reception. Sponsorship includes recognition on signage at the event, napkins with your logo to be distributed at food and beverage areas during the reception and an option to provide music or entertainment for an additional fee.

## **PERSONAL ELECTRONICS RECHARGE STATION**

### **Investment \$8,500**

A wonderful addition for conference attendees! This recharge station will charge anything that uses a micro or mini USB, including cell phones, iPods, iPads and digital readers. Drive traffic to your booth—or, if you prefer placement outside the exhibit hall, showcase your company's brand with signage near the recharge station. SPN will promote the location of the recharge station in conference materials.

## **KEYNOTE SPEAKER**

### **Investment \$7,000**

Demonstrate your support for SPN programming and education by sponsoring a Keynote Session Speaker. The sponsorship includes recognition on signage at the session and an opportunity to briefly introduce the speaker (Introduction not to exceed 2 minutes).

## **GENERAL SESSION PRESENTER**

### **Investment \$7,000**

Demonstrate your support for SPN programming and education by sponsoring a General Session Speaker. Each sponsorship includes recognition on signage at the session and an opportunity to briefly introduce the speaker (Introduction not to exceed 2 minutes).

## **WATER BOTTLES**

### **Investment \$5,000**

Help keep the conference attendees hydrated! Provide conference attendees with a re-fillable water bottle with your logo printed on the outside.

## **FITNESS PEDOMETER**

### **Investment \$5,000**

Help attendees keep track of every step they take! Pedometers branded with your company logo will help each attendee stay fit and healthy as they network with each other and take advantage of the learning sessions.

## **PADFOLIOS**

### **Investment \$5,000**

Supply each attendee with a portfolio to capture all session details. Logo featured on padfolios produced by SPN.

## **TOTE BAGS**

### **Investment \$5,000**

Use this high visibility program to communicate your brand or message to attendees. Sponsorship includes your logo or message on tote bags distributed to everyone who registers for the event.

## *A la carte Sponsorship Opportunities Descriptions (continued)*

### **HOTEL KEY CARD SLEEVES**

#### **Investment \$5,000**

Put your company name at attendees' fingertips every time they open their hotel door. As the exclusive hotel key card sleeve sponsor, your logo will be placed on the sleeve of all key cards distributed to attendees.

### **LANYARDS**

#### **Investment \$5,000**

Worn by all attendees, this exclusive sponsorship provides your company high visibility. Sponsorship includes your logo printed on the lanyards.

### **CONTINENTAL BREAKFAST**

#### **Investment \$3,500 (per day)**

Sponsor breakfast service and encourage attendees to begin their day with your organization on their mind! Sponsorship includes hot buffet breakfast, recognition on signage at the event and napkins with your logo to be distributed at breakfast areas.

### **NAME BADGE WITH SCHEDULE**

#### **Investment \$3,500**

Worn by all attendees, this sponsorship provides your company high visibility. Sponsorship includes your logo printed on the name badge schedule to all attendees and exhibitors.

### **TEAR-OUT POCKET SCHEDULE**

#### **Investment \$3,500**

Pocket Schedule At-a-Glance is a must-have tool for a quick overview of events throughout the Conference. Sponsorship includes your logo on the cover of the pocket schedule and distribution to all attendees with badge holder and lanyard.

### **FUN RUN/WALK T-SHIRTS**

#### **Investment \$1,500**

Show your support for the Fun Run. Each participant of the Fun Run/Walk will receive a branded T-shirt with your logo.

### **EXHIBIT HALL FLOOR DECAL (SIX AVAILABLE)**

#### **Investment \$1,500 each**

Each step will bring attendees closer to your booth! The floor stickers are displayed in the Exhibit Hall with your own personalization. Tell attendees where your booth is located or simply display your logo. Floor stickers are strategically placed on the Exhibit Hall floor of the convention center to maximize your company's location and products.

### **HALLWAY VISIBILITY SIGNAGE/BILLBOARDS (THREE AVAILABLE)**

#### **Investment \$1,000**

Use these signs to communicate high impact messages to attendees. Sponsorship includes one meter board sign. Simply supply your artwork to SPN. Signs will be placed by SPN in random order.

### **BAG INSERTS**

#### **Investment \$1,000**

Provide a marketing insert that will be included in all conference tote bags. Include your booth number and giveaway on your insert to drive traffic to your booth. (Restrictions on all inserts, SPN has final approval on insert items.)

### **PASSPORT TO PRIZES (15 AVAILABLE)**

#### **Investment \$250**

Extend your brand presence AND drive traffic to your booth with this cost-effective program! Attendees must visit all participating exhibitors and have their passport validated to be included in a prize drawing. (Exhibitor to donate prize.)

## Package Sponsorship Opportunities

### Diamond Sponsorship \$15,000

**(Exclusive, One Available)**

- Exhibit Booth (10' x 10')
- Awards Luncheon Sponsor
- Corporate Membership Includes:
  - » Two regular memberships (\$210 savings)
  - » 50% off price of two conference registrations (\$425 savings)
  - » Access to members-only discussion forum
  - » JPN spotlight in one issue per year
  - » Recognition on SPN website with link to Corporate Member's Facility
  - » Corporate Member recognition certificate to display at hospital
  - » Discount on exhibitor space and preferred choice of booth location at SPN Annual Conference (\$400 savings)
  - » On-site recognition at conference
- Company Insert in Registration Tote Bags
- Company Logo in Exhibitor Listing in Program Guide
- Sponsor Ribbon for Attendees From Your Company
- Onsite Recognition on Sponsor Meter Board With All Logos

### Platinum Sponsorship \$12,000

- Exhibit Booth (10' x 10')
- Opening Reception Sponsor
- Corporate Membership Includes:
  - » Two regular memberships (\$210 savings)
  - » 50% off price of two conference registrations (\$425 savings)
  - » Access to members-only discussion forum
  - » JPN spotlight in one issue per year
  - » Recognition on SPN website with link to Corporate Member's Facility
  - » Corporate Member recognition certificate to display at hospital
  - » Discount on exhibitor space and preferred choice of booth location at SPN Annual Conference (\$400 savings)
  - » On-site recognition at conference
- Company Logo in Exhibitor Listing in Program Guide
- Sponsor Ribbon for Attendees From Your Company
- Onsite Recognition on Sponsor Meter Board With All Logos



## *Package Sponsorship Opportunities (continued)*

### **Gold Sponsorship \$9,500**

- Exhibit Booth (10' x 10')
- Half Page B&W Ad in Program Guide
- Choice of One of the Following Sponsorships (if available): Keynote Speaker Sponsorship; General Session Speaker
- One Complimentary Individual Registration
- Onsite Recognition on Sponsor Meter Board With All Logos
- Company Logo in Exhibitor Listing in Program Guide

### **Silver Sponsorship \$7,500**

- Exhibit Booth (10' x 10')
- Half Page B&W Ad in Program Guide
- Choice of One of the Following Sponsorships (if available): Water Bottles, Padfolios, Tote Bags, Hotel Key Card Sleeves, Lanyards, Fitness Pedometer
- One Complimentary Individual Registration
- Onsite Recognition on Sponsor Meter Board With All Logos
- Company Logo in Exhibitor Listing in Program Guide

### **Bronze Sponsorship \$5,500**

- Choice of One Sponsorship (if available): Name Badge With Schedule, Tear-Out Pocket Schedule, Fun Run/Walk T-Shirts
- Onsite Recognition on Sponsor Meter Board With All Logos
- Company Logo in Exhibitor Listing in Program Guide

### **For more information on exhibitor and sponsorship opportunities, contact:**

Ashley Meiss

Sales Coordinator

[ameiss@pedsnurses.org](mailto:ameiss@pedsnurses.org)

Phone: 312-673-5428

E-Fax: 312-673-6909

# SPN Exhibitor/Sponsorship Contract

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Exact Company Name to be listed in all conference materials \_\_\_\_\_

Please do not locate my booth near the following company: \_\_\_\_\_

Location Preference: Please review the exhibit hall floor plan and indicate your preferred booth location(s) and requested size.

Applications received without payment will not be processed.

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_  10' x 10'

3rd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_  10' x 20'

## Promotional or Sponsorship Opportunities

- Exhibit (10' x 10') Corporate Member Discount \$950
- Exhibit (10' x 10') by 11/14/14 \$1,200
- Exhibit (10' x 10') after 11/14/14 \$1,350
- Exhibit (10' x 20') Corporate Member Discount \$1,700
- Exhibit (10' x 20') by 11/14/14 \$2,000
- Exhibit (10' x 20') after 11/14/14 \$2,500

## PROGRAM BOOK ADVERTISING

- Full Page Back Cover Color Ad \$900
- Full Page Inside Front Cover Color Ad \$650
- Full Page Inside Back Cover Color Ad \$650
- Full Page Run of Press B/W Ad \$350
- Half Page Run of Press B/W Ad \$300

## SPONSORSHIPS

- Diamond Sponsorship \$15,000
- Platinum Sponsorship \$12,000
- Gold Sponsorship \$9,500
- Silver Sponsorship \$7,500
- Bronze Sponsorship \$5,500

## A LA CARTE SPONSORSHIPS

- Awards Luncheon \$12,000
- Grand Opening Reception \$10,000

## Pricing

- Personal Electronics Recharge Station \$8,500
- Keynote Speaker \$7,000
- General Session Presenter \$7,000
- Water Bottles \$5,000
- Fitness Pedometer \$5,000
- Padfolios \$5,000
- Tote Bags \$5,000
- Hotel Key Card Sleeves \$5,000
- Lanyards \$5,000
- Continental Breakfast \$4,000
- Name Badge with Schedule \$3,500
- Tear-Out Pocket Schedule \$3,500
- Fun Run/Walk T-shirts \$1,500
- Exhibit Hall Floor Decal (Six Available) \$1,500
- Hallway Visibility Signage/Billboards (Three Available) \$1,000
- Bag Inserts \$1,000
- Passport to Prizes (15 Available) \$250

**TOTAL** \$ \_\_\_\_\_

## Payment Options

- Credit Card (Invoice link to pay via credit card will be included on your official invoice)

- Check enclosed (payable to SPN)

Please submit check payments to the following address:

SPN  
8611 Solution Center  
Chicago, IL 60677-8006

Exhibit Dates: April 16-18, 2015  
Pre-Conference Workshops: April 16-18, 2015  
Conference Dates: April 16-19, 2015  
Disneyland Hotel, 1150 Magic Way  
Anaheim, CA 92802

We understand that all space must be paid for in full by November 14, 2014. If the assigned space is not paid in full by this date, it may be reassigned to another exhibitor at the discretion of SPN. **Cancellations and requests for refunds must be received in writing by November 14, 2014. If these requirements are met, 50% of the exhibit fee will be refunded after the Conference.**

Signature \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

## Fax or email your completed form to:

Ashley Meiss  
Sales Coordinator  
ameiss@pedsnurses.org  
Phone: 312-673-5428  
E-Fax: 312-673-6909

# Terms and Conditions

These contract rules/regulations are part of the SPN 25<sup>th</sup> Annual Conference Application & Contract for Exhibit Space. By signing the Application & Contract for Exhibit Space, the exhibitor agrees to abide by these Rules & Regulations. After completing the Application & Contract for Exhibit Space, please forward these Rules & Regulations to the person(s) in charge of your exhibit at the SPN 25<sup>th</sup> Annual Conference.

1. **Application.** Application for booth space must be made on the printed form provided by SPN and be executed by an individual who has the authority to act on behalf of the applicant. (see page 6)

2. **Exhibit Booth Rates & Payments.** The prices for exhibit spaces are: \$1,200 for each 10' x 10' booth and \$2,000 for each 10' x 20' booth through November 14, 2014; \$1,350 for each 10' x 10' booth and \$2,500 for each 10' x 20' booth after November 14, 2014. Corporate Member rates are \$950 for each 10' x 10' booth and \$1,700 for each 10' x 20' booth.

To confirm exhibit space and sponsorships, a 50% deposit payment must accompany the application & contract when submitted by November 14, 2014. Final payment is due November 14, 2014. Any application received after November 14, 2014 must have 100% payment enclosed. No space will be assigned without the appropriate payments accompanying the application. If any Exhibitor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Rules & Regulations, SPN reserves the right to terminate the contract immediately without refund of any monies previously paid. No space or sponsorships will be assigned without payment. Checks should be made payable to SPN and should be mailed with the application & contract for exhibit space to: Ashley Meiss, 330 N. Wabash Avenue, Suite 2000, Chicago, IL 60611.

3. **Exhibit Information.** Each 10' x 10' exhibit booth includes 8' high back drape and 3' high side dividers, a 7" x 44" ID sign, (1) covered 6' table, (2) chairs, (2) complimentary registrations for each 10' x 10' booth, a complimentary final participant list, and a listing in the official program book (if contract is submitted prior to March 1, 2015). Additional name badges may be purchased at \$100 each. Inline booth height is limited to 8'. All exhibit booths must remain intact until the closing of the SPN Exhibit Hall. No part of the exhibit hall shall be removed during the exposition without special permission from Show

Management. Any exhibitor who begins the dismantling of their display before the close of the show will lose their priority status at future SPN shows and may altogether lose the privilege of exhibiting. All freight must be removed from the exhibit hall by 5 pm on April 18, 2015. If exhibits are not removed by this time, Show Management has the right to remove exhibits and charge the expense to the exhibitor.

4. **Cancellations and Refunds.** If space and/or sponsorships are canceled by the exhibitor prior to November 14, 2014, the exhibitor will incur an administrative fee as listed below:

Date of Notice	% of Cost for Canceled Space
On or before November 14, 2014	50%
After November 14, 2014	100%

If space is reduced, Show Management will make allocations of space guided by requirements of individual exhibitors, and reserves the right to rearrange the floor plan and/or relocate any exhibit if deemed advisable in the best interest of the show. If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected (in accordance with the above fee schedule). ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING.

5. **Assignment of Booth Space.** Booth space is assigned with location preference given to Corporate Members, Diamond Level Sponsors, and Platinum Level Sponsors, then on a first-come, first-served basis according to exhibit contract date of receipt and exhibitor preferences. SPN will make every attempt to assign the requested booth space. Every effort will be made to maintain the original configuration of the exhibit floor plan; however, SPN reserves the right to assign other than the requested space and to rearrange the floor plan and/or relocate exhibits as needed.

6. **Hospitality and Entertainment.** SPN does not permit any competing meetings or events with its Conference, including networking, social events, door drops, and educational programming. Companies that are not exhibiting are prohibited from hosting hospitality or social functions. Any company or organization interested in planning a meeting, event, or marketing venue during the Conference must submit a written request for consideration to SPN. The request should be addressed to Sholeh Munion, Event

Services Coordinator, at smunion@pedsnurses.org or 312-673-4983. With prior approval from SPN, food and beverages are permitted inside the exhibitor's booth. All food and beverage services must be coordinated through the Conference hotel and paid directly to the hotel. Cooking and alcohol are prohibited.

7. **Installation/Teardown of Exhibits.** All exhibits must be installed by 5:00 p.m., April 16, 2015. Exhibits will dismantle beginning at 3:00 p.m., April 18, 2015. All exhibits must be dismantled no later than 5:00 p.m., April 18, 2015. Exhibitor dismantling prior to the official exhibit hall closing time is prohibited.

8. **Indemnification.** The Exhibitor agrees to abide by the terms of this contract, the Official Exhibit Rules and Regulations, and any applicable provisions under SPN's agreement with the management of Disneyland Hotel, all of which are made a part of this contract by reference and fully incorporated herein.

The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel. The Exhibitor shall indemnify and hold harmless Disneyland Hotel, its agents, servants, and employees, and SPN from any and all such losses, damages, and claims.

9. **General Conference Registration.** Any exhibitor wishing to register for and attend the Conference educational sessions will register through the normal registration process used by Conference participants. Exhibitors paying Conference registration fees will be awarded contact hours for educational sessions attended.

10. **Audio Visual and Sound Regulations.** Audio Visual and other sound and attention getting devices and effects will be allowed by SPN if the Exhibit Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors. The exhibitor warrants that it will comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreements required by ASCAP or BMI. Audio should not project outside of the exhibit booth.

11. **Fire Regulations and Health Precautions.** No exhibitor will be allowed to use any flammable decorations or latex products in the exhibit hall.

12. **Shipping Instructions.** Information on shipping exhibit materials will be included in the exhibitor services manual prepared by the official show General Services Contractor approximately 90 days prior to show move-in.

13. **Prohibition of Selling Products and Taking Orders for Show Delivery.** SPN provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Sales transactions involving the exchange of products for service are prohibited.

14. **Other Exhibit Contractors.** Should an exhibitor choose to use a contractor for booth setup and dismantling, the contractor must comply with the requirements of the official show General Services Contractor as specified in the exhibitor manual. The exhibitor will provide SPN with evidence that the contractor has a Certificate of Insurance with a minimum of \$1 million liability coverage, including property damage.

15. **Use of Space – General.** All marketing activities of each Exhibitor in the exhibit hall must be confined to the Exhibitor's allocated booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The exhibit hall should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit to SPN for approval.

16. **Raffles/Giveaways.** All prize giveaway announcements will be subject to SPN Show Management approval prior to the show and must be of a certain value to be considered. All other giveaways must be kept to the confines of each Exhibitor's booth. It is the responsibility of the Exhibitor to follow through with winners on in-booth prize giveaways. Please contact Show Management regarding all announcements.

17. **General.** All matters and questions not covered by the regulations are subject to the decision of SPN. SPN may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, SPN will give written notice to such Exhibitors as may be affected by them. Any Exhibitor not abiding by the rules and regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.