

26TH ANNUAL CONFERENCE
APRIL 21 - 24, 2016

HILTON MINNEAPOLIS
MINNEAPOLIS, MN
44.9778° N, 93.2650° W

The True North
for Pediatric Nurses

SPN

EXHIBITOR/SPONSOR PROSPECTUS



About SPN's Annual Conference

About SPN

The Society of Pediatric Nurses (SPN) is an organization that works to advance the specialty of pediatric nursing through excellence in education, research and practice. Founded in 1990, SPN is the premier resource for nurses caring for children and their families. SPN has more than 3,500 members from across the country with an active interest in child healthcare.

SPN's Annual Conference

SPN's Annual Conference is an opportunity for pediatric nurses to identify the latest pediatric trends, best practices and academic research to determine how to advance their careers and practice. Topics presented represent research, evidence-based practice, clinical practice, and education in pediatric nursing.

Exhibitor Schedule **Times subject to change*

Thursday, April 21, 2016

8:00 a.m. — 5:00 p.m. Exhibitor Installation
 6:30 p.m. — 8:00 p.m. Grand Opening of Exhibits/Opening Reception

Friday, April 22, 2016

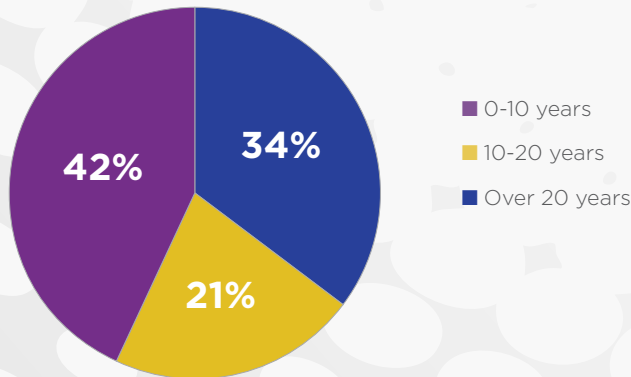
7:00 a.m. — 8:00 a.m. Exhibit Hall Open
 10:45 a.m. — 1:45 p.m. Exhibit Hall Open

Saturday, April 23, 2016

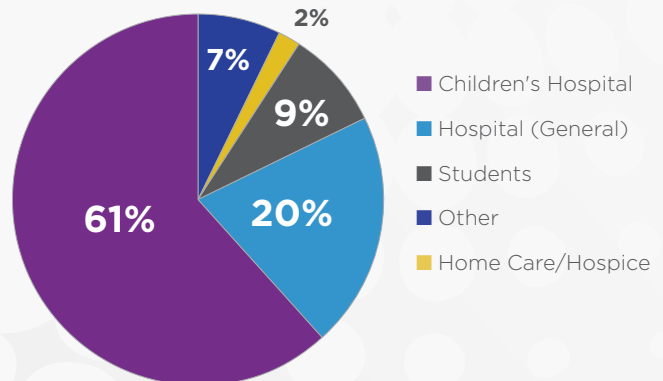
7:00 a.m. — 8:00 a.m. Exhibit Hall Open
 10:45 a.m. — 1:45 p.m. Exhibit Hall Open
 2:00 p.m. — 5:00 p.m. Exhibitor Dismantle

Who Attends?

Experience Level



Practice Setting



Practice Area



Year-round Partner Opportunities

Get in front of SPN members throughout the year by becoming a Year-round Partner. Select from a wide variety of promotional options designed to maximize your brand exposure.

SPN e-News Sponsorship

\$225-\$475 (Price varies based on ad size)

Sponsor one issue of SPN's e-News, our bi-monthly newsletter with readership of over 3,500 per issue.

SPN Focus Group

\$750

Sponsor a focus group of SPN members on a topic of your choice within the pediatric nursing specialty. Gain insights on topics that matter to SPN members to help improve your business or see how your product performs. Your logo will be included in all promotional materials.

SPN Membership Email

\$1,500

Send a dedicated email to 3,500+ pediatric nurses and educators that make up our membership. *Email content is subject to approval by SPN.*

SPN Career Center Banner Ad

\$1,500 (4 Available)

Place a banner on the SPN Career Center Blog for 90 days. Link your banner ad directly to your company's website to put your products, services and solutions in front of over 3,500 pediatric nurses and educators.

SPN Webinar

\$2,500

Sponsor an educational webinar hosted by SPN. Your logo will be included in all promotional materials for the webinar.

SPN Home Page Banner Ad

\$5,000 (4 Available)

Maintain a presence in front of more than 3,500 SPN members and 6,000 website visitors by advertising on the SPN home page. Sponsorship includes one (1) full year advertisement on home page and link to sponsor Web page of choice.



2016 Annual Conference À la carte Sponsorship Opportunities

À la carte Opportunity	Investment
WiFi Sponsorship (Exclusive)	\$15,000
Awards Luncheon (Exclusive)	\$12,000
Grand Opening Reception	\$10,000
Evening Reception Sponsor (2 Available)	\$10,000
Personal Electronics Recharge Station (Exclusive)	\$10,000
Dedicated Education Track Sponsorship (4 Available)	\$10,000
General Session Sponsorship	\$7,000
Tote Bag Sponsor (Exclusive)	\$7,000
Refreshment Break (5 Available)	\$7,000
Continental Breakfast (3 Available)	\$6,000
Lunch Seminar Symposia (4 Available)	\$5,000
Educational Poster Session	\$5,000
Water Bottles (Exclusive)	\$5,000
Hotel Key Cards (Exclusive)	\$5,000
Lanyards (Exclusive)	\$5,000
Mirror Clings	\$5,000
Hotel Room Drop (3 Available)	\$4,000
Educational Session Sponsorship	\$2,000
Exhibit Hall Floor Decals (6 Available)	\$1,500
Registration Bag Inserts	\$1,500
Visibility Signage (Meter Boards)	\$1,500
Passport to Prizes (10 Available)	\$250

2016 Annual Conference À la carte Sponsorship Opportunities Descriptions

WiFi Sponsorship

\$15,000

Give every attendee complimentary Internet access throughout the conference and expo areas as the official conference WiFi sponsor.

Sponsorship includes acknowledgement as a sponsor when attendees connect to the Internet and logo recognition on conference and expo signage, welcome slides, conference website and in Annual Conference Program Guide.

Awards Luncheon (Exclusive)

\$12,000

Sponsor SPN's Awards Reception, honoring outstanding performance in pediatric nursing. A maximum of 100 nurses, plus all award recipients, will attend the luncheon.

Sponsorship includes a three-minute attendee address, logo recognition in awards program and awards signage, napkins with your logo to be distributed at food and beverage areas during the luncheon and the opportunity to share your company's message with a handout that is placed on attendee chairs. *Sponsor must supply printed hard copies of handout and content is subject to SPN approval.*

Grand Opening Reception

\$10,000

Help SPN kick off our Annual Conference by sponsoring our Grand Opening Reception.

Sponsorship includes logo recognition on Grand Opening Reception signage, napkins with your logo to be distributed at food and beverage areas during the reception and the option to provide music or entertainment during the reception. *Additional fee applies to music or entertainment.*

Evening Reception

\$10,000 (2 Available - Friday, April 22; Saturday, April 23)

Sponsor one of the evening networking receptions, where attendees relax and mingle after a full day of education.

Sponsorship includes logo recognition on reception signage, napkins with your logo to be distributed at food and beverage areas during the reception and the option to distribute your organization's branded items as attendees enter. *Item must be provided by sponsoring company and is subject to SPN approval.*

Personal Electronics Recharge Station (Exclusive)

\$10,000

Charge up 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 and showcase your company's brand. Sponsorship includes logo recognition on recharge station. SPN will order, brand and ship the recharge station on your behalf.

Dedicated Education Tracks Sponsorship

\$10,000 (4 Available)

Focus your support on your target audience while attendees get in-depth learning experiences with four dedicated tracks. Sponsorship includes logo recognition on signage outside of session room and in Annual Conference Program Guide.

General Session Sponsorship

\$7,000

Support SPN programming and education by sponsoring a General Session. Sponsorship includes logo recognition on General Session signage.

Tote Bag Sponsorship (Exclusive)

\$7,000

Include your logo on the SPN Annual Conference tote bags that are distributed to all attendees.

Refreshment Break

\$7,000 (5 Available - (2) Friday, April 22; (2) Saturday, April 23; (1) Sunday, April 24)

Refresh attendees and sponsor the coffee, tea and soft drinks available during session breaks.

Sponsorship includes logo recognition on refreshment break signage and in Annual Conference Program Guide and the opportunity to provide beverage napkins.

Continental Breakfast

\$6,000 (3 Available - Friday, April 22; Saturday, April 23; Sunday, April 24; Maximum of 2 sponsors per breakfast)

Encourage SPN attendees to begin their day with your organization on their mind.

Sponsorship includes buffet breakfast, logo recognition on breakfast signage and the opportunity to provide beverage napkins.

2016 Annual Conference À la carte Sponsorship Opportunities Descriptions (continued)

Lunch Seminar Symposia

\$5,000 + Expenses (4 Available)

Sponsor a 60-minute educational session during lunch for a maximum of 200 attendees.

Sponsorship includes speaking opportunity, basic audio/visual set, logo recognition on lunch seminar signage and opportunity to have sponsor supplied collateral in session room (*subject to SPN approval*).

Sponsors are welcome to provide additional audio/visual, food and beverage and decorative enhancements to the room; however, all related costs, including any room resets, will be the responsibility of the sponsor.

CNE is not available with this sponsorship.

Educational Poster Session

\$5,000

Support over 150 posters focusing on research, clinical practice, leadership and education.

Sponsorship includes logo recognition on signage outside poster viewing area and in Annual Conference Program Guide.

Water Bottles (Exclusive)

\$5,000

Help keep the conference attendees hydrated with a re-fillable water bottle with your logo printed on the outside. SPN will order and distribute water bottles to attendees.

Hotel Key Cards (Exclusive)

\$5,000

Put your company name at attendees' fingertips every time they open their hotel door. As the exclusive hotel keycard sponsor, your logo will be placed on all keycards distributed to attendees. *Sponsor assumes costs of production, shipping, and any hotel-related charges.*

Mirror Clings

\$5,000

Be seen coming and going! These vinyl signs will be adhered to mirrors at the hotel. Your message will be seen by each and every attendee of the event. SPN will order and place mirror clings throughout the hotel.

Lanyards (Exclusive)

\$5,000

Worn by all attendees, this exclusive sponsorship allows you to print your company logo on the SPN Annual Conference lanyards.

Hotel Room Drop

\$4,000 (3 Available)

Arrange to have your unique marketing message hand delivered to attendees' hotel rooms at the official conference hotel. *Room drop content subject to SPN approval. Sponsor assumes costs of production, shipping and hotel-related room drop charges.*

Educational Session Sponsorship

\$2,000

Sponsor a breakout session of your choice. Sponsorship includes logo on signage outside of session room.

Exhibit Hall Floor Decals

\$1,500 (6 Available)

Guide attendees closer to your booth! These floor decals are displayed in the Exhibit Hall and allow you to tell attendees where your booth is located or simply display your logo.

Registration Bag Insert

\$1,500

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. *Insert is subject to SPN approval.*

Visibility Signage (Meter Boards)

\$1,500

Drive prospect traffic to your booth with one, full-color, double-sided sign. Supply SPN with your artwork, and we create and place your sign.

Passport to Prizes

\$250 (10 Available)

Extend your brand presence and drive traffic to your booth with this fun, engaging program. Attendees must visit all participating exhibitors and have their passport validated to be included in a prize drawing at the end of the meeting. *Each participating company must donate a prize to be given away.*

Package Sponsorship Opportunities

Diamond Sponsor (Exclusive) \$20,000

Includes Exhibit Only Package plus:

- Complimentary upgrade to 10' x 20' booth
- Logo Recognition as Diamond Sponsor on event website, in Annual Conference Program Guide and on sponsor meter board
- WiFi Sponsorship
- Full page B&W ad inside Annual Conference Program Guide
- Registration bag insert
- Sponsor recognition on badge(s)

Platinum Sponsors (3 Available) \$15,000

Includes Exhibit Only Package plus:

- Complimentary upgrade to 10' x 20' booth
- Logo Recognition as Platinum Sponsor on event website, in Annual Conference Program Guide and on sponsor meter board
- Opening Reception Sponsor
- Half page B&W ad inside Annual Conference Program Guide
- Registration bag insert
- Sponsor recognition on badge(s)

Gold Sponsor \$10,000

Includes Exhibit Only Package plus:

- Logo Recognition as Gold Sponsor on event website, in Annual Conference Program Guide and on sponsor meter board
- Choice of:
 - » General Session Sponsorship
 - » Tote Bag Sponsorship
- Half page B&W ad inside Annual Conference Program Guide
- Registration bag insert
- Sponsor recognition on badge(s)

Silver Sponsor \$7,500

Includes Exhibit Only Package plus:

- Logo Recognition as Silver Sponsor on event website, in Annual Conference Program Guide and on sponsor meter board
- Choice of:
 - » Water Bottle Sponsorship
 - » Lanyard Sponsorship
 - » Hotel Key Card Sponsorship
(Production costs incurred by sponsor)
- Sponsor recognition on badge(s)

Bronze Sponsor \$5,000

Includes Exhibit Only Package plus:

- Text listing recognition as Bronze Sponsor on event website, in Annual Conference Program Guide and on sponsor meter board
- Choice of:
 - » Educational Session Sponsorship
 - » Registration Bag Insert
- Sponsor recognition on badge(s)

Exhibit Only \$1,200 thru 12/18/15 | \$1,350 after 12/19/15

Booth space is assigned on a first-come, first-served basis according to exhibit contract date of receipt.

- One (1) 10' x 10' exhibit space
- One (1) 6' skirted display table, two (2) chairs, one (1) wastebasket
- One (1) 7" x 44" identification sign
- Two (2) Exhibit Only registrations for Exhibit Personnel
- Listing in Annual Conference Program Guide
- Listing on conference website
- Complimentary final attendee list (includes attendee name, company and mailing address)

SPN Sponsorship/Exhibitor Contract

April 21-24, 2016 | Hilton Minneapolis | Minneapolis, MN

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: _____

Location Preference: Please review the exhibit hall floor plan and indicate your preferred booth location(s) and inrequested size. Applications received without payment will not be processed.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

EXHIBIT BOOTHS

- Lifestyle Exhibitor (3 Available) \$675
- Exhibit (10' x 10') Non-Profit Discount (Must have 501(c)3) \$950
- Exhibit (10' x 10') Institutional Member Discount \$950
- Exhibit (10' x 10') by 12/18/15 \$1,200
- Exhibit (10' x 10') after 12/18/15 \$1,350
- Exhibit-Corner Booth (10' x 10') by 12/18/15 \$1,350
- Exhibit-Corner Booth (10' x 10') after 12/18/15 \$1,500
- Exhibit (10' x 20') Institutional Member Discount \$1,700
- Exhibit (10' x 20') by 12/18/15 \$2,000
- Exhibit (10' x 20') after 12/18/15 \$2,500

FINAL PROGRAM ADVERTISING

- Full Page Back Cover Color Ad \$900
- Full Page Inside Front Cover Color Ad \$650
- Full Page B/W Ad \$400
- Half Page B/W Ad \$300

PACKAGE SPONSORSHIPS

- Diamond Sponsorship \$20,000
- Platinum Sponsorship (3 Available) \$15,000
- Gold Sponsorship \$10,000
- Silver Sponsorship \$7,500
- Bronze Sponsorship \$5,000

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:

SPN, 8611 Solution Center, Chicago, IL 60677-8006

À LA CARTE SPONSORSHIPS

- WiFi Sponsorship (Exclusive) \$15,000
- Awards Luncheon (Exclusive) \$12,000
- Grand Opening Reception \$10,000
- Evening Reception Sponsor (2 Available) \$10,000
- Personal Electronics Recharge Station (Exclusive) \$10,000
- Dedicated Education Track Sponsorship (4 Available) \$10,000
- General Session Sponsorship \$7,000
- Tote Bag Sponsor (Exclusive) \$7,000
- Refreshment Break (5 Available) \$7,000
- Continental Breakfast (3 Available) \$6,000
- Lunch Seminar Symposia (4 Available) \$5,000
- Education Poster Session \$5,000
- Water Bottles (Exclusive) \$5,000
- Hotel Key Cards (Exclusive) \$5,000
- Lanyards (Exclusive) \$5,000
- Mirror Clings \$5,000
- Hotel Room Drop (3 Available) \$4,000
- Educational Session Sponsorship \$2,000
- Exhibit Hall Floor Decals (6 Available) \$1,500
- Registration Bag Insert \$1,500
- Visibility Signage \$1,500
- Passport to Prizes (10 Available) \$250

Fax or email your completed form to:

SPN Sales Manager
sales@pedsnurses.org
Phone: (312) 321-5154
E-Fax: (312) 673-6754

We understand that all space must be paid for in full by December 18, 2015. 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 December 18, 2015. If these requirements are met, 50% of the exhibit fee will be refunded after the conference.**

Signature _____ Print Name _____

Date _____

SPN Year-round Opportunities Contract

Company Name _____ Date _____

Address _____ City _____

State _____ ZIP _____ Phone _____ Email _____

Contact Name _____ Title _____

Exact Company Name to be listed _____

SPONSORSHIP OPPORTUNITIES

- SPN e-News Sponsorship** **\$225-\$475**
(Price varies based on ad size)

Your company will sponsor one issue of SPN's e-News, our bi-monthly newsletter with readership of over 3,500 per issue.

- SPN Focus Group** **\$750**

Sponsor a focus group of SPN members on a topic of your choice within the pediatric nursing industry. Gain insights on topics that matter to SPN members to help improve your business or see how your product performs. Your logo will be included in all promotional materials.

- SPN Membership Email** **\$1,500**

SPN will send a dedicated email to the over 3,500 pediatric nurses and educators that make up our membership. Email content is subject to approval by SPN.

- SPN Career Center Banner Ad (4 Available)** **\$1,500**

Place a banner on the SPN Career Center Blog for 90 days. Link your banner ad directly to your company's website to put your products, services and solutions in front of over 3,500 pediatric nurses and educators.

- SPN Webinar** **\$2,500**

Sponsor an educational webinar hosted by SPN. Your logo will be included in all promotional materials for the webinar.

- SPN Home Page Banner Ad (4 Available)** **\$5,000**

Maintain a presence in front of more than 3,500 SPN members and 6,000 website visitors by advertising on the SPN home page. Sponsorship includes one (1) full year advertisement on home page and link to sponsor Web page of choice.

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:

SPN, 8611 Solution Center, Chicago, IL 60677-8006

Fax or email your completed form to:

SPN Sales Manager
sales@pedsnurses.org
Phone: (312) 321-5154
E-Fax: (312) 673-6754

Signature _____ Print Name _____

Date _____

Terms and Conditions

These contract rules/regulations are part of the SPN 26th 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 26th 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 December 18, 2015; \$1,350 for each 10' x 10' booth and \$2,500 for each 10' x 20' booth after December 18, 2015. Institutional 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 December 18, 2015. Final payment is due December 18, 2015. Any application received after December 18, 2015 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: SPN Sales Manager, Society of Pediatric Nurses, 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 attendee list, and a listing in the official program book. 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 5:00 p.m. on April 23, 2016. 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 December 18, 2015, the exhibitor will incur an administrative fee as listed below:

Date of Notice	% of Cost for Cancelled Space
On or before December 18, 2015	50%
After December 18, 2015	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 Institutional 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 (312) 673-4983 or smunion@pedsnurses.org. 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 21, 2016. Exhibits will dismantle beginning at 2:00 p.m., April 23, 2016. All exhibits must be dismantled no later than 5:00 p.m., April 23, 2016. 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 Hilton Minneapolis, 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 Hilton Minneapolis, 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.