

### 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 2017 booth space was at the 2016 AHIMA Convention and Exhibit. 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 rental fee per 10 foot x 10 foot booth space is \$2,800. An additional \$1,500 surcharge is applied to island booths (those with aisles on all four sides.) An additional fee of \$250 each is applied to corners 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

**October 7-11, 2017  
Los Angeles, CA**

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 on the front of the contract. 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 actually 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 89<sup>th</sup> 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 \$2,800 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 a.m. on Friday, October 6 and must be completed no later than 1 p.m. on Sunday, October 8. Space not occupied by 1 p.m. on Sunday, October 8 reverts to AHIA for discretionary use. Dismantling begins at the show's close on Wednesday, October 11 at 1:30 p.m.\* and must be completed by Thursday, October 12 at 11 a.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 of their accumulated priority points and will be fined \$300. 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 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. At that time, the exhibitor can make arrangements 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 convention.

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

**October 7-11, 2017**  
**Los Angeles, CA**

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. 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 personas 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 convention 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 Convention, 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 Convention. 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 EAC), 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 EAC) that causes or results in damage to, or destruction of, property of any party, and/or death or injury to persons.

**October 7-11, 2017  
Los Angeles, CA**

**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 upon request prior to and/or on-site at the Convention.*

**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 the Los Angeles Convention Center in its contract with AHIMA, and with the rules and regulations of the facility. Please visit <http://www.lacclink.com/> 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 convention, 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 convention 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 convention. "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 convention attendees.

**October 7-11, 2017  
Los Angeles, CA**

**20. Hanging Signs**

Hanging signs will be allowed ONLY in island booths (aisle on all 4 sides). The rigging order form is in the Exhibitor Service Kit 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 1 pm on Sunday, October 8, 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.

**24. Union Labor Jurisdictions, Los Angeles, California. Local union jurisdiction applies.**

Every event's official general service contractor (GSC) provides drayage, decorating, rigging, exhibit construction, carpentry and freight movement. LACC adheres to accepted union historical jurisdiction practices as follows:

- Sign, Scene and Pictorial Painters Union Local 831. Local 831 has jurisdiction over the installation/erection, clean up, touch-up, dismantling, repair and building of all temporary exhibits.
- Teamsters Union Local 986. The Teamsters are responsible for the loading and unloading (drayage) of all trucks or trailers of common carriers including van lines, as well as the handling of empty crates and the operation of forklift trucks.
- International Alliance of Theatrical Stage Employees (IATSE) Union, Local 33. IATSE staging technicians may be used on theatrical lighting projects and rigging projects as long as labor is used in accordance with LACC's Lighting Policy and Rigging Policy. IATSE staging technicians may also be used for audio visual work, camera operators, stage and scenic assembly (general sessions only), lighting console programming and operation, spot light operators, and laser operators. International Brotherhood of Electrical Workers (IBEW). The provision and distribution of electrical service at the LACC must be provided by one of the Center's approved utility contractors, whose respective staffs are members of IBEW. Please refer to the authorized service providers section of the Event Planning Guide for additional information.

More Detailed information will be provided to exhibitors in the Exhibitor Service Manual.

**25. Safety and Fire Regulations, Los Angeles Convention Center:**

The following are the Los Angeles City Fire Department's minimum requirements for shows and exhibits in the LACC. No variance or alternate method of compliance shall be permitted from these requirements unless a written request is submitted and approved in writing by the LACC Fire Marshal. All requests for Fire Permits must be submitted 21 days prior to the event.

\*The show or exhibit will not be permitted to be open to the public, until all identified hazards have been alleviated.

\*Special restrictions may be required to monitor and control hazardous conditions and operations not specifically covered by the above.

\*Additional fire protection equipment may be required. It shall be accessible, visible, and ready for immediate use.

- \*LACC is a non-smoking building. Smoking is prohibited in all areas.
- \*The use of welding or cutting equipment for “demonstration” requires a written permit from the Fire Department.
- \*Welding as related to exhibit construction, fabrication, repair, etc., is not allowed anywhere inside the exhibit halls or other interior spaces. Any such work requiring welding must be done outside the facility in a location determined and approved by the Fire Marshal. Licensed Fire Sprinkler contractors are allowed to use approved torches to solder copper pipe connections of automatic fire sprinkler systems inside the halls.
- \*The demonstration or use of equipment using flammable liquid fuel in buildings is prohibited.
- \*Combustible liquids shall be used only under permit from the Fire Department. They shall be stored or dispensed from an Underwriting Laboratories (U.L.) approved safety can.
- \*All exits, hallways, and aisles leading from the building or tents are to be kept clear and unobstructed at all times.
- \*No exit door shall be locked, bolted, or otherwise fastened or blocked at any time an exhibit building is open for business.
- \*Any rope, chain, or similar control device that is placed across an aisle or exit path must breakaway to the satisfaction of the Fire Department.
- \*Rubbish, trash, and waste shall be removed from buildings at the end of each working day. Metal cans will be provided for metal cuttings, and cuttings shall be kept separate from ordinary combustibles.
- \*All electrical wiring shall be installed as per Los Angeles Building and Safety Department Electrical Code.
- \*Fire extinguishing equipment must be provided and maintained in all special areas as designated by the Fire Department.
- \*All sprinklers, standpipe hose cabinets, and fire alarm pull boxes shall be kept clear and unobstructed at all times.
- \*Cylinders of compressed gas, both combustible and non-combustible, shall be installed only by permit from the Fire Department, and shall be half-charged and firmly secured in an upright position.
- \*Exit signs must be clearly visible.
- \*Flammable liquids shall be used only outside under permit from the LACC Fire Marshal. It should be stored or dispensed from an U.L. - approved safety can with a maximum of one (1) day usage or one (1) gallon, whichever is less, per booth.
- \*Where combustible material cannot be removed from the area of operations, another person, competent in the use of fire extinguishing equipment, shall be assigned the duty of preventing or extinguishing any accidental fire that may occur during such operations.

**October 7-11, 2017**  
**Los Angeles, CA**

\*All appropriate local, state and federal guidelines shall be followed to appropriately dispose of all hazardous waste materials.

**26. Exhibitor Appointed Contractors (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 EAC's certificate of insurance no later than 30 days prior to the show. This form is available in the Freeman section of the Exhibitor Service Kit.

**27. 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.

**28. Alcohol on the Exhibit Floor**

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

**29. Animals**

In compliance with ADA, the Los Angeles Convention Center welcomes service animals to accompany people with disabilities in all areas of the facility where the public is normally allowed to go.

**30. Balloons**

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

**31. Children**

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

**32. 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.

**33. Noise Levels**

Each exhibiting company will be limited to a maximum of 85 decibels for any booth activity (that is, presentations, demonstrations, formal or informal meetings). Companies with noise levels beyond 85 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.

**34. 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

**October 7-11, 2017**  
**Los Angeles, CA**

official convention photographer appointed by AHIMA, is strictly prohibited.

**35. Fireworks (Pyrotechnic Displays)**

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

**36. 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.

**37. Smoking**

The Los Angeles Convention Center is a smoke-free facility.

**38. Vehicle Displays**

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.

**39. 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.

**40. Pre/Post Attendee List**

The pre-registered attendee list 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 list will be provided to eligible exhibiting companies. \*AHIMA reserves the right to determine eligibility based on exhibitor status.

**41. 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.
- Advance Pre-Show Contact: AHIMA also offers to eligible exhibitors the opportunity to communicate about their products and services through the AHIMA a2z Biz Connect Module. The attendees database shall include attendee name, job title (when given by the attendee), and company. Neither the email address nor the telephone number, however, will be divulged to the exhibitor.

**Official AHIMA Event Logo Usage:** Logo usage is for the purpose of assisting exhibitors to promote their participation at the 89th AHIMA Convention and Exhibit at the Los Angeles Convention Center, Los Angeles, California. Promotion is defined as pre-convention marketing efforts such as:

- a) Promotional literature (i.e. flyers, invitations, brochures, postcards, etc.)
- b) Website inclusion (i.e. exhibitor's tradeshow calendar)
- c) Advertisements in industry publications

Convention Logo Is Not Permitted for:

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



**October 7-11, 2017**  
**Los Angeles, CA**

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. An application form for this item (with related rules) is included in the AHIMA portion of the AHIMA | Freeman Exhibitor Service Manual.

#### 42. 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.

#### 43. 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.

#### 44. 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.

#### 45. 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 87th 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.

#### 46. 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.) No exhibitor or group of exhibitors may sponsor any event that conflicts with AHIMA's sponsored programs during the convention. 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

**October 7-11, 2017  
Los Angeles, CA**

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:  
(2014 IAEE Guidelines for Display Rules & Regulations)***