

# AAPB Call For Exhibits

## **Exhibitor Rules and Regulations**

The following Rules and Regulations, along with the terms and conditions of the application for exhibit space, are an integral and binding part of your contract with AAPB.

## **What is the Annual Meeting**

The AAPB Annual Meeting is the focal point for applied psychophysiology and biofeedback clinical and research activities. By bringing professionals from around the world together in an open exchange of the newest technical information, the meeting provides the highest standard in professional communication. It offers the technical exhibitor the opportunity to display their equipment and services to a key market. To be part of the meeting is to be in the center and on the cutting edge of progress in research and applications in biofeedback and applied psychophysiology.

## **Who Attends**

Attendees at the AAPB Annual Meeting include researchers and clinicians from around the world, representing all levels and facets of the field. Each of them comes to the meeting seeking new ideas in product and service technology.

## **Our Mission Statement**

"To advance the development, dissemination and utilization of knowledge about applied psychophysiology and biofeedback to improve health and the quality of life through research, education and practice."

## **Preamble**

Ensuring the quality of the AAPB Exhibits and Annual Meeting for the attendees and exhibitors requires a mutual commitment of good faith and cooperation by all parties involved.

AAPB wants to offer its attendees credible presentations of new research, peer reviewed and free from commercialism and equally credible demonstrations of available equipment; and services that bear directly on the practice, research in or teaching of biofeedback. Further, we present a carefully planned meeting schedule, which allows sufficient time for registrants both to attend the scientific program sessions and to visit the technical exhibits.

Heading that assurance, AAPB pledges to make the exhibit area attractive to registrants, and to design and manage the exhibit area under equitable rules and regulations.

By expressing our commitment to achieving a successful event, we, in turn, ask that each exhibitor agrees to conduct all of its meeting activities, programming, demonstrations, literature distribution or any other promotional activity only in the exhibit area at the Hilton Portland and Executive Tower to conform to the spirit as well as the letter of the rules and regulations intended to create an equitable and active forum for information and learning about equipment and services.

## **The Schedule at a Glance**

Thursday, April 6		
Exhibitor Registration / Move-in		8:00am – 2:00pm
Opening Reception		6:30pm – 8:00pm
Friday, April 7		
Exhibit Hall Open		9:30am – 7:00pm
Dedicated Exhibit Hours / Reception		5:00pm – 7:00pm
Poster Session in Exhibit Area		5:00pm – 7:00pm
Saturday, April 8		
Exhibit Hall Open		9:30am – 6:00pm
Dismantle		6:00pm – 8:00pm

## **Exhibit Hours and Installation**

The Association reserves the right to make schedule changes of the Exhibit hours at its discretion. The exhibit area will be open to exhibitors for 1/2 hour prior to the scheduled show opening. Exhibit space will not be released to the exhibitor until all conditions, as set forth in these rules, are met. All exhibits must be fully operational by 2pm, Thursday, April 6.

## **Booth Fees/Specifications**

	<b>Before 12/15/05</b>	<b>After 12/15/05</b>
<b>AAPB Member</b>	\$1,095	\$1,400
<b>Non-Member</b>	\$1,200	\$1,650
<b>Corporate Member</b>	\$945	\$1,300

Each 8' x 10' exhibit space includes one draped six foot table, two chairs, a waste basket, a 7" x 44" ID sign, plus an 8' draped back wall and 4' draped side rails.

To maintain uniformity and to prevent obstruction of the view of adjoining booths, displays must not be higher than 8' in the back and 4' high along dividers and aisles. No walls, partitions, decorations, or any other obstructions may be erected that in any way interfere with the view of any other exhibit.

Exhibitors desiring to use other than standard booth equipment or any signs, decorations, or arrangements of display materials conflicting in any way with these above regulations must submit two copies of a detailed sketch or a proposed layout at least six weeks prior to the opening of the exhibit, and must receive written approval from the Meeting Manager.

## **Disclosure**

The following information will be posted on a sign at the entrance to the Exhibit Hall.

1. Some of the products exhibited here may not be proven effective for the suggested applications. All claims should be considered carefully.
2. Some of the equipment being exhibited may not have been registered by the FDA or declared safe and effective.
3. An FDA declaration of safe and effective for one use may not apply to uses being promoted here. Please check with each vendor to assure yourself regarding the FDA status of any device you are considering.
4. AAPB makes no endorsement, either stated or implied, by selling booth space to any vendor or for any device.

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## **Assignment of Exhibit Space**

Every effort will be made to assign the exhibitor the first choice of locations or as near the first choice as possible. When two or more exhibitors ask for the same booth location, booths will be assigned in accordance with a priority point system. However, AAPB reserves the right to assign space, reassign booths and/or redesign the exhibit area as may be necessary for any reason bearing on the best interests of the meeting, regardless of priority points. Space allocations will be based on all priority points accumulated through December 31, 2005. Contracts received after March 2, 2006 will be considered on a space available basis. AAPB reserves the right to refuse or restrict space for any reason. We will begin assigning space after January 20, 2006.

Priority points are assigned on the following basis:

- 25 points for being a Corporate Member of AAPB
- 10 points per booth per year exhibiting
- 5 points for each \$100 contributed to sponsorship of an Annual Meeting event
- 5 points for each \$100 contributed to the AAPB Foundation
- 5 points for a contribution to the AAPB auction, plus 3 points for each \$500 of value of in-kind contributions

## **Media Distribution Opportunities**

Maximize your marketing effort by inserting a brochure, coupon, or flyer in each attendee registration packet for a fee of \$250 for AAPB members and \$300 for non-members. It is suggested that 550 (no larger than 8½ x 11 and/or 4 pages) giveaway pieces be shipped. AAPB reserves the right to refuse inappropriate materials. Inserts must be pre-approved. Include a copy with your booth application. Upon approval, we will notify you with the shipping address, quantity needed and receiving deadline.

## **Advertising**

Maximize your marketing effort by placing a display ad in the AAPB Annual Meeting Preliminary Program or Onsite Program (see insert for pricing). Be sure to reserve your space in the AAPB Magazines and Meeting programs. Contact AAPB's advertising firm, Townsend and Associates at 940-723-0272 or [dytownsend@earthlink.net](mailto:dytownsend@earthlink.net).

## **Sponsorship**

Increase your company's visibility by becoming a sponsor. There are several opportunities for sponsorship of events or promotional merchandise that will be given to each of the meetings attendees. All sponsors will be listed in the meeting program, in promotional e-mails to the AAPB membership, and on the AAPB website. Please see the enclosed sponsorship form or contact David Stumph for information at 303-422-8436 or by email at [dstumph@resourcenter.com](mailto:dstumph@resourcenter.com).

## **Promotional Option**

AAPB invites you to help promote the Annual Meeting to your customers. AAPB will prepare PR email messages. If you are willing to send the messages to your customers, AAPB will extend a \$100 discount to your booth fee. Please be sure to

select the Promotion Option on the Exhibit Contract under Additional Opportunities.

## **Hotel Use**

AAPB reserves the right to control suite reservations and meeting space at the hotel. No exhibitor will be allowed access to a hotel suite to circumvent the AAPB Exhibits. No social functions may be scheduled during the AAPB Meeting events. If space is needed, you must submit the request for approval.

## **Exhibit Design/Construction Requirements**

Exhibitor identification in all AAPB publications and on all signs and booth graphics must be the one company name submitted on the Application for Exhibit Space. Overstatement in the design is to be avoided and attention-getting devices such as balloons, flashing signs or lights are prohibited. Exhibits must render a safe assembly during installation, dismantling and exhibition periods. Materials used in the exhibit area must be flame retardant in accordance with the City Fire Ordinances. Electrical equipment and display components must conform to City Electrical Code. No part of any exhibit may be suspended from or attached to any part of the exposition facility.

## **Additional Representative Registration**

Each exhibitor is allowed two representatives per booth without charge. This entitles the representatives to attend sessions. Badges for additional sales representatives may be purchased in advance or onsite for \$90 per person. These badges are for extra sales personnel only. These badges DO NOT permit attendance to the sessions. Limit two additional badges per booth.

The exhibitor's authorized representative must certify any additions or changes in registration made during the Meeting. For security reasons, AAPB will need the name, address, and phone number of any individual designated for setup or dismantle, if different than the names designated on the registration form.

## **Eligibility for Exhibiting**

AAPB reserves the exclusive and total right to determine the acceptability of applications for exhibit space. Applications must meet all of the following criteria.

- a. The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are directly related to the field of applied psychophysiology in the opinion of AAPB.
- b. The applicant is reasonably determined by AAPB to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by AAPB not to be harmful, ineffective, fraudulent, based on non-proven science, or illegal.
- c. The applicant agrees to comply with AAPB's Rules and Regulations governing Exhibits.
- d. The application, fees and any required documents are received prior to the established deadline.
- e. AAPB reserves the right to refuse a booth to any applicant.

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## **Exhibit Area Attendance/Badge Control**

Exhibit area attendance is restricted to qualified exhibitors and those covered under the AAPB Registration procedures. All exhibitor badges for any company will be made available to the official representative of that company for distribution to exhibitor personnel. Exhibitor representatives must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation of other exhibitors. Badges are to be worn at all times. Anyone in the working area of a booth who is not wearing an identifying badge may be asked for identification by security personnel. The Meeting Manager must approve any additions or changes in booth personnel made during the Meeting.

Exhibitor badges may be made out only in the name of the company shown on the application for exhibit space. False certification of individuals as exhibitors' representatives, misuse of exhibitors' badges, or any other method or device used to assist unauthorized personnel to gain admission to the exhibit floor will be cause for expelling the violator from the exhibit area, banning further entrance to the exhibit floor, or removing the exhibit from the floor without obligation on the part of AAPB whatsoever.

## **Guest Badges**

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit areas. To this end, guest badges will be available by request for each company at Exhibitor Registration. Guest badges will allow admittance to the exhibits only. Replacement badges will not be available. Guest badges are not to be used by exhibit booth sales personnel. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and the guest from the exhibit hall and is considered a violation of the AAPB Rules and Regulations.

## **Presentations**

All activities of each exhibitor, its employees and/or agents during the AAPB Annual Meeting, which are directed toward AAPB meeting registrants, must be confined to the exhibitor's booth space. The exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations. No exhibits, displays or advertising material of any nature will be allowed in hotel rooms unless approved in writing by the Meeting Manager.

## **Demonstrations**

AAPB is offering the opportunity to demonstrate your latest product or services in a scheduled, 60-minute time slot held in a meeting room and listed in the on-site program. A company may purchase no more than two demonstration time slots. Register by using the enclosed form. AAPB reserves the right to schedule and change the time slots in the best interest of the overall meeting.

## **Silent Auction**

Help continue the growth of biofeedback, neurofeedback, applied psychophysiology, and mind-body medicine. AAPB has decided to repeat the Silent Auction again this year! If you are

interested in participating in this exciting event, please complete the attached form.

## **Subleasing/Sharing**

Subleasing of exhibit space is not permitted, nor may two companies share the same leased space.

## **Press Conferences**

Press conferences by exhibitors on the exhibit floor during exhibit hours are prohibited. All news conferences must be coordinated with the AAPB staff.

## **Entertainment or Social Functions**

No entertainment or social functions may be scheduled to conflict with the official AAPB program, scientific or technical exhibit hours. Requests for use of function space at the facility must be made in writing to AAPB. Upon receipt of a request for function space, AAPB will notify you if space is available and if any space rental fees are required. It is the responsibility of the exhibitor to finalize arrangements with the hotel. For additional information please contact the Meeting Manager.

## **Photography**

Picture-taking, other than by the official photographer, is prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor during these times. Each exhibitor has control over the space it has rented and has the right to refuse those considered its competitors from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations.

## **Care of Exhibit Space**

The exhibit and booth area must be maintained and kept in clean and good order in accordance with these Rules and Regulations and all other applicable rules and ordinances.

## **Dismantling/Removal of Exhibits**

Each exhibitor will complete arrangements for removal of material from the Exhibit Area in accordance with these rules and the instructions provided in the Exhibitor Service Kit. No packing or dismantling of exhibits will be allowed until the official closing of the exhibit at 6:00pm on Saturday, April 8. All exhibit material must be packed and ready for shipment by 8:00pm on Saturday, April 8. All space occupied by an exhibitor must be surrendered in the same condition as at the commencement of occupation.

## **Terms**

Full fees are to be remitted with the application. No applications will be accepted or processed without receipt of the full fee.

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## **Cancellation**

All exhibitors wishing to cancel their exhibit space must do so in writing prior to March 10, 2006 and will receive a full refund less a \$100 processing fee. No refunds will be granted to an exhibitor after March 10, 2006. If the meeting/exhibits should be cancelled due to circumstances beyond the control of AAPB or the hotel, all payments connected with the booth rental will be refunded.

## **Security**

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. General security service will be provided by AAPB for the exhibition period, but neither the security service nor AAPB will be responsible for loss of or damage to any property.

## **Liability and Insurance**

The exhibitor, upon contracting to exhibit, agrees to protect, indemnify, defend and hold harmless AAPB and its officers, directors, employees, committee members and agents, and the Hilton Portland and Executive Tower and its officers, directors, employees and agents from any and all claims, losses, damages, injury or expenses arising out of or caused by exhibitors' installation, removal, maintenance, occupancy or the use of the exhibition premises or a part thereof or other activities or functions of the exhibitors. The exhibitor acknowledges that it is responsible for obtaining insurance coverage in such amounts, as it deems appropriate to comply with its obligations herein and for its own protection.

AAPB will not be responsible for delays, damage, loss or other unfavorable conditions caused by circumstances beyond its control. Under government order or emergency, or other fair reasons beyond its control, AAPB reserves the right to cancel the show with no further liability to the exhibitor than full refund of space rental payments made. AAPB reserves the right to change the location of the exhibition in the event a strike, fire, or Act of God should render unusable the hall in which the exhibition has been scheduled or any other meeting facility.

## **Fire Regulations**

All doors and openings must be kept clear. Exit signs, fire alarms, and extinguishers must be visible at all times. Combustible decorations shall not be used. All packing containers, excelsior, wrapping paper, etc., are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decorations must be able to stand a flameproof test. For additional information, please contact the official decorator.

## **Interpretation and Enforcement**

These regulations become a part of the contract between the exhibitor and AAPB. AAPB has full power of interpretation and enforcement of these rules and its decision is final. All matters in question not covered by these rules are subject to the decision of AAPB and all decisions so made shall be binding on all parties. Those who fail to observe these conditions, in this contract or, in the opinion of AAPB, conduct themselves unethically, may be dismissed from the exhibition without refund or other appeal.

## **Violations and Penalties**

Upon evidence of substantial violation, AAPB may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall forfeit to AAPB all monies paid or due, and pay all expenses and damages that AAPB may incur through the enforcement of this rule.

## **Accommodations**

The Hilton Portland & Executive Tower lies in the heart of downtown city center's financial and entertainment districts. Hilton's central location is within blocks of Portland's hippest restaurants. Amenities include a full-service business center, concierge desk, a full-service athletic club, an indoor pool and jacuzzi, extensive cardiovascular equipment, free weights, sauna and steam room, tanning, personal fitness training, and massage services.

## **Hotel Rates and Reservation Deadline**

AAPB has reserved a block of sleeping rooms at a discounted rate at the Hilton Portland and Executive Tower. This allows AAPB the use of the meeting and exhibit space at a great discount. Your support in staying at the Hilton Portland and Executive Tower helps to keep AAPB's meeting and membership costs down. The discounted room rate for the Annual Meeting is \$119 single/double occupancy (plus applicable taxes). To receive this discounted room rate, you must identify yourself as an AAPB attendee. The deadline to make your reservations is March 15, 2006.

For reservations, call 503-226-1611 or 800-HILTONS.

## **Travel**

### Airline Reservations

AAPB has negotiated special rates with United Airlines. To obtain the discounted rates, call 1-800-521-4041 between 8:00am – 10:00pm (EST) and use the Meeting ID code: 539TC.

### Car Rental

AAPB has negotiated special rates with several rental companies. Please visit the AAPB website for details.

## **AAPB Contact Person**

For any additional information or questions contact:  
Marjorie Wells  
AAPB  
10200 W. 44<sup>th</sup> Avenue, Suite 304  
Wheat Ridge, CO 80033  
Tel: 303-422-8436  
Fax: 303-422-8894  
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