

## Rules and Regulations



### 1. Introduction

In submitting an Exhibit Application, the exhibitor agrees to subscribe to all requirements, restrictions, and any other directives issued by the American Health Information Management Association (AHIMA). AHIMA reserves the right to reject any and all applications at any time for any reason or no reason at all; to reclaim any space; to have any of your representatives removed from the property for failure to conform to the Rules; to re-allot the space; and to offer requested space when available.

All rights and remedies under this agreement shall be cumulative and none shall exclude any other rights and remedies allowed by law. Exhibitors in violation of the below conditions, rules, and regulations governing the convention are subject to prompt disqualification from participation in this and future conventions. Exhibitor shall comply with all conditions, rules and regulations regarding the convention and with the requirements set forth in the Exhibitor Service Kit.

### 2. Eligibility to Exhibit

The exhibit is an extension of AHIMA's continuing education program; therefore, exhibitors' products and services should be relevant to the health information management (HIM) profession. To exhibit at the convention, exhibitors must be in good financial standing with AHIMA. AHIMA has the right to refuse exhibit space rental if products, services, or displays are not compatible with the general character or quality of the exhibit. The rules, policies, and regulations outlined on this form and in the exhibitor service kit are part of the exhibitor's contract.

### 3. Space Assignment

The first opportunity to reserve 2020 booth space was at the 19AHIMA Health Data and Information Conference. This on-site selection is based on the AHIMA Priority Point System. After this, booth assignments received by AHIMA are processed on a first-come, first-served basis by the date the booth space contract and deposit are received. If an exhibitor's first selection of space has already been assigned, AHIMA will allocate the next-best available space. Upon receipt of contract and deposit, space assignment(s) will be sent within five to seven business days. If the exhibit hall space is sold out, notification will be made immediately by phone and the organization applying to exhibit is placed on a waiting list. AHIMA assumes that the exhibit space assignment is accepted unless AHIMA receives a written denial within 30 days of notification. Date of notification is the date AHIMA mails the notification. AHIMA reserves the right to modify the floor plan or move the exhibitor's booth location to accommodate floor plan configuration or traffic flow. Points are awarded to exhibiting companies for booth size, number of years exhibiting, sponsorship, advertising, survey completion, and utilizing the official housing vendor. Points are totaled, and the Priority Point list is created prior to each year's space selection in descending order from the company with the highest amount of points. The company with the highest point total will select space first, followed by consecutive companies in descending point total order. Please refer to the AHIMA Exhibitor Service Manual for more details.

### 4. Space Rental Fees

The standard rental fee per 10' foot x10' foot booth space is \$3,000. An additional \$1,500 surcharge is applied to island booths (those with aisles on all four sides.) An additional fee of \$250 is applied to each corner of inline booths.

### 5. Terms of Payment

As a precondition to participation in the convention all accounts must be current, and the exhibitor must be in good standing with AHIMA. Payment for exhibit space must be paid in accordance with the payment schedule outlined on the Exhibit Application. *If payments are not made by the exhibitor as required, AHIMA may at its option terminate this application without notice or consider said exhibitor last in priority when assigning available booth space or, if a booth space has been assigned, reassign the exhibitor to a different booth space.* If AHIMA received two (2) or more checks from Exhibitor, which are returned by Exhibitor's bank for insufficient funds, AHIMA may require that all checks thereafter be bank certified or cashier's checks. All bank service charges resulting from any bad checks shall be incurred by the exhibitor. Applications from outside the United

States, no matter where they originate, will not be accepted unless accompanied by payment in US dollars and paid by certified check, cashier's check, money order, AHIMA approved credit card or wire transfer on a US bank.

## **6. Cancellation or Reduction of Space**

See cancellation policy included in both space application. AHIMA has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. In the event of such an occurrence, AHIMA will provide written notification and agrees to negotiate in good faith toward refund or reduction of the exhibit refund policy. If any part of the exhibit area is damaged, or the exhibitor is not permitted to occupy their assigned space, the exhibitor will be charged only for space that was occupied. AHIMA is released from any and all claims for damages that may arise in conjunction with the above. The cancellation fees printed on the front of the contract will apply for reduction of space.

## **7. Cancellation of Exhibition**

In the event the AHIMA Convention and Exhibit is cancelled due to disasters, strikes, government regulations, or causes preventing its scheduled opening or continuance, AHIMA and its exhibitors agree that this agreement will be terminated. Considering expenditures and commitments already made, AHIMA will determine refunds on an equitable basis.

## **8. Mergers**

In the event of a merger of two or more exhibiting companies, the following rules will apply: One main contact will be designated by the purchasing company to AHIMA, for all related correspondence and questions. The exhibit booth will have one identity both in the physical space and in the on-site program. A courtesy listing (example: ABC Company, see World Alliance) will be provided if requested in writing. In the event of mergers or buyouts only, an additional listing can be purchased for \$3,500 for each company now under the umbrella organization. The listing will be limited to the company description and product listing sections only. These additional listings are subject to the approval of AHIMA, and available only in the event of a merger, buyout, or the like. The same cancellation policy of fees and dates will apply to mergers regardless of the ability of AHIMA to resell the booth space. Priority Points-the company with the highest point total will prevail. Points will not be combined for all companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.

## **9. Installation or Dismantling of Exhibit**

Installation begins at 8:00 a.m. on Sunday, October 11<sup>th</sup> and must be completed no later than 5:00 p.m. on Tuesday, October 13<sup>th</sup>. Space not occupied by 5:00 p.m. on Tuesday, October 13<sup>th</sup> reverts to AHIMA for discretionary use. Dismantling begins at the exhibit hall's close on Thursday, October 15<sup>th</sup> at 3:30 p.m. \* and must be completed by Friday, October 16<sup>th</sup> at 2:00 p.m. Exhibitor booth space must be staffed during the specified exhibit hall hours with complete display intact. Companies dismantling prior to show close will lose all accumulated priority points and will be fined \$1,500. Note: The exhibitor assumes all financial responsibility for installation and dismantling of the exhibit. Booth carpeting is mandatory and is the responsibility of each exhibiting company. Exhibitors can use their own carpet or rent it from the general contractor. In the case of an emergency, as determined by show management, if an exhibitor must leave early, they may leave their display intact until the close of the exhibit hall. The exhibitor can arrange for the general service contractor to dismantle their booth on their behalf and expedite their return shipment; all costs to be incurred by the exhibitor.

*\*Times are subject to minor change depending upon changes to the education schedule of the show.*

## **10. Exhibitor Use of Space & Demonstrations**

Exhibitor participation will be limited to those companies whose products and services are of specific interest to those attending the convention. Any products/services that are not listed on the application to exhibit or which do not relate to the purpose of the convention may not be exhibited at the conference.

Exhibitors may not assign, sublet, or apportion the whole or any part of their allotted space. Exceptions are made for those organizations with an existing formal partnership outside the exhibition. In addition, exhibitors may not advertise or display products or services other than those manufactured or sold in their regular business. Exhibitor company descriptions in the on-site program will be limited to one company name and identity listing regardless of affiliations or mergers. For details, see mergers, paragraph 8.

Exhibitors may not display or distribute signs, brochures, flyers, samples, advertising devices, or similar items, nor shall they peddle, canvas, solicit or distribute handbills or flyers outside their booth spaces. Any materials deemed inappropriate by AHIMA shall not be distributed. Any materials distributed outside of your contracted booth space, without prior approval will result in a loss of priority points.

Demonstrations must be administered within the confines of contracted exhibit space. Special promotional activities or entertainment are no exception. Live performance of music in the exhibit hall is not permitted. *For recorded music, licensing is the sole responsibility of the exhibitor.*

#### **11. Selling on the Exhibit Floor**

Exhibitors are permitted to sell products directly to attendees from their booths on the exhibit floor. All exhibitors selling merchandise from the show floor or taking orders on either a wholesale or retail basis are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes.

#### **12. Solicitation**

Only credentialed attendees, exhibitors, vendors, facility, and AHIMA staff will be admitted to the exhibit hall. No other persons will be given access to the hall, including those wishing to demonstrate products, distribute advertising material, canvass, solicit orders, request participation in unauthorized surveys, recruit personnel, or any other activity. Any exhibitor canvassing in any part of AHIMA's conference facilities will be removed by security. Violators will also surrender any accumulated priority points.

#### **13. Liability**

Neither AHIMA nor the Facility nor AHIMA's General Contractor for the Conference, or such other contractor as AHIMA may designate, nor any of their officers, agents, employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any claim, damage, loss, harm or injury to the person or any property of the Exhibitor, or any of its officers, agents, employees or other representatives, resulting from the Exhibitor's use of the Facility or from theft, fire, water, accident or any other cause, including, but not limited to, claims arising out of any negligent or intentional act or omission of Exhibitor or any of its officers or agents (including any Exhibitor Appointed Contractor), that causes or results in (1) damage to, or destruction of, property of any party, and/or (2) death or injury to persons, and neither the AHIMA nor the Facility, nor the General Contractor, shall be obligated to obtain insurance against any such claim, damage, loss, harm, or injury. It is understood and agreed that all property of Exhibitor shall remain in the Exhibitor's custody and control in transit to or from, or within, the Facility. It is understood between the Exhibitor and AHIMA that AHIMA provides an opportunity for Exhibitor to display his product or service to persons attending the Conference. Exhibitor understands and agrees that AHIMA cannot guarantee either attendance, sales by Exhibitors or climatic and other conditions outside or inside the Facility.

#### **14. Indemnity**

Exhibitor hereby agrees to indemnify, defend and protect AHIMA, the Facility, and General Contractor, and hold and save those parties against and from, any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of whatever kind or nature which might result from or arise out of Exhibitor's use of the Facility or any action or failure to act of the Exhibitor or any of its officers, agents (including any Exhibitor Appointed Contractor), employees, or other representatives, including but not limited to (1) any claims of damage or loss to property, or from or out of any damage, loss, harm or injury to the person of the Exhibitor or any of its officers, agents, employees or other representatives; (2) any claims or liability by or to third parties arising out of conduct or omissions which are in breach of Exhibitor's obligations under this agreement; or (3) any claims arising out of any negligent or intentional act or omission of Exhibitor or any of its officers or agents (including any Exhibitor Appointed Contractor) that causes or results in damage to, or destruction of, property of any party, and/or death or injury to persons.

#### **15. Exhibitor Insurance**

All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the facility. AHIMA and the Facility do not maintain insurance covering exhibitor's property. Exhibitors shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation

insurance in full compliance with all federal and state laws, and covering all of the exhibitor's employees with coverage of at least \$100,000 per injury. *Every exhibitor is required to have a certificate of insurance and to name AHIMA as an additional insured. A certificate of insurance must be made available to AHIMA in advance and upon request on-site at the Conference.*

All insurance policies must name the exhibiting company as the insured. EAC contractors who provide services to exhibiting companies will need to complete and return an exhibitor appointed contractor (Exhibitor Appointed Contractor) notice form. All Exhibitor Appointed Contractors will also need to submit a certificate of insurance for their work. The exhibiting company must also provide a certificate of insurance for its presence at the show.

## **16. Damage to Exhibitor Property**

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, and loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against AHIMA for any loss, damage, or destruction of goods, nor for any damage of any nature to their business by reason of the failure to provide space for any exhibitor or removal of the exhibit. If you notice any damage to crated materials, please bring it to the attention of the general contractor at the service desk as soon as possible. Exhibitors are required to file a damage report with the freight foreman prior to leaving the show.

## **17. Facility Rules & Damage to Facility Property**

Exhibitor shall strictly comply with all conditions imposed by Georgia World Congress Center in its contract with AHIMA, and with the rules and regulations of the facility. Please visit <https://www.gwcca.org/exhibitor-planning/> for more information.

Each booth space must be left in its original condition. The exhibitor is liable for any damage caused to their exhibit space or to other exhibitors' property. The exhibitor may not mar, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment. If exhibitor fails or refuses to restore the booth to the above-described condition on or before the end of the exhibition period, AHIMA will restore and recover cost of so doing from the exhibitor.

## **18. Security**

Exhibitor agrees to cooperate with any security programs adopted for the Convention center or the conference, including, without limitation, procedures and limitations established for the movement of personal property and persons into and out of the Convention center and the floor the booth space is on. Show Management specifically reserves the right to control ingress to and egress from the area at all times. AHIMA reserves the right to refuse admission to any person or persons including children, exhibitors, attendees and visitors, in the interest of welfare and safety.

AHIMA will provide general security for the Exhibit Hall and public areas of the convention center. Although guard service is furnished, neither AHIMA nor the Facility will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guests. Each exhibitor is required to carry their own insurance. Every exhibitor should have a certificate of insurance for general liability in their possession at the conference and name AHIMA as an additional insured. We strongly recommend that you do not leave any valuables (for example, laptops, flat screen monitors, and the like) unattended in your booth. If you have such valuable items in your booth, you may consider hiring independent security personnel.

## **19. Crate Storage**

Empty crates, boxes, and skids shall be labeled "empty." These items will then be removed from your booth, stored, and returned at the conclusion of the conference. "Empty" stickers will be available at the exhibitor service desk. Empty crates, boxes, and skids may not be stored behind, under, or adjacent to any part of your display that may be visible to conference attendees.

## **20. Hanging Signs**

Hanging signs will be allowed ONLY in island booths (aisle on all 4 sides). A rigging service order form can be found in the Exhibitor Service Kit, along with the General Contractor's forms. The top of each sign must go no higher 26'; the bottom may not be lower than 13'.

## **21. Carpet**

All occupied booth space must have carpeting or floor covering. Carpet is not included in the booth rental fee. If you do not have carpet or appropriate floor covering installed by 4:00 pm on Tuesday, October 13<sup>th</sup>, AHIMA will enforce carpet and the exhibitor will be responsible for all fees.

## **22. Housekeeping**

Public areas of the convention center and exhibit hall will be cleaned on a nightly basis. The exhibitor must, at their expense, neatly maintain the contracted exhibit space. AHIMA reserves the right to order daily cleaning if the booth appearance is unsightly.

## **23. Lead Retrieval**

Exhibitors may use their own lead retrieval units or rent them using the form in the Exhibitor Service Kit. The attendee bar code will include attendee name, attendee job title (when provided), company, work mailing address, work phone number, fax and email. Attendees may verbally decline to allow you to scan their badges, and these requests must be honored. Passive, in-booth lead retrieval is not allowed unless a clear method for opting out of that process is communicated and made readily available to the attendee.

## **24. Union Labor Jurisdictions**

Georgia is a “Right-to-Work” state. The GWCC and Dome, as part of the Georgia World Congress Center Authority, an authority of the State of Georgia, do not have any relationship with any organized labor union or other collective bargaining organization.

Show organizers, however, will recognize certain union contracts established with certain show contractors and suppliers and have established certain exclusive and non-exclusive show rules and regulations to govern the operations of the shows. The GWCC and Dome acknowledge these show rules and regulations as part of the approved plan of operation of the event.

## **25. Event Appointed Contractor (EAC)**

Should an exhibitor wish to employ the services of a contractor other than the Official Show Contractor, the exhibitor must inform the Official Show Contractor of the name of the exhibitor appointed contractor (EAC) and the work to be performed. Additionally, the exhibitor must complete and return the necessary authorization form(s) provided by the Official Show Contractor with the Exhibitor Appointed Contractor’s certificate of insurance no later than 30 days prior to the show. This form is available in the Exhibitor Service Kit hosted by Shepard Expo Services. Georgia World Congress Center Authority utilizes the Working Identification System (WIS) badge program. All exhibitor-appointed contractors, and their staff, must have a valid ESCA (Exhibition Services and Contractors Association) badge. ESCA badges must be worn and be visible at all times. Workers not in compliance with policy will not be allowed entry to the building.

Note: Both the contractor and the exhibiting company are required to submit a certificate of insurance to show management.

## **26. Fire and Safety Exhibit Guidelines**

- A. All portable and temporary tents and canopies must comply with National Fire Protection Association (NFPA) code standards for grandstands, folding and telescopic seating, tents, and membrane structures. The GWCCA will review all installation requests to ensure that they comply with facility regulations and do not interfere with other events. Written requests for each installation should be submitted to the Event Coordinator at least twelve (12) weeks prior to the event. All requests should include:
  - Size of the installation
  - Location
  - Height
  - Anchoring details
  - Utility services required

- If applicable, plans for repair of damaged floors or pavements

Tent installations will not be allowed in fire lanes or in areas reserved for GWCC activities. The Event Coordinator can provide additional details.

#### B. Food Preparation within Exhibits

Review Form E from the [Facility User's Guide](#) for information on exhibition and display cooking, and Form F in the [Facility User's Guide](#) for food sampling information.

#### C. Multi-level and/or Covered Exhibits

Covered or roofed areas should be furnished with acceptable battery-powered smoke detectors that emit alarms audible outside of the enclosed or covered area.

The exhibitor will provide for a Fire Watch within the booth space. Personnel providing Fire Watch services must be supplied with a Class 2A10BC Fire Extinguisher in each enclosed area covered by the floor above. Personnel must be trained in the use of extinguishers.

Spiral stairways are not recommended for areas occupied by the public, visitors, or clientele, unless specifically approved.

Exhibit booth plans must be submitted to the Georgia World Congress Center Authority Event Coordinator for review a minimum of sixty (60) days before move-in. There must be a licensed structural engineer's stamp of certification on all plans.

The upper deck of multilevel exhibits greater than 300 square feet in area shall have at least two remote means of egress.

Areas within the exhibit booth that are totally enclosed (i.e., walls and roof/ceiling) must be served by an emergency lighting source (i.e., battery-powered) when such areas lead to exit access from the space (e.g., stairs, aisles, corridors, ramps and passageways leading to an exit from the booth space). Enclosed areas of the booth greater than 300 square feet shall have at least two remote means of egress.

#### D. Permits

Lasers and x-ray equipment may only be used after receiving approval from the Georgia Department of Human Resources—Radiological Division. Call the Event Coordinator and review Form G in the [Facility User's Guide](#) for more information.

#### E. Propane Tanks

The use of a small propane bottle is allowed with the following restrictions:

1. The bottle must have a capacity of two pounds or less.
2. The bottle must be of the non-refillable type.
3. If multiple bottles will be needed, they must be separated from each other by at least 20 feet.
4. The exhibitor must have a portable fire extinguisher readily available in the booth.

### 26. Vehicle Displays: Vehicle Displays

- Any vehicle or other apparatus that has a fuel tank and is part of a display, is required to be equipped with a locking (or taped) gas cap and can contain no more than 1/8 tank of fuel.
- Once the vehicle has been positioned, it cannot be moved until move-out begins, without prior approval by the Fire Safety Manager or Designee.
- Battery cables must be disconnected once the vehicle is positioned. The engine cannot be operated during show hours.
- Refueling must be done off property.

Displayed vehicles must be indicated on submitted floor plans and are subject to the specific restrictions. Please contact Kelli Wondra (kelli.wondra@ahima.org) if you plan on using a vehicle in your display.

### **27. Hazardous Materials Management**

Neither Georgia World Congress Center, its managing entity, the Georgia World Congress Authority Department, nor your general service contractor manages hazardous material removal. Exhibitors are responsible for supplying show management with all chemical information brought into the facility and should provide Safety Data Sheets (SDS) upon request. Arrangements must be made in advance with an outside resource for disposal. Disposal of hazardous materials is prohibited in the sinks, sewer lines, or drains in the facility. It the exhibitor's responsibility to find a vendor to handle these hazardous materials. All arrangements and vendors must be approved by show management and the Georgia World Congress Authority.

### **29. Americans with Disabilities Act**

Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold AHIMA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against AHIMA, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

### **30. Alcohol on the Exhibit Floor**

Alcohol is allowed to be served on the exhibit floor in the confines of your exhibit booth only after 2:00 p.m. Any beverages served in an exhibitor's booth must be ordered through the exclusive facility catering company.

### **31. Animals**

Under ADA's regulations, the definition of "service animal" is limited to a dog that is individually trained to do work or perform tasks for an individual with a disability. The task(s) performed by the dog must be directly related to the person's disability. The State of Georgia also recognizes mini-horses as service animals as well, so dogs and mini-horses will be permitted in this capacity. Under the ADA, "comfort," "therapy," or "emotional support" animals do not meet the definition of a service animal.

### **32. Balloons**

Helium balloon displays are *not* permitted in the convention center and helium balloons may not be used as giveaways.

### **33. Children**

No one under the age of 18 will be permitted on the exhibit floor at any time, including set-up and tear-down.

### **34. Models**

AHIMA permits the use of models or professional demonstrators in exhibitor's booths provided they are properly clothed and dressed in good taste at all times. We require they limit their promotional activities (for example, demonstrations and dispensing of literature or samples) to the confines of the exhibitor's contracted booth space. Exhibitor personnel wearing costumes or banners containing firm names must wear an outer wrap any time it is necessary to leave the confines of the exhibitor's booth. Any type of demonstration or person that is not confined to your contracted booth space may result in loss of priority points.

### **35. Noise Levels**

Each exhibiting company will be limited to a maximum of 65 decibels for any booth activity (that is, presentations, demonstrations, formal or informal meetings). Companies with noise levels beyond 65 decibels will be given one warning. Failure to comply after warning will result in a halt of current booth activities, the loss of Priority Points and/or eligibility to exhibit in future years.

### 36. Photography

Exhibitors are permitted to photograph their own booth display; any other photography, filming, or use of any such related equipment in the convention center by exhibitors, groups or individuals, other than the official convention photographer appointed by AHIMA, is strictly prohibited.

### 37. Fireworks (Pyrotechnic Displays)

The use of pyrotechnic displays, such as fireworks, is prohibited.

### 38. Food

Please be advised that all food brought into the convention center must be purchased through the convention center catering department or at a concession stand in the convention center. This includes bottled water. **Popcorn will NOT be allowed at any time within the exhibit hall.**

### 40. Smoking

Smoking, including the use of e-cigarettes, is not permitted anywhere within the Georgia World Congress Center.

### 41. Exhibitor Listing

Each exhibitor shall be provided a listing by company name in the Exhibitor Directory and On-site Program, or in the Program Addendum. These listings are provided and maintained solely by the exhibitor and will not be altered by AHIMA in any way. Exhibitors whose application to exhibit is received after the print deadline will not be listed.

### 42. Pre/Post Attendee List

The pre-registered attendee postal list, which features attendees who have opted-in to marketing communications is available for rent to **\*eligible** exhibiting companies, via the Marketing Opportunities Order Form in the Exhibitor Service Kit. Exhibitors with outstanding balances may not purchase the attendee list. The post-show opt-in postal list will be provided to eligible exhibiting companies.

\*AHIMA reserves the right to determine eligibility based on exhibitor status.

### 43. Attendee Information Distribution

AHIMA encourages exhibitor efforts to communicate with AHIMA attendees. However, in an effort to meet exhibitor needs and also protect the privacy rights of our attendees, the following policies shall apply:

- All AHIMA attendee name badges are imprinted with a barcode. Barcodes contain the information attendees provided when registering. Exhibitors may request either a business card or may scan attendee badge barcodes using lead retrieval equipment (a rental form will be available in the Exhibitor Service Kit) to obtain contact information for follow-up.
- Barcode Lead Scans: For each scanned badge, AHIMA's chosen lead retrieval service provider agrees to release to the exhibitor attendee name, title, company, work mailing address, work phone, fax, and e-mail, as provided by the attendee. Attendees may decline to allow you to scan their badges. Exhibitors must honor an attendee's request to forego badge scanning.

### 44. Official AHIMA Event Logo Usage

Logo usage is for the purpose of assisting exhibitors to promote their participation at the AHIMA20 Health Data and Information Conference at the Georgia World Conference Center. Promotion is defined as pre-convention marketing efforts such as:

- Promotional literature (i.e. flyers, invitations, brochures, postcards, etc.)



- Website inclusion (i.e. exhibitor's tradeshow calendar)
- Advertisements in industry publications

***Convention Logo Is Not Permitted for:***

- Giveaways (merchandise such as, but not limited to, t-shirts, posters, pens, key chains, etc.)
- Any item(s) that would be sold by an exhibiting company

Exhibitors who apply for the use of the logo agree to provide a copy of my collateral to AHIMA for review before sending it to their target audience. Use of AHIMA branding is limited to approved show logos. An application form for this item (with related rules) is included in the AHIMA portion of the AHIMA | General Services Exhibitor Service Manual.

**45. Press Kit Distribution**

Exhibitor press kits may be distributed in the exhibitor's booth or in the AHIMA Press Room. Press Kits distributed elsewhere will be disposed of. Press Kits are only to be distributed by current AHIMA exhibitors; all others will be disposed of. Exhibitors found distributing press kits in common areas of the convention will lose points and may forfeit exhibit space for future conventions.

**46. Giveaways and Raffles**

Exhibiting companies may conduct giveaways, raffles or drawings for prizes within their booths. AHIMA may refuse, at its sole discretion, raffles, drawings or distribution of materials it considers objectionable or in conflict with opportunities provided by AHIMA (this includes any scavenger hunts, filling out game boards, etc.) All rules governing the prize must be documented and posted at the drawing site. Giving away samples or promotional items should not interfere with other exhibitors. Exhibitors must confine their activities to their own booth spaces during exhibit hall hours. All activities, outside standard booth activities must be approved in advance of the convention by Show Management in writing.

**47. Merchandise Release Passes**

Exhibitor merchandise release passes (available at the staff office) are required for removal of material from the Exhibit Hall, by or for exhibitors during the convention. A pass with an authorized signature must be presented to security when removing cartons, boxes, or exhibit equipment from the convention center. Merchandise release passes are not required for materials handled by teamsters on behalf of exhibitors.

**48. Surveys and Market Research**

Any contracted exhibitor wishing to conduct market research or surveys during this event must adhere to the following:

- Surveys and questionnaires must be submitted for approval to the AHIMA Exhibits Manager no later than thirty (30) days prior to the exhibition. AHIMA reserves the right to request changes to the survey.
- All surveys or questionnaires must be conducted within the confines of the Exhibitor's booth.
- At no time may exhibit personnel (or those contracted by the exhibiting company) leave their booth to encourage participation or to survey or question attendees.
- Market research companies must identify the names of the clients for whom they are conducting research.
- Survey documents and any publication or results may not include the name of the American Health Information Management Association (AHIMA) or make any reference to the AHIMA Convention and Exhibit that might cause respondents or readers to believe that AHIMA is endorsing, approving, or involved with the research.
- An Exhibitor who violates the above guidelines is subject to penalties, may forfeit any priority points, and may be ineligible to participate in future AHIMA activities.

#### **49. Exhibitor-Hosted Functions**

Only exhibiting companies may host meetings or special events at the AHIMA Convention & Exhibit (including the host facility and properties in close proximity to the host facility.) \*Wednesday evening, October 14<sup>th</sup> is the specific show night set aside for vendor-hosted functions. No exhibitor or group of exhibitors may sponsor any event that conflicts with AHIMA's sponsored programs during the convention – this includes educational track and educational networking events as well as the Member Appreciation Celebration held Thursday, October 15<sup>th</sup>. Any exhibitor who violates the above guidelines is subject to penalties, including the loss of priority points.

#### **Conclusion**

AHIMA shall have the full power to interpret and/or amend rules and to make any additional rules and regulations which in its discretion shall be in the best interest of the convention. No modification, waiver or amendment to this agreement shall be binding unless such modification, waiver or amendment is in writing and signed by both parties. Submission of this instrument for examination shall not bind AHIMA in any manner, and no obligation on AHIMA shall arise until this instrument is signed and delivered by AHIMA and exhibitor.

Exhibitors must comply with all local, state, and federal laws, codes, rules, regulations and ordinances in force from time to time affecting the booth space or exhibitors' activities therein.

#### **Enclosure:**

[\(AEE Guidelines for Display Rules & Regulations\)](#)