



Exhibitor Prospectus

Exhibit Hall dates November 9-10, 2018

www.apptac.org

GENERAL INFORMATION

EXHIBIT AT APPTAC

Exhibiting at the Academy of Pediatric Physical Therapy Annual Conference (APPTAC) is your chance to get out the word about your company to hundreds of pediatric therapy providers! This 2-day event provides exhibitors with more than 7 hours of unopposed exhibit time and the opportunity to meet hundreds of pediatric therapy providers from across the country and around the world.

There is no better way for employers to recruit from pediatric physical therapy professionals nationwide, for publishers to promote their publications to an audience of pediatric therapists, or for manufacturers/pediatric DME vendors to get a step up on their competition by specifically targeting pediatric physical therapists! Complete the Application & Contract for Exhibit Space and return it with payment to the Academy of Pediatric Physical Therapy by **June 15, 2018**, for the best rates!

We're also offering a 5% discount if you've exhibited at this event in the past—just check off that option on the **Application & Contract for Exhibit Space!**

APPTAC ATTENDEE DEMOGRAPHICS

On average:

- Almost **800** pediatric therapy providers are in attendance, with **90%** of attendees being **practicing** physical therapists
- Attendees average more than **20 years** of professional experience
- Many attendees are decision makers who can choose to promote or purchase products or publications
- **10%** of attendees are students that can provide **recruiting** opportunities

BENEFITS OF EXHIBITING

Exhibit at APPTAC and your company will receive:

- Access to hundreds of pediatric physical therapy professionals
- Two days of exhibiting exposure in the APPTAC Exhibit Hall, with more than 7 hours of unopposed exhibit time, plus food and special events to promote traffic to the exhibitors
- A kick-off Welcome Reception for vendors and attendees (please register on your Application & Contract for Exhibit Space)
- Three (3) Exhibit Hall badges per company
- Your 25-word description, plus your website and sales phone/e-mail (per your Application & Contract for Exhibit Space) on the APPTAC app
- A mailing list of APPTAC registrants (sent after APPTAC to include onsite registrants), plus the option of purchasing a list of preregistered attendees. *Please note: this list does not include e-mail addresses; APTA does not permit the release of member e-mails.*
- A 20% discount off conference registration, if you would like to attend programming

EXHIBITOR DEADLINES

June 15, 2018

- Early-bird Exhibitor Registration deadline

October 1, 2018

- Advance Registration Deadline
- Suggested deadline for logo and 25-word booth description (the sooner you upload your information to the Exhibitor Harvester, the more exposure you'll get via the APPTAC website and attendee app!)
- Flyers due (800) – exhibitors may pick up extras from the registration area when packing up
- Last day to cancel for refund (minus 20% administrative fee)

October 15 & 17, 2018

- October 15 is the hotel reservation deadline at Staybridge Suites
- October 17 is the hotel reservation deadline at the Chattanooga
- Visit www.apptac.org and click on Housing for reservation details

November 9-10, 2018

- Exhibit hall open

EXHIBIT HALL SCHEDULE

Thursday, November 8

8:00 am–5:00 pm

6:00 pm–8:00 pm

Exhibitor Registration/Set-up

Optional Welcome Reception for vendors and conference attendees

*(Please register on the **Application & Contract for Exhibit Space**, if you'd like to attend this complimentary event at the conference venue)*

Friday, November 9

7:00 am–8:30 am

“Soft Open” Breakfast in the Exhibit Hall for those who are set up

9:00 am–11:00 am

Exhibitor Registration/Set-up (*continued - for those who need extra time*)

12:15 pm–2:15 pm

Exhibit Hall Unopposed Hours (*Lunch for sale/Practice Fair in Exhibit Hall*)

4:45 pm–6:15 pm

Exhibit Hall Unopposed Hours (*Complimentary hors d’oeuvres & cash bar in Exhibit Hall*)

Saturday, November 10

9:00 am–10:30 am

Exhibit Hall Unopposed Hours (*Complimentary coffee & tea/Poster Presentations & Practice Fair in Exhibit Hall*)

1:00 pm–2:15 pm

Exhibit Hall Hours (*Complimentary dessert/Poster Presentations & Practice Fair in Exhibit Hall*)

2:15 pm–6:00 pm

Exhibitor Tear-down

7:00 pm–10:00 pm

Evening Social Event for APPTAC attendees and vendors (see “Other Exhibitor Opportunities” for more information)

SPECIAL EVENTS IN THE EXHIBIT HALL

The following activities will be held in the Exhibit Hall to draw participants to the exhibit areas, through the hall, and past YOUR booth:

- **Practice Fair presentations.** Practicing clinicians share ideas about clinical practice and information with their peers, including: creative interventions; strategies; activities; innovative programs; and adaptations, modifications, and specialized use of equipment, toys, and materials.
- **Poster Presentations.** Poster presentations are set up at the back of the hall with specific presentation times.
- **Exhibitor Bingo.** Attendees will be given Exhibitor Bingo cards to encourage them to visit as many exhibitors as they can in the hall. There will be a drawing of the completed cards in the hall.
- **Food:** Exhibitors are welcome to partake in food that is provided inside the Exhibit Hall; food outside the hall is strictly for attendees.

OTHER EXHIBITOR OPPORTUNITIES

- **Attend Optional Welcome Reception:** There will be an optional, complimentary Welcome Reception to kick off APPTAC on Thursday evening! This reception gives you a chance to mix with preconference and other APPTAC attendees outside the Exhibit Hall—share your card, let them know what you do, and invite them to visit your booth once the Exhibit Hall opens on Friday. You must register on your **Application & Contract for Exhibit Space** in order to attend, so you are included on the registration list.
- **Attend Educational Sessions at APPTAC:** Exhibitors also have the option to register for APPTAC to attend sessions at the conference. Gold sponsors receive up to 3 complimentary APPTAC registrations and Silver sponsors receive 1. Any exhibitor can opt to register for APPTAC at a 20% exhibitor discount—just print the APPTAC Attendee Registration form and indicate that you are an exhibitor on the form when you register.

- **Evening Social Event (optional):** Each year, APPTAC hosts a fun evening event for an additional fee. This year's event will be at Southside Social (thesouthsidesocial.com) and the fee will be \$40. This a great opportunity to spend more time with attendees and have fun! To find out more about the event, visit www.apptac.org; to register, contact componentcourseregistrar@apta.org.

CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

Receive added name recognition and valuable exposure by being an APPTAC sponsor. Your support and partnership with the Academy of Pediatric Physical Therapy provides priceless exposure to hundreds of PTs and PTAs. Sign up for a sponsorship on the **Application & Contract for Exhibit Space** (where you'll also find costs). In addition to all the benefits of exhibiting listed above, sponsors will receive:

Gold Sponsorship Level (Limit: 1)

- One corner booth at APPTAC
- A 20% discount on the price of additional booths
- Sponsor listing in the APPTAC App
- Up to 3 full complimentary APPTAC registrations
- Logo and link to your website at www.apptac.org
- One flyer to be distributed to all attendees
- Logo on lanyard, distributed to all attendees
- Sponsorship of Saturday's Exhibit Hall breaks, with prominent signage
- Prominent signage at registration

Silver Sponsorship Level (Limit: 5)

- One corner booth at APPTAC
- Sponsor listing in the APPTAC App
- One full complimentary APPTAC registration for sponsoring company attendee
- Logo and link to your website at www.apptac.org
- One flyer to be distributed to all attendees
- Sponsorship of Friday's Exhibit Hall breaks, with prominent signage
- Prominent signage at registration

Bronze Sponsorship Level (Unlimited)

- One in-line booth at APPTAC
- Sponsor listing in the APPTAC App
- One APPTAC registration at 50% discount
- Logo and link to your website at www.apptac.org
- Prominent signage at registration

The following **à la carte items** also may be ordered on the **Application & Contract for Exhibit Space**:

- **Flyer Distribution:** One flyer to be distributed to all attendees
- **APPTAC Mobile App:** Sponsor our conference mobile App! Your logo will appear on the "Splash page" on the APPTAC App, seen by all attendees when they open the App to access handouts, room locations, etc. We will also send out one daily push notification on Thursday, Friday, and Saturday on your company's behalf – you provide the wording!

- **Pre-conference Attendee List:** A mailing list of APPTAC pre-registrants, sent November 1 (all exhibitors receive a mailing list of APPTAC attendees after the conference, to include onsite registrants). *Please note: this list does not include e-mail addresses (APTA does not permit the release of member e-mails).*

Have Another Idea? Contact pediatrics@apta.org to discuss additional sponsorship opportunities.

EXHIBIT HALL LOGISTICS

Types of Booths: The APPTAC Exhibit Hall features in-line and corner 10' x 10' booths that include a 6' draped table, with 3'-high side drape and 8'-high back drape; 2 chairs; a 7" x 44" one-line ID sign; and 1 wastebasket. In-line booths have only 1 side exposed to an aisle (these also are called "linear booths"). Corner booths are exposed to aisles on 2 sides. Multiple booths can be purchased to form an island configuration. Booth options are:

- **In-line Booths.** In-line booths in the center of the exhibit hall may not exceed 8' in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12'. **NOTE: Hanging signs are not permitted.**
- **Corner Booths.** A corner booth is defined as a 10' x 10' space having 2 aisles faced toward the cross aisle at the end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to a corner display. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10' wide, 8' high. If an organization purchases two (2) 10' x 10' corner booths, the back wall is limited to 10' wide, 8' high, centered across the 20' back-wall area. All display fixtures over 42" high must be confined to those areas of the booth that are at least 5' from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining a corner exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. **NOTE: Hanging signs are not permitted.**
- **Island Booths.** Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. Island booths may not exceed 16' in height. A sketch of the exhibit must be approved by the Academy of Pediatric Physical Therapy prior to installation. **NOTE: Hanging signs are permitted.**

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4' in height must be kept within 5' of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by the Academy of Pediatric Physical Therapy, the decorator will provide necessary draping and submit the changes to the exhibitor.

Please note that the exhibit hall is not carpeted.

Exhibitor Badges: All exhibiting companies must register their staff in advance. An onsite company contact, the Exhibitor Liaison, must be designated on the registration form. Three (3) complimentary Exhibit Hall badges are provided for each exhibit space; additional badges are \$25 each (payment must accompany the

request). Badges are not transferable and must be worn at all times in the Exhibit Hall. Changes to the list of booth personnel should be made in writing before arriving onsite.

Official Service Contractor: Global Experience Services (GES) will be the official service contractor for APPTAC. Complete instructions, schedules, and prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc, will be included in the Exhibitor Service Kit. Exhibiting companies will receive the kit from the official service contractor after booth assignments are made. Confirmed exhibitors can expect to receive this information by late August 2018.

Cancellation Policy: All cancellations must be received by the Academy of Pediatric Physical Therapy in writing on or before September 30, 2018, and are subject to a 20% administrative fee. No refunds will be issued for cancellations after this date.

APPTAC RULES AND REGULATIONS

The policies stated below constitute a bona fide part of **the Application & Contract for Exhibit Space**. The exhibits are intended for educational and informational purposes to improve physical therapy education, practice, and research. They should complement the meeting and sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies, and services relevant to physical therapy. All material/equipment should be timely and relevant to physical therapy and should contain no inaccurate or misleading information.

The Academy of Pediatric Physical Therapy reserves the right to render all interpretations and decisions should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. The Academy may restrict exhibits that detract from the general character of the exposition. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibits as a whole. Exhibits should be presented in a manner that is consistent with the association's policies on sexual harassment and nondiscrimination. All matters and questions not covered in these policies are subject to the final judgment and decision of the association and the Academy of Pediatric Physical Therapy.

Acceptance of Application: The Academy of Pediatric Physical Therapy reserves the right to reject any and all applications. The Academy determines the eligibility of any company or product to be exhibited at the Academy of Pediatric Physical Therapy Annual Conference (APPTAC) either before or after the proper execution of the contract.

Booth Assignments: To obtain a desirable booth assignment, your application should be submitted as soon as possible. Applications for exhibit space are accepted on a first-come, first-served basis. Applications received after the assignment of booths begins will be considered in order of receipt and as space permits. **Note:** A company that has not settled all previous accounts with the Academy of Pediatric Physical Therapy will not be assigned booth space.

Booth Payment: Booth and sponsorship fees are outlined in the **Application & Contract for Exhibit Space**. Full payment must be submitted with your application. Full payment must be received before space can be occupied.

Breaches of Contract: Breaches or infractions of an exhibitor's contractual obligations could affect the status of the company's future eligibility to exhibit and/or result in the termination of the exhibitor's display privilege at APPT expositions. Termination may become effective during the exposition, at which

time the exhibitor must remove his/her exhibit as soon as possible without disruption to the exposition. Expulsion of, or restrictions placed on, an exhibitor may not give rise to a claim for any refund of rental or other exposition expenses.

Cancellation of Exposition: It is mutually agreed that in the event of the cancellation of APPTAC due to circumstances beyond the Academy's control, including but not limited to fire, strikes, government regulations, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated, and the Academy of Pediatric Physical Therapy, at its sole and exclusive discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of expenditures and commitments already made.

Eligibility to Exhibit: The Academy of Pediatric Physical Therapy determines the eligibility of any company or product to be exhibited at the exposition, either before or after the proper execution of the contract. First-time exhibitors must submit product literature. First-time publishers must submit copies of publications with the application/contract.

Failure to Occupy Space: Unless previous arrangements are made in writing, any booth not occupied by the exhibiting company by 12:00 pm on Friday, November 9, 2018, will be forfeited without refund to the exhibitor, and the space may be resold or used by the Academy of Pediatric Physical Therapy.

FDA Market Clearance: No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the US Food & Drug Administration (FDA) may be exhibited. All exhibitors for which FDA market clearance applies shall have documentation from the FDA on all products being displayed available at the booth. The documentation should state the model and regulatory class of those products that have been determined to be medical devices, as defined by the Federal Food, Drug, and Cosmetic Act, Section 201(h). All devices that have not obtained FDA market clearance and are intended for use on humans or that are not commercially available in the US will be permitted for exhibit only when accompanied by the appropriate signs that indicate their status. The following are signs that should be displayed: (1) "This device is not for distribution in the United States"; (2) "Device is limited by federal law for investigational use"; (3) "Cleared for marketing when intended for ____ only"; (4) "Pending FDA market clearance." The signs must be easily visible and placed on or near the device itself and on any graphics depicting the device. All products to be exhibited at APPTAC must be identified on the application/contract and must include FDA market clearance status. Applications received without insurance information, an authorized signature, FDA information, and/or the required deposit will not be accepted or processed until the conditions of acceptance are met. The Academy of Pediatric Physical Therapy reserves the right to reject any application. **Note:** Prior to receiving the FDA market clearance of a 510(k) for a device, a manufacturer is limited in what promotional activities may be undertaken with regard to the device. Prior to the clearance of a 510(k), a manufacturer may advertise or display the device, but the device may not be sold, given away, held, or offered for sale, nor may orders be solicited, even upon the qualification that orders cannot be filled until the FDA acts on the 510(k), unless the device is limited to research or investigational use. The failure to file a 510(k) is a misbranding violation [21 USC 352(o)]. Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act at 301/594-4692.

Freight Handling: All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process.

Full-time employees of exhibiting companies may “hand carry” material provided they do not use material handling equipment. When exhibitors do choose to “hand carry” material, they may not be permitted access to the loading dock/freight door areas. GES will not be responsible for any material they do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the “SHOW SITE WORK RULES” section of the Exhibitor kit.

Gratuities: Our show decorator GES has work rules that prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Inspection of Booths: The Academy of Pediatric Physical Therapy will inspect each exhibit space prior to the opening of the Exhibit Hall to ensure that the exhibitor has adhered to the rules and regulations set forth in this document. Academy staff will inform the exhibitor of any infractions; all corrections must be made before the Exhibit Hall opens.

Installation and Removal of Exhibits: Set up and removal times are listed in the Exhibit Hall Schedule of this prospectus. All displays must be set up and removed by the indicated deadlines.

Insurance: Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this exposition in the space supplied on the front of this application/contract. Your application/contract will not be considered complete until the name of the insurance company is provided.

Labor: The official exhibit service contractor will provide labor for setup and dismantling. We strongly encourage you to order labor in advance on the appropriate form in the Exhibitor Service Kit. **Note: Labor rates are subject to change.**

All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel – will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes.

Full time employees of an exhibiting firm may install and dismantle their own respective company display, if such work can be completed in less than sixty minutes and without the use of mechanized tools. However, these employees must be badged by Show Management. Non-union temporary personnel acquired from local temporary agencies will not be allowed to perform any type of work that is covered under the union contract.

Product display and placement is not included in these work rules and is the exclusive right of full time employees of an exhibiting firm. Exhibitors are allowed to do the technical work on their machines such as the fine line balancing, programming and cleaning.

Liability: The Academy of Pediatric Physical Therapy, the hotel/convention center property, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or the exhibitor’s property from any cause whatsoever. The Academy, its employees, or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or

the exhibitor's employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of storage prior to and following APPTAC.

Material Handling: Exhibitors must make arrangements for delivery, removal, storage, and return of crates/boxes. Rates for material handling will be available in the Exhibitor Service Kit.

Miscellaneous: All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

Notice of Disability Act: In compliance with the Americans with Disabilities Act of 1990, the Academy of Pediatric Physical Therapy will make all reasonable efforts to accommodate people with disabilities. Please contact the Exhibits Manager at pediatrics@apta.org with your request.

Removal of Exhibits: Exhibitors must make arrangements with the official exhibit service contractor for removal, storage, and return of empty crates.

Security: The Academy of Pediatric Physical Therapy, APTA, shall not be held responsible for the loss of or damage to, any material for any cause, and encourages the exhibitor to exercise normal precaution to prevent loss or damage as a result of theft or other causes. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times.

Shipping Information: All shipments must be fully prepaid. Materials shipped in advance of the exposition will be received at an appointed warehouse (up to 30 days in advance of the show), stored, and delivered to the booth location. If you must send your shipment directly to the show site, it must arrive at the scheduled move-in days in order to be received. **If the shipment arrives onsite prior to the dates listed, it will be refused, as there is no shipping and receiving department to hold materials.** The advance and onsite shipping addresses will be provided in the Exhibitor Service Kit.

Show Decorator Integrity: GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

Soliciting: All business activities, circulars, and advertising material of the exhibitor may be conducted and/or distributed only within the exhibitor space. No material may be placed on seats or attached to walls, ceilings, or woodwork in the Exhibit Hall or left in public spaces. Publishing companies shall not solicit other exhibitors to advertise in their publication at APPTAC.

Prohibited Activities: Cameras and photography are prohibited in the Exhibit Hall. Exhibitor personnel should not enter another exhibitor's space without obtaining permission from that exhibitor, nor should personnel block access to another exhibitor's space. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without the written consent of the Academy of Pediatric Physical Therapy.