

# WOCNext 2020 - Exhibit Program Rules

## Official Event Name:

WOCNext 2020

Dates, June 07-10, 2020; Exhibit dates, Sunday – Tuesday, June 07-09, 2020

## Location:

Huntington Convention Center of Cleveland, 300 W Lakeside Ave, Cleveland, OH 44113 USA

The exhibit hall is not carpeted. Booth carpeting is required of all exhibitors.

## 1. Purpose of Exhibits

This event is supported by Wound, Ostomy and Continence Nurses Society, a non-profit scientific and educational 501(c) 6 association. The purpose of the exhibits, an integral part of WOCNext's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in wound, ostomy and continence products presented for use by manufacturers, suppliers, service companies and non-profit organizations. The WOCN Society determines the eligibility of all exhibit space applicants. Each exhibitor is responsible for ensuring all attending exhibit personnel are aware of these rules.

## 2. Interpretation of Rules

Exhibit Management interprets and enforces rules governing exhibitors. Questions not covered by this document are subject to the final judgment of Exhibit Management. These rules may be amended, are binding upon the exhibitor/representative and become a part of the event's website ([www.wocn.org](http://www.wocn.org) and [www.wocnext.org](http://www.wocnext.org)) providing Exhibit Management informs exhibitors via email and/or telephone.

## 3. Selling Products

This event educates nurses. The sole purpose for contracting exhibit space is to display and/or demonstrate products. Selling products or services, (exchanging payment) is not permitted within the Exhibition Hall during exhibit days/hours, unless such selling is conducted following the rules stated in #26.

## 4. Assignment of Space, Cancel/Downsize/Refund Policies, Prices, Payment Options

Current exhibitors may reserve space for the following year's event before prospective exhibitors. During May, 2019, Exhibit Management sends an email to all primary current booth contacts requesting to know booth size for the following WOCNext (Cleveland). Responding exhibitors are included in the Advance Booth Reservation process. Deadline to reply: June 25, 2019. Exhibit space is officially confirmed through September, 2019. Corporate Members are assigned first; all others second, ranking earned total Priority Points. Corporate Membership must be maintained through this event to apply reduced booth rates. If not, non-Member rates apply.

### Priority Points: Exhibitors are awarded:

- Three points for the first 100 square feet of exhibit space paid and occupied at the event for each consecutive year of participation.
- One point for each additional 100 square feet of exhibit space paid and occupied at the event for each consecutive year of participation.
- In case of a tie, the size of booth space requested dictates the order of selection, then the date of application, and payment.

### When an exhibitor:

- Elects not to participate in any given year, or through cancellation, booth space is reduced in size, ALL points accumulated for that year are forfeited.
- Merges or acquires another exhibitor company, the company assumes the higher of the two (or more) exhibitor priority point totals. Points are not combined.
- Points are deducted for infraction of rules and regulations (e.g., not completing setup on time, dismantling earlier than closing time).

**Terms:** Changes to existing contracts: email, [cbrown@wocn.org](mailto:cbrown@wocn.org). Valid only when acknowledged.

**Payments:** Non-refundable deposit for Advance Booth Reservation exhibitors: 10% of total booth fee.

One-half of total booth fee due September 3, 2019; balance due by January 15, 2020. Payment must be received by October 1, 2019, otherwise exhibit space is released. After January 15, 2020: exhibit contract must include 100% payment and refunds not available.

• **Cancel/downsizing (all or part of exhibit space) through January 15, 2020** results in loss of non-refundable deposit (10%) and September 3, 2019 (50%) payments. Downsizing results in relocation. If the downsizing results in creating unusable space, exhibitor is responsible for 100% full payment for said space.

- Corporate Membership must be maintained through this event to earn Corporate Member booth rates. If not, non-member rates apply.

### **Price per 10'x10', USD:**

Corporate Member, \$2,895; Non-member, \$3,325. Non-Profit Association, \$500. Location/Type: Corner, \$100 additional, Island, \$400 additional.

### **Payment Options**

Credit Card: For Visa, MasterCard, American Express & Discover Card, the WOCN Society will charge a three percent (3%) non-refundable service fee for transactions of five thousand (\$5,000.00) dollars and above. When we know of the pending charge, 3% will be added; when we learn the charge has already occurred, 3% will be added. Refunds subject to an additional 3% service fee. Company check preferred; Wire Transfer fee \$30.00; Automated Clearing House (ACH), no fee.

## **5. Huntington Convention Center of Cleveland**

All exhibitors/representatives are responsible to view and understand facility rules, layout, services and FAQs. See <https://www.clevelandconventions.com/exhibitor/> for more information.

Information regarding Fire Marshal requirements, exclusive services, material storage, material handling, local union rules, policies and procedures are detailed within your EXHIBITOR PORTAL. Exhibitors agree to investigate, follow and respect such rules, policies and procedures making a positive exhibiting experience for exhibitors and attendees alike.

## **6. Exhibit Hall Access**

Exhibitor personnel are permitted in the exhibit hall one hour prior to opening and may remain one half-hour after closing. Exhibit Hall badges are for the Exhibit Hall only and do not permit access to educational sessions or workshops.

## **7. Booth Furnishings and Unoccupied Space**

A booth is defined as one 10' x 10' or 3mx3m space, separated by standard metal pipe and material fabric drape on metal railings. Booth design details are included within the Exhibitor Services web site along with IAEE and HCEA Rules and guidelines. The WOCN Society employs guidelines in reviewing and evaluating booth diagrams required for all 400 net square feet and above exhibitors, and equitable appearance of all exhibit booth layout and design with at least 40% see-through value. Height restrictions apply: maximum generally 8', however 12' for perimeter and 20' for peninsula or island booths. The top of a hanging sign must be no higher than 20 feet from the floor with the top of the sign. Truss and booth lighting must be confined to the actual footprint of contracted exhibit space. See the online Exhibitor Service Catalog, January 2020.

Each exhibit booth is defined by the floor space (footprint). Furnishings such as carpet (required of all exhibitors), tables, chairs and utility services are ordered separately. See the Service Catalog (exhibitor Appointed Contractor notification, labor, shipping, electricity, internet, rigging, audio visual, material handling, furniture rental, signs, rental displays, computer, florist, catering, cleaning, exhibitor registration, lead retrieval and hotel reservations) January 2020 for details. Helium balloons are not permitted by the Society.

Space not claimed and occupied, or for which no special arrangements are made in writing to Exhibit Management prior to 12:00 Noon on Sunday, June 07, 2020, shall revert to WOCN Society.

## **8. Exhibitor Services Catalog**

An online Exhibitor Services Catalog containing exhibit information/order forms for all services is available January 2020. All forms should be completed/returned in advance of the event. After becoming an exhibitor, see your company's "EXHIBITOR PORTAL" web page.

## **9. Hotel Sleeping Rooms**

WOCN Society negotiates special discounted hotel room rates for attendees and exhibitors. WOCN Society therefore becomes contractually obligated to fill hotel rooms. WOCN Society encourages exhibitors to "book rooms within the block," thereby obtaining favorable hotel room rates and reducing the potential of additional liability (aka attrition) to the Society. The procedure for WOCNext 2019 is below; dates and details will change for 2020:

1. As exhibitors, for 5 or more hotel rooms, click here (linked to hotel reservations site) to indicate the number of rooms required on a nightly basis. For returning exhibitors who arranged for 5 or more rooms for this event, the initial hotel block requested for WOCNext 2020 cannot be more than 10% above final

room night pick up from Nashville. Only WOCN Meeting Staff can honor exceptions. Waiting for approval will delay assignment.

2. Approximately April 1, 2020: Final names for your hotel room block rooming list are due by this date, 5:00 PM EST to Meeting Services Plus. Exhibiting company's obligation is for 85% of contracted room nights after this date. Should less than 85% be realized, exhibitor will be invoiced for actual pick-up of less than 85%. Changes and cancellations are subject to availability and must be made directly with Meeting Services Plus, WOCN Society's Housing Department.
3. Approximately May 24, 2020: Housing deadline for attendees and exhibitors. This is the last day to secure hotel rooms at negotiated hotel room group discount, based on availability through MeetingServicesPlus.
4. After approximately May 28, 2020, communicate with your hotel directly for reservations, changes or cancellations.

To clarify housing policies set forth by WOCN Society, please contact [bpassy@wocn.org](mailto:bpassy@wocn.org). After becoming an exhibitor, see your company's "EXHIBITOR PORTAL" web page for official details and dates.

## **10. Exhibit Badges**

All booth staff must be registered through Exhibitor Registration. Each person registered as an exhibitor must be employed by the exhibiting company or must possess a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend sessions, the individual must register online at the event's exhibitor website or onsite. Representatives without a badge are not admitted to the exhibit hall. Badges are not mailed in advance and must be picked up onsite at Registration. Exhibitors are encouraged to register online prior to arrival to avoid waiting in line. Badges may not be supplemented with business cards, ribbons, etc. Two "exhibit hall only" badges are complimentary for every 10' x 10' booth. Additional "exhibit hall only" badges are \$100 per person (subject to change). After becoming an exhibitor, see your company's "EXHIBITOR PORTAL" web page.

## **11. Program Book Distribution/Event Bags to Exhibitors**

One copy per company of the printed Final Program is available through onsite registration. Event bags are only available to registered nurse attendees. These bags are generally provided by a corporate supporter. Therefore, when supported by an exhibitor, please refrain from distributing tote bags from your exhibit booth.

## **12. In-Booth Food / Beverage Service**

With prior approval from Exhibit Management and convention center catering, food service is encouraged at the exhibitor's booth. Certain exclusives may apply.

## **13. Children's Admission to the Exhibit Hall**

Children under the age of 16 are not permitted to enter the Exhibit Hall at any time: during installation, exhibit days, dismantling. Young children carried by an adult are permitted; strollers are not permitted as they constitute a tripping hazard.

## **14. Staffing of Exhibit Booth**

Exhibit booths must be staffed at all times during exhibit hours. Attendees expect to meet with exhibitors beginning with the opening time through the closing time. Exhibitors must not begin to dismantle, pack or teardown exhibit booth before the closing time of the final scheduled day. Teardown before this time could result in denial to next year's exhibit program and the loss of earned priority points which determine assigning of space.

## **15. Approved Exhibitor-Scheduled Events**

The Society works closely with our commercial partners and exhibitors requesting meeting space during this event. Affiliate meeting space is assigned only during times that do not conflict with the event's educational and social program; however, company sales meetings (employees only) can be held during the event. It would be helpful to know of your off-site events planned during this event. Please access the affiliate meeting space request form located within your company's "EXHIBITOR PORTAL", Support and Marketing options. The WOCN Society prohibits any affiliate social or satellite symposium from being held in contracted hotels or the convention center by any company that is not a supporter of the Society. (CB: Should this be changed to include all hotels within city limits?)

## **16. Use of Signage and/or Promotion for Exhibitor Related Events**

No signs are permitted to advertise non-approved affiliated events in any public space. Door drops or other on-site marketing strategies or promotion of any kind is prohibited unless organized with Meeting Management.

## **17. Transportation for Outside Events**

The WOCN Society controls all available transportation boarding space at contracted hotels or convention center. Organizations or exhibitors providing transportation to or from a hotel or Convention Center must contact WOCN Society's Meeting Manager, [bpassy@wocn.org](mailto:bpassy@wocn.org) or Exhibit Management. Promotion regarding transportation must be pre-approved.

## **18. Booth Conduct**

The WOCN Society reserves the right to approve all exhibits and activities. A supporter of the Society must be an exhibitor; an advertiser need not be an exhibitor or supporter.

The Exhibit Hall requires flooring (e.g. carpeting) to be installed for all exhibit area. The subletting, assignment, or division of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of business. Exhibitors agree to ship and store their material at their own risk and expenses. The WOCN Society does not disclose press representative names. Smoking is not permitted within the convention center except in designated areas. The WOCN Society reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the event. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Booth staff lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting others is strictly prohibited.

The exhibit hall is inspected during installation and "open" hours. Exhibit Management advises exhibitors of any deviation from exhibit rules or design concerns during the event. Exhibitors must make all corrections requested by Exhibit Management at their own expense or risk removal from the exhibition without notice and without obligation on the part of WOCN Society for a refund.

The WOCN Society does not endorse any products or services related to the exhibits that have been accepted for display during the event. All exhibits must conform to the standards set by the International Association of Expositions and Events, and the Health Convention and Exhibitors Association, *which include the following*:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted.
- Solicitation of business, except by exhibiting firms is prohibited. Invited guests are not permitted to solicit exhibitors or attendees in the exhibition/poster hall and must make known to Exhibition Management activities designed to attract exhibitors or attendees.
- Contests, lotteries, raffles, and games of chance where money is exchanged are prohibited as such activities reflect unfavorably on the character of this event.
- Character of the exhibits is subject to the approval of Exhibit Management. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. If such violations become known, Exhibit Management may remove said exhibitor at the exhibitor's expense.
- Educational contact hours or contact educational units are not available to attendees as part of your booth.

During a normal Sunday through Tuesday schedule, failure to set up booth by 12:00 Noon on Sunday may cause Exhibit Management to order the removal of booth property and freight at exhibitor's expense including re-delivery.

## **19. Insurance**

As a WOCN® Society exhibitor and a standard mandatory requirement for all of exhibitors, it is necessary for your company to provide verification of carrying general liability insurance through the document known as a Certificate of Insurance (COI). Exhibit Management must see this current COI document before set up of your booth is started. The primary purpose of coverage is protecting your company, employees, and volunteers, should a claim arise against your company for an incident occurring at your booth causing 3rd party bodily injury or property damage. Specific guidelines exist. Check the content of your EXHIBITOR PORTAL for details.

Exhibitors insuring their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, do so at their own expense. WOCN Society does not earn revenue as a result of a relationship with a suggested vendor, Rainprotection.net insurance. The exhibitor agrees to make no claim of any nature, for any reason whatsoever against the Society for loss, theft, damage, or destruction of goods, nor for damage of any nature, nor for any negligence, malfeasance or misfeasance, nor for failure to hold any portions of the event, in part or total, as scheduled.

## **20. Liability**

Neither the WOCN Society, the venue, hotels, Exhibit Management, General Service Contractor or supporting third-party vendors shall be responsible for any injury to a person or damage to property incurred. Each exhibitor agrees to protect, save, and keep the WOCN Society, the venue, hotels, Exhibit Management, General Service Contractor or supporting third-party vendors forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the WOCN Society, the venue, hotels, Exhibit Management, General Service Contractor or supporting third-party vendors regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the WOCN Society, the venue, hotels, Exhibit Management, General Service Contractor or supporting third-party vendors against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

## **21. Violations**

Violation of any of these rules by exhibitor, employees or agents shall annul the right to occupy space and exhibitor forfeits all paid monies and is responsible for payment of booth fee and exhibitor services. Upon evidence of violation, Exhibit Management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages WOCN Society may incur thereby. In the event of a violation, WOCN Society reserves the right to refuse an application for future exhibit and support opportunities.

## **22. Sound Restriction and Licensing**

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems or speakers that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. A wireless headset system presentation within the confines of your exhibit booth is the ONLY accepted method to engage nurses within your booth. Exhibit management reserves the right to require exhibitors to discontinue any activity causing the annoyance or interference of others. To play copyrighted music in your exhibit booth, any and all ASCAP, BMI or other copyright fees applicable are your company's full responsibility. Be prepared to show documentation on site.

## **23. Use of WOCN Society Program Content**

Information presented during the event is the property of the WOCN Society and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of WOCN Society and the presenter. Any use of the program content which includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts without the written consent of the WOCN Society is prohibited.

## **24. Photography/Recording**

Event presentations are the property of the presenter, exhibitor and/or the WOCN Society. Equipment to record or photograph presentations or materials, including but not limited to mobile phones, digital/film cameras, and/or video cameras is prohibited. Only the event's official photographer/designated agent may record as directed. Attendees or exhibitors who violate this policy after being notified to cease such activity will be escorted from the event's premises and may lose eligibility to attend future events.

## **25. Exhibitor Meeting**

Your booth representatives are encouraged to attend the on-site Exhibitors' Feedback Meeting and/or provide feedback pre- and post-event. This feedback provides the organizing National Conference Planning Committee with your perceptions and exhibiting experience. Based upon this past information, exhibiting hours have been increased, floor plan layouts and resulting traffic have been enhanced, expenses have been maintained or lowered and our e-community, "MyWOCN" networking tool helps exhibitor pre-quality nurses while facilitating one-to-one "permission-granted" email and appointment-requesting communication.

## **26. Retail Sales by Exhibitors**

In pre-approved, designated event cities, to complement the needs of comfort of our nurse attendees, retail sales are permitted under the following conditions: a) as required by the convention center or hotel, all individual exhibitors who conduct sales during our event are responsible for obtaining the appropriate business license(s) and for paying all applicable state and local taxes. Exhibitors are responsible for learning about and following all authorities.

During the event, exhibitor must provide authorities with proof of compliance as required by authorities. The WOCN Society is not responsible for determining (1) if exhibitor products or services are approved by governmental authorities, (2) if an exhibitor maintains sales records or sales tax records or (3) if your company can demonstrate compliance onsite should authorities request proof. However, the Society may request proof prior to opening. Failure to have such documentation will result in not being able to exhibit.

**27. "Walk the Floor"**

Commercial representatives shall pay the prevailing non-member one-day rate (check for current rates) for one day's access. Exhibit Management will register all persons wishing to "walk the floor". We appreciate prospective exhibitors want to see how other companies appeal to our marketplace. However, contact with exhibitor booth staff is prohibited during set up, exhibiting days/hours and tear down within the Exhibit Hall. Exhibitors have expressly requested Exhibit Management to enforce this rule, to the extent of requesting removal of such violators. Exhibitors have one and only one target market: nurses. Distribution of marketing materials to exhibitors by attendees or exhibitors or prospective exhibitors is not permitted.

**28. Assessment**

Post-event, Exhibit Management distributes an electronic survey to determine general and specific perceptions concerning the exhibits program. As a benefit, WOCN Society may offer the one-time use of an attendee email list, subject to removing attendees expressing an opt-out during the registration process, to each company that completes the survey.

**29. YOUR ACKNOWLEDGEMENT**

By signing below, my company agrees and I agree we will adhere to WOCNext 2020's Exhibit Rules as outlined in this document, via email and event website. I further agree to provide all my exhibiting company internal and external representatives and agents with this information to help them create a positive exhibiting experience for my company and everyone in attendance.

Referencing the preceding five (5) pages of the

**WOCNext 2020 - Exhibit Program Rules**

**Official Event Name:**

WOCNext 2020

Dates, June 07-10, 2020; Exhibit dates, Sunday – Tuesday, June 07-09, 2020

**Location:**

Huntington Convention Center of Cleveland, 300 W Lakeside Ave, Cleveland, OH 44113 USA

**Please sign below acknowledging your receipt and understanding of these Rules.**

**Exhibitor Representative Signature:** \_\_\_\_\_

**Print Name** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Title** \_\_\_\_\_

**Exhibitor Company Name** \_\_\_\_\_

**Today's Date** \_\_\_\_\_

**NOTE: Your company MUST sign/acknowledge this document within your online Exhibit Booth Contract.**