

# LTEN Sponsor and Exhibit Rules, Regulations and Code of Ethics

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The health and safety of our LTEN Annual Conference attendees is our No. 1 priority. LTEN will abide by the most current CDC, state and local health and safety guidelines.

This year’s Annual Conference will take place on a limited scale in-person event, and we will also offer a virtual companion event that will allow all interested members participate whether in-person or online.

Due to the limited space, suppliers in the Preferred Industry Partners (PIP) suppliers will have conference registrations pre-reserved. The number of registrations held for PIPs will correspond to the new PIP packages and will be based on the size of exhibits.

To ensure the value to our supporting sponsors and exhibitors it is important that we maintain the appropriate ratio of primary market to solution providers in attendance.

The Life Science Trainers & Educators (LTEN) 2021 Annual Conference taking place at the Gaylord Rockies, Aurora, CO June 8-11, 2020, hereinafter referred to as LTEN Annual Conference. Upon signing the Application to Exhibit at the LTEN Annual Conference, the Exhibitor has acknowledged receipt of the LTEN Sponsor and Exhibit Rules, Regulations and Code of Ethics and the Exhibitor & Sponsor Prospectus, which are incorporated by reference and are a part of the Application and part of any contractual agreement between the Parties. In consideration of the mutual covenants and promises herein, the Parties agree to the following:

## Conduct and Code of Ethics

### Exhibitor and Sponsor

- a. It is the responsibility of the official exhibitor contact to ensure that all booth staff and vendors/contractors/agents are aware of and adhere to all LTEN rules and regulations and conduct themselves in a professional manner.
- b. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission, nor should personnel block access to another booth. This includes exhibitor sponsored specialty receptions in or adjacent to their booth space. At no time may anyone enter an unstaffed booth of another exhibitor.
- c. Any questionable exhibit or activity that exceeds the bounds of good taste as interpreted by LTEN will be required to curtail the activity.
- d. Distribution of circulars or advertising material by exhibitors and sponsors or any related entity shall be distributed only within the exhibit booth assigned to the Exhibitor. Such materials shall not be distributed to any other area of the exhibit hall or to the hotel rooms of the LTEN registrants or in any other area of the Facility unless approved by LTEN.

### Non-Exhibitor Solicitation Restrictions

- a. Non-Exhibitor/non-sponsors must abide by the Exhibitor and Sponsor Code of Ethics.
- b. In order to protect our valued exhibitors and the significant investment they have made to participate as a partner at the conference, our rules strictly prohibit solicitation by attendees who do NOT have exhibit booths. Any non-exhibitors who are observed soliciting business at the conference—a practice known as “suitcasing” or “outboarding”—will be asked to leave immediately.
- c. Show management recognizes that outboarding may take the form of commercial activity by non-exhibitors conducted from a hotel guest room, hospitality suite or nearby restaurant or club. For the purposes of this policy, outboarding violations may occur at venues other than the exhibition floor.

Penalties for violating the Code of Ethics may also be applied to individuals and companies and be brought to the attention of the LTEN Board of Directors resulting in up to:

- Exclusion from future shows
- Rescinding of membership

## Obligation of the Parties

**Obligations of LTEN:** LTEN agrees to provide exhibit space and/or sponsorships at the LTEN Annual Conference, under the terms and conditions set forth in the 2020 Exhibit Space & Sponsorship Rules & Regulations.

**Obligations of Exhibitor:** Exhibitor agrees to abide by the terms and conditions set forth in the 2020 Exhibit Space & Sponsorship Rules & Regulations and agrees to pay the fees as outlined in this Application. An Exhibitor whose application is received after April 30th, 2020 may not be included in the on-site program book.

## Exhibit Booth Selection

Booth selection starts with [Preferred Industry Partners](#) (PIPs) in precious metal order: Platinum, Gold, Silver and then Bronze in order of total LTEN contribution order within each category. Total contribution includes PIP packages, exhibit space, sponsorships, grants, membership dues, advertising and any other financial support invoiced and paid to LTEN and occurring between January 1, 2021, through December 31, 2021. Booth selection order to be set August 15, 2021. In the case of a merger or acquisition, the total contribution can be combined or transferred to the new organization. All outstanding LTEN invoices must be kept current to secure booth selection. Do to the confidential nature of marketing campaigns the total spends and selection order are not made public.

Once all PIPs have secured booth space, sponsors, advertisers and past exhibitors will have the opportunity, then the remaining space will be available on a first come basis through the LTEN online reservation portal. Exhibit reservations will be processed in the order received. Orders are not final until a confirmation email with booth number is received. If the selected booth space is not available when an order is being processed, exhibitor will have a chance to reselect from the remaining booth positions.

## Exhibit Booth Package Details & Benefits

PIP Package	Available Exhibit Package	Option to Buy Additional Registrations	Cost Paid by PIP Before Additional Registrations
Platinum PIP	15 x 15 booth, 2 Full and 3 Exhibit Regs	1 Full Pass	\$12,500
Gold PIP	8 x 8 booth, 2 Full and 1 Exhibit Reg	1 Exhibit Pass	\$5,750
Silver PIP	8 x 8 booth, 1 Full and 1 Exhibit Reg	1 Exhibit Pass	\$4,250
Bronze PIP	8 x 8 Booth, 1 Full	1 Exhibit Pass	\$3,750

Non-PIP 8 x 8 booth is \$4,125 and includes 1 exhibit hall registration with the opportunity to purchase a second for \$550.

Any remaining booth space will be sold to LTEN Sponsors and then open on a first come basis those on the waiting list.

### **Each 8' x 8' In Line Booth includes:**

- An 8' x 8' booth, 8' background drape, 3' high side rail, and one 7" x 44" ID sign.
- Exhibit Hall and Full registration(s) included per the PIP schedule. Registration includes:
  - Access to keynote sessions
  - Continental breakfast, morning and afternoon refreshment breaks, and lunch
  - Access to receptions and functions held in the exhibit hall
  - Workshop access is only granted or FULL registrations.
- Free publicity on LTEN's Annual Conference Webpage and in the Annual Conference program.
- Free basic access to Wi-Fi in the exhibit hall. (Live streaming video and other high band width uses will require the purchase of upgraded internet)
- Pre-conference attendee mailing list upon request and full attendance list at the conference.

### **Each 15' x 15' Island Booth includes:**

- A 15 x 15 diagonal booth, one 7" x 44" ID sign and 3' high side rail if requested.
- Exhibit Hall and Full registration(s) included per the PIP schedule. Registration includes:
  - Access to keynote sessions
  - Continental breakfast, morning and afternoon refreshment breaks, and lunch
  - Access to receptions and functions held in the exhibit hall
  - Workshop access is only granted or FULL registrations.

Individuals with exhibit-hall pass registrations cannot attend educational workshop sessions without the purchase of a full conference pass.

For PIP Program information contact Gregg Haurroth @ 608-562-6537 or [gaurroth@l-ten.org](mailto:gaurroth@l-ten.org)

## **Payment and Cancellation**

PAYMENT IN FULL must be sent by check or ATH upon booth selection prior to the event.

Booth space will be reserved and held for a period of 30 days to allow payment in full by mail. LTEN reserves the right to cancel registration and to resell the booth space if full payment is not received after 30 days.

Exhibit space is assigned in order of receipt of registration. Full payment is due to confirm your Booth Purchase and guarantee your positioning. PIPs, sponsors, advertisers, and past exhibitors receive priority in assignment of booth space.

LTEN reserves the right not to assign exhibit space for any reason and all exhibitors agree to accept any changes made by the fire Marshall.

All requests for cancellation are invalid unless submitted in writing to Gregg Haurroth. The date upon which the cancellation is received and confirmed by Gregg Haurroth shall apply as the official date of cancellation. Acceptance of cancellation is at the discretion of LTEN. Refunds for cancellation are at the discretion of LTEN. No cancelations will be accepted after October 1,

2021. In the event the LTEN Annual conference is cancelled due to Covid related restriction, exhibit fees will be carried over to the 2022 LTEN Annual Conference or refunded.

**LTEN reserves the right not to assign exhibit space for any reason.**

All requests for cancellation are invalid unless submitted in writing to Gregg Haunroth. The date upon which the cancellation is received and confirmed by Gregg Haunroth shall apply as the official date of cancellation. Acceptance of cancellation is at the discretion of LTEN. Refunds for cancellation are at the discretion of LTEN.

The exhibitor is responsible for the total booth rental regardless of the reason for cancellation. This will include cancellation by an exhibitor because of failure of an exhibit to arrive at the meeting site for any reason.

## Restrictions

LTEN reserves the right, at its sole and absolute subjective discretion, to exclude from display or demonstration any exhibit or part thereof which it deems to be objectionable to the exhibition as a whole or to the purpose and/or proper functioning of the LTEN Annual Conference.

Each booth must be staffed and functioning during the official exhibition hours scheduled. No signs or other articles are to be fastened to hotel walls, floors, ceilings, or electrical fixtures. The use of tacks, glue, plastic tape, nails, screws, bolts, or any tools or materials that could mar the facility is prohibited.

LTEN reserves the right to cancel, limit, or restrict any operations that might be considered objectionable. LTEN will, after due notice, shut down any exhibit in violation of these policies without refund to the exhibitor, and the exhibitor will be responsible for any costs associated with this shut down.

All booths and materials contained within booths must comply with U.S. Fire Department Regulations.

No open flame devices, candles, or other similar materials are permitted to be used inside the hotel. A fire department permit is required to display and operate any heaters, barbecues, or other heat-producing devices, and the use of such items may be further restricted by LTEN and the hotel.

The following items and materials are expressly prohibited inside the exhibit hall: glitter, confetti, adhesive-backed decals and stickers, and all balloons (whether helium or air-filled).

All demonstrations, interviews, or other activities, such as the distribution of circulars and advertising material of any description, must be confined to exhibit booths.

Any reuse or broadcast of videos, recordings, and photos taken at the event must be preapproved in writing by LTEN.

The exhibitor agrees not to assign, sublet, or share the whole or any part of their assigned space without the prior knowledge and written consent of LTEN. When two or more exhibitors

occupy the same booth an additional (50%) of the total booth fee will be charged to each exhibitor, only with prior approval from LTEN.

## Registration and Badges

All personnel staffing exhibit booths are required to register and display their assigned badge at all conference events.

Exhibitors cannot add any ribbon(s) or other I.D. tags to LTEN badge. Only official LTEN badges and ribbons will be allowed to be worn by exhibitor's staff.

Exhibitor personnel attending functions outside the limits of their registration will be required to pay the full registration fee or be evicted from the conference.

## General Restrictions on the Operation of Exhibits

LTEN reserves the right to restrict any exhibit because of noise, method of operation, or any reason that is judged dangerous or objectionable. LTEN reserves the right to prohibit or evict any exhibit that is considered to detract from the general character of the exhibit hall as a whole. This includes persons, material, conduct, or anything deemed objectionable by LTEN. If this occurs, LTEN is not liable for any refund of any exhibitor's expense.

**HOSPITALITY EVENTS:** Exhibitors are prohibited from entertaining LTEN members during conference events and during exhibit hours.

**FOOD AND BEVERAGE:** No exhibitors will be allowed to sell, give away, or distribute any food or beverage items without written permission from LTEN and the convention center. Upon agreement of all parties to the types of food, beverages, and hours of distribution, a booth food permit may be issued.

Exhibitor distribution of food and beverages for consumption in the exhibit hall shall be at the exhibitor's risk and expense and shall comply with all applicable federal, state, and local health and safety laws and regulations. Children under the age of eighteen (18 yrs.) are not allowed in the exhibit hall during hours of set-up or takedown of booth displays.

Exhibitor(s) found in violation of any of the policies for exhibiting at the Annual Conference may be required to leave the conference immediately without refund, will be removed from the LTEN database, and will not be welcome to exhibit at future LTEN functions.

By attending the LTEN Annual Conference, you are authorizing LTEN to use your image in any promotional or informational material produced by or on behalf of LTEN.

Registration to exhibit at the LTEN Annual Conference is your acceptance of the terms and conditions listed in this document.

## Exhibit Booths and Displays: Height Limits and Sound Systems

Linear booth exhibits/displays may be placed in the booth area not more than four (4') feet from the back of the booth and up to a height not to exceed eight (8') feet from the exhibit floor.

All parts of the exhibit/display, in any portion of the booth beyond four (4') feet from the booth back wall, shall be placed not to exceed the height of the dividing side rails.

The use of sound systems is permitted provided they are not audible in neighboring booths or more than three (3') feet into the aisle, and that the sound is directed only into the exhibitor's booth.

All unfinished parts of exhibits/displays that are exposed and facing an aisle or neighboring exhibitor must be curtained-off at the exhibitor's expense.

Exhibits/displays not meeting these specifications, or which in design, operation, or otherwise are objectionable in the opinion of LTEN, will be modified to meet specifications. LTEN may assign such exhibits/displays not meeting specifications to booth space areas that will not interfere or be objectionable to neighboring exhibits.

Island booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height of 20', including signage. Booth design must not exceed the booth footprint. All special effects must have written approval of LTEN.

Please refer to IAEE display rules for more information.

## Delivery & Storage of Equipment

Exhibitor shall be responsible for the delivery of their equipment and display material and for removal of the equipment and or display material through Freeman Companies who shall control all traffic into and out of the exhibit area.

Exhibitor understands that no security will be provided in the exhibit area for any one exhibit booth and that any valuables should not be left unattended. LTEN is not responsible for any lost or stolen property.

## LTEN Annual Conference Installation and Dismantling

All exhibitor materials must be removed from the exhibit facility by Wednesday, November 10, 2021, at 6:00 p.m.

To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move-Out deadline, please have all carriers check-in by Wednesday, November 10, 2021, at 4:00 p.m.

## Admission of Installation and Dismantling Crews

LTEN maintains a strict policy for the admission of installation and dismantling crews for reasons of security and worker safety. During the set-up and break down periods the only

personnel who will be able to access the exhibit hall will be exhibitors wearing official LTEN exhibitor badges, laborers hired by Freeman, and officially authorized installation and dismantling crews. If you plan to set up a booth using any outside installation and dismantling company, you must notify Freeman and LTEN of your intent to use that company in advance of the show. That company must submit a certificate of insurance as described in the exhibitor service manual you will receive from Freeman. Should your company fail to notify Freeman that you intend to use an outside installation and dismantling company, or if that company fails to provide the required certificate of insurance, your chosen contractor will not be allowed entry into the LTEN exhibit hall to set up your booth. As an exhibitor, it is your responsibility to ensure that your company staff and contractors abide by the show's rules and regulations as well as all union rules and regulations.

## American with Disabilities Act

If any exhibitor has a disability that may impact participation in this event or has special dietary restrictions, a statement must be attached to this application regarding that condition and all related needs. LTEN does not assure the availability of appropriate accommodations without prior notification of specific need.

## Limited Warranty

The Parties agree that LTEN does not warrant or guarantee any specific level of traffic at this Event. Exhibitor assumes the sole risk with regard to the amount of business traffic at this Event. LTEN shall not be liable to Exhibitor for any reduction in traffic at the Event and shall make no refund or other exchange with regard to a decrease or reduction in expected traffic.

## Force Majeure

LTEN is not liable to any exhibitor for a cancellation of the LTEN Annual Conference, either before or during the LTEN Annual Conference, due to causes beyond LTEN's control, such as acts of God, war, curtailment or interruption of transportation facilities, threats or acts of terrorism or similar acts, U.S. State Department of Homeland Security Department travel advisory, a U.S. government elevation of the terrorism alert level to elevated or imminent, civil disturbance, or any other cause beyond LTEN's control that would make it inadvisable, illegal, impossible, or impractical (either because of unreasonable increased costs or risk of injury) to hold or continue the LTEN Annual Conference.

## Postponement or Cancellation of LTEN Annual Conference

LTEN reserves the right, without liability and at its sole discretion, to postpone or cancel the LTEN Annual Conference. Should a contingency prevent the LTEN Annual Conference from taking place, LTEN shall retain only part of the exhibitor's rental as required for expenses incurred up to the time such contingency has occurred or deferred. The exhibitor waives all claims for damages or recovery of payments made.



## Limitation of Liability

LTEN, its officers, and employees are not liable for damage or loss to any exhibitor's properties through theft, fire, accident, or any other cause whether the result of negligence or otherwise. The exhibitor shall indemnify LTEN against, and hold it harmless from any complaints, suits, or liabilities resulting from negligence of the exhibitor in connection with exhibitor's use of display space. Exhibitor shall insure their exhibit, display materials and products through the term of the Annual Conference against claims for bodily injury, death and property damage. Such insurance shall include contractual liability and product liability coverage. LTEN assumes no liability for any injury that may occur to visitors to the exposition. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the Gaylord Texan and shall indemnify and hold harmless the Gaylord Texan and its officers, directors, agents, and employees from any and all such losses, damages, and claims.

## Indemnification

The exhibitor hereby indemnifies and holds harmless LTEN, the Gay Lord Texan, Freeman, and any officer, director, employee, or agent thereof (each of the foregoing being hereinafter referred to individually as the 'indemnified party') from and against all costs (including reasonable attorney's fees), losses, expenses, or liabilities to third parties (other than liability solely the fault of the indemnified party) arising from any act or omission (negligent or otherwise) of the exhibitor or its representatives in connection with the exhibitor's participation in the LTEN Annual Conference.

## Amendments and Enforcement

All matters and questions covered in the Rules and Regulations may be amended at any time by LTEN. Such amendments or additions shall be equally binding on all parties by this original Rules and Regulations.

If you have any questions regarding this policy, please contact Christine Gaudet, director of events, at [cgaudet@L-TEN.org](mailto:cgaudet@L-TEN.org) or (215) 357-1077.