

2024 FMX Exhibitor Service Guide





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Exhibit Schedule

EXHIBIT SCHEDULE

HALLS 1-6

Wednesday, Sept. 25	5–7:30 p.m.
Thursday, Sept. 26	9:15 a.m.–3:15 p.m.
Friday, Sept. 27	9:15 a.m.–3:15 p.m.

EXHIBIT INSTALLATION

HALLS 1 - 6

Monday, Sept. 23	8 a.m.–5 p.m.
Tuesday, Sept. 24	8 a.m.–5 p.m.
Wednesday, Sept. 25	8 a.m.–4 p.m.

EXHIBIT HALL DISMANTLE

Friday, Sept. 27	3:15 p.m.–8 p.m.
Saturday, Sept. 28	8 a.m.–5 p.m.

EXHIBITS CLOSE

Please keep the aisles clear of debris during the move-out process to prevent trip hazards. Freeman will begin pulling aisle carpet promptly at 3:30 p.m. Friday, Sept. 29. Please pull the parts of your display you can easily handle and are closest to the aisles farther into your booth space to help protect them.

EMPTY RETURN

Freeman will begin the return of empty containers promptly at 3:30 p.m. on Friday, Sept. 29. We kindly request you do not give gratuities to workers to find your empties. To ensure your safety, Exhibitors will not be allowed in the crate storage area.

Please schedule your staff and travel accordingly to accommodate tearing down your booth. The AAFP cannot guarantee what time you will be finished with tear down on Sunday evening.

EXHIBITOR MOVE-OUT

Friday, Sept. 27	3:15 p.m.–8 p.m.
Saturday, Sept. 28	8 a.m.–5 p.m.

DISMANTLE INFORMATION

Dismantling of your booth cannot take place before the hall closes at 3:15 p.m. on Sept. 27. You are not permitted to pack up early or

begin taping boxes. If you do not follow these guidelines, your company will be subject to losing Priority Points for the following FMX Meeting or be denied approval to exhibit at any AAFP meetings.

POST-SHOW PAPERWORK & CARRIER CHECK-IN

Complete the Outbound Shipping form in the service kit and your paperwork will be available at show site. Be sure your carrier knows the company name and booth number when planning for shipping your exhibit at the close of the show.



Booth Space Assignment

EXHIBIT BOOTH SPACE ASSIGNMENT

The AAFP retains sole authority to determine the eligibility of any company or product to exhibit at FMX.

Booth space assignments are prioritized using a Priority Points system. Companies with the greatest number of points are assigned first, progressing to companies with the fewest number of points. If companies have the same number of points, it will be based on who submitted the application earliest. Priority Points are accrued through a variety of opportunities extended by AAFP. For accrued Priority Points to be applied to space selection standings, the exhibiting company must submit a completed space application online by the published deadline.

Space assignments will take place beginning on **Feb. 12, 2024**. Applications received after **Feb. 26, 2024**, will be assigned on a first-come, first-served basis. Assignments will only be made for Exhibitors that have electronically signed the Exhibitor application, by the appropriate authorized personnel, and the 50% deposit amount must be received by the published deadline date.

BOOTH RELOCATION

In the event of conflicts regarding space requests, or conditions beyond its control, the AAFP reserves the right to revise the floor plan prior to FMX. The AAFP will not relocate booths, unless an unforeseen circumstance makes relocation unavoidable. In such unlikely event, Exhibitor will be given the option to cancel and receive a full refund of its rental payment if the reassigned space is deemed not acceptable to the Exhibitor within seven business days of receipt of the new assignment.

If an Exhibitor does not want to be located next to or near another exhibiting company, they may notify the AAFP Exhibit Manager, [Aaron Verhei](#) in writing and request to be relocated to an available (open)

booth of their choice. If an exhibiting company relocates to a different space, it is responsible for any cancellation fees and additional fees for the space rental. Relocation/move requests must be received prior to **Aug. 30, 2024**. Keep in mind if you request to be moved after the FMX Program and Exhibitor Guide printed piece, your print information will be incorrect. Note: Exhibitor is responsible for notifying all official vendors of their move request and new booth assignment so freight, booth furnishings, electrical, internet, etc. will be placed in the correct booth onsite. If this is not done, all expenses will be the responsibility of the exhibiting company. AAFP will not ask another assigned company to relocate or move.

On-site booth relocations by Exhibitors and/or move requests by Exhibitors are strictly prohibited due to the logistical burdens and increased costs AAFP would incur in accommodating such relocations/move requests.

Questions onsite – see Aaron Verhei, Exhibit Manager or Jill Vetter, Senior Sales Manager, Strategic Programs and Events in the AAFP Exhibit Show Management Office or email [Aaron Verhei](#).

NEW EXHIBITORS

Companies applying for exhibit space that are new or have not exhibited in the past five years with the AAFP will be asked to complete an online eligibility form. Upon approval, the organization may complete the Exhibitor Eligibility Application.



Exhibitor Eligibility

EXHIBITOR ELIGIBILITY

The AAFP retains sole authority to determine the eligibility of any company or product to exhibit at FMX.

The three categories of exhibits permitted at FMX, with additional specific requirements applicable to each category, are as follows:

- A. FDA-approved products. Products that require approval of the Food and Drug Administration (FDA) for marketing must receive FDA approval before they are exhibited at the FMX. Exhibitors may be required to show evidence of FDA approval. This requirement applies to medical devices, drugs, cosmetics, and all other FDA-regulated products. If non-FDA approved products or services that require but have not obtained FDA approval are exhibited, the AAFP may deny installation privileges or require removal of the exhibit or may require discontinuance of any exhibit or promotion wholly or in part.
- B. Healthy food products. Exhibits promoting food products must not promote harmful or unhealthy products. If claims are made regarding the health benefits of a particular food product, the AAFP at its sole discretion may require that the potential exhibitor provide appropriate documentation to substantiate claims made.
- C. Other products and services not covered by A or B above which: (1) meet the standards of generally accepted medical practice or (2) are of interest to FMX attendees because of their relevance to the clinical or socioeconomic aspects of the practice of medicine. At the AAFP's sole discretion it may require potential exhibitors of a product or service in this category to provide technical data and scientific documentation to substantiate the safety and effectiveness of the product or service, as well as the accuracy of the claims made regarding it. If the safety, effectiveness, and accuracy of claims made for such product or service have not been demonstrated to the AAFP's satisfaction, the Exhibitor Agreement to exhibit will not be accepted.

IMPORTANT NOTES:

- Exhibits for nutritional or dietary supplements and vitamin preparations are not eligible unless the product is approved for marketing by the FDA or its efficacy and safety is substantiated by clinical studies acceptable to the AAFP—generally meaning studies that have independent support in authoritative, evidence-based medical literature. More specific guidelines are available from the AAFP. Contracts and studies must be received no later than **July 20, 2024**, to allow sufficient time for review by the eligibility panel.) Contact [Jill Vetter](mailto:jvetter@aafp.org), Senior Sales Manager, Strategic Programs and Events at 913-951-8943.
- Skin Care/Cosmetic/Dermatological Products and Devices—must submit full list and detailed description of all products, devices, and services that will be promoted to attendees at FMX to jvetter@aafp.org for further review before space will be assigned. If this detail is not submitted in advance of booth assignment, your company will be in breach of these Terms and Conditions and may be denied exhibit participation.
- New exhibitors to FMX or those that haven't exhibited at FMX within the past five years must complete and submit the Exhibitor Eligibility Form and a full list and detailed description of products, devices, and services that will be promoted to attendees at FMX to Jill Vetter, Senior Sales Manager, Strategic Programs and Events at jvetter@aafp.org for further review before space will be assigned. If this detail is not submitted in advance of booth assignment, your company will be in breach of these Terms and Conditions and may be denied exhibit participation.
- If exhibitor falsely misrepresents its products and/or services or are otherwise in breach of AAFP Exhibitor Agreement Terms and Conditions, AAFP reserves the right to immediately evict Exhibitor and/or terminate this Agreement pursuant to the "Violation of Terms and Conditions" section contained herein.



Booth Application Process and Fees

BOOTH APPLICATION PROCESS

Booth applications are online only. Please visit the Exhibitor Login page, or contact the Exhibit Manager, Aaron Verhei, at averhei@aafp.org if you have any questions.

BOOTH SPACE FEES & PAYMENTS

EXHIBIT SPACE RENTAL FEES

Space rental fees are charged according to booth configuration and size. All exhibit specifications will be in accordance with AAFP'S rules and regulations.

Before March 31:

Inside Linear/Perimeter	\$3,500
Corner Linear/Perimeter	\$3,700

April 1 and later:

Inside Linear/Perimeter	\$3,750
Corner Linear/Perimeter	\$3,950

Linear booths are sold in 10-foot by 10-foot (10' x 10') increments.

Note: Corner booths charges will be added at \$200 per corner.

Island Booths: per square foot

An island booth is defined as a booth with all sides exposed to an aisle. To determine the cost, multiply the size by \$ (example: 20' x 20' = 400 x 33 = \$13,200).

Note: Surcharges are added to Island Booths depending on their size.

INCLUDED IN BOOTH FEE

- Four (4) Exhibit personnel badges per 100 square feet of booth space
- Carpet is NOT included with your booth.
- Company name listed on the FMX website, Mobile app, and FMX Program and Exhibitor Guide
- Company name, booth number, and product description signage

PAYMENT SCHEDULE

A 50% deposit is required with your application no later than **June 1, 2024**. Applications submitted without payment will not be binding and space will not be assigned or held.

Final booth payments are due June 1, 2024.

Contracts submitted on or after June 1, 2024, must include the full booth space fee to be processed.

If full payment is not received, Exhibitor's space may be cancelled and AAFP will retain any deposit. In addition, the prospective Exhibitor is responsible for paying any remaining balance and will not be eligible to exhibit at future AAFP meetings until such balance has been paid in full.

BOOTH SPACE CANCELLATIONS CANCELLATION POLICY

Cancellation of assigned booth space must be submitted in writing via email to Jill Vetter, Senior Sales Manager, Strategic Programs and Events at jvetter@aafp.org. Cancellations may not be taken verbally and must be received in writing.

Upon cancellation of exhibit space, it is the Exhibitor's responsibility to cancel all other arrangements made in connection with exhibiting, including hotel reservations, requests for the services of official vendors, or any other contracted services associated with FMX. Exhibitor is liable for all fees or penalties associated with cancellation of said services, including without limitation, attrition charges imposed by FMX hotels to the extent applicable to Exhibitors' cancellation.

Exhibitors canceling a previously assigned booth will forfeit a percentage of the total space fee based on the following schedule:

Before June 1, 2024: Cancellation will result in forfeit of 50% booth fee.

On or after June 1, 2024: Cancellation will result in forfeit of 100% of booth fee.

Exhibitors that fail to pay the cancellation fee will not be permitted to exhibit at future AAFP meetings until the balance is paid in full.



Priority Point System

PRIORITY POINT SYSTEM

The AAFP Priority Point System is used to make Exhibit booth assignments and is calculated as follows:

- 1 point for every year exhibited
- 1 point for every 100 square feet (10' x 10') of Exhibit space
- 1 point for every \$10,000 invested in FMX sponsorships

FMX Sponsorship	Points Earned
\$1-\$10,000	= 1 Point
\$10,001-\$20,000	= 2 Points
\$20,001-\$30,000	= 3 Points
\$30,001-\$40,000	= 4 Points
\$40,001-\$50,000	= 5 Points

The Exhibitor Agreement date of receipt is used to determine assignments only when there is a need to break a tie in points during initial assignments or determine priority for exhibit contracts that are received after priority point assignments.

In the event of company merger or acquisition, two options exist under the AAFP's point system:

- The controlling company may file only one Exhibitor Agreement for all newly acquired companies under its "umbrella." The controlling company would receive the points of the highest ranked company within the new structure. All other companies' or division's points return to zero. All booths must be listed under the company's booth listing in the on-site FMX Program and Exhibitor Guide.
- The company may continue as though the merger or acquisition had not occurred, with each company or division submitting its own Exhibitor Agreement and maintaining its original priority points. In this instance, each individual company/division may have its own booth listing in the on-site FMX Program and Exhibitor Guide.



Payment Schedule & Methods

PAYMENT METHODS

AAFP Accepts:

- Mastercard
- Visa
- American Express
- Discover

PAYMENT/METHOD OF PAYMENT

Prior to June 1, 2024, a 50% deposit is required upon submission of the online Exhibitor Agreement. On or after June 1, 2024, full payment is due. All Exhibitor Agreements received on or after this date require full payment.

If full payment is not received, Exhibitor's space may be cancelled and AAFP will retain any deposit. In addition, the prospective Exhibitor is responsible for paying any remaining balance and will not be eligible to exhibit at future AAFP meetings until balance is paid in full.

Pay your balance online with the secured Exhibitor Login link and company password.

Checks should be made payable to the American Academy of Family Physicians and sent to:

**American Academy of Family Physicians
Attn: Accounting
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2672**



Exhibitor Badge Registration

EXHIBITOR BADGE REGISTRATION

Badge Registration will be made available on the online FMX Official Vendor List and the link will go live on **June 1, 2024**. Maritz is our official housing manager.

BADGE ALLOTMENT & FEES

Exhibitors may register up to four (4) booth staff for each 10' x 10' booth or equivalent.

Exhibiting companies requesting more than their allotted number of Exhibitor badges will be charged \$895 per additional badge/person. This assessment is made following the AAFP FMX, based on a final badge count.

The AAFP FMX Planning Committee has recommended only qualified prospects be given access to The Xchange. Therefore, badges will not be issued to representatives of leasing companies, financial institutions, suppliers, vendors, and others wishing to make business contacts, nor to Exhibitors' family and guests.

BUTTONS/PINS/STICKERS

Exhibitors may not distribute stick-on emblems, buttons, pins, or unofficial badges.

BOOTH UNATTENDED

Exhibitors are not permitted to leave the booth unattended at any time during show floor hours. You must have one staff member in your booth.



Exhibitor Appointed Contractors

EXHIBITOR APPOINTED CONTRACTORS (EAC) & LABOR

Labor within the booth can be provided either through an Exhibitor appointed contractor (EAC) you have hired or the official service contractor (Freeman). All individuals working in the hall must be badged and always wrist banded.

An EAC is any company other than one of the designated official contractors for AAFP that provides services to an Exhibitor and will require access to the show during installation, show days, or dismantle.

DESIGNATING AN EAC

An Exhibitor can designate an EAC for installation and dismantle of their booth, audio/visual (A/V), photography, lead retrieval, or other specialty services, but the exhibiting company **MUST** submit the Notice of Intent to Use an EAC form and the EAC's insurance certificate to AAFP by **August 30, 2024**, or the EAC will not be permitted access to the Exhibit Hall.

Documents may be submitted via email to the Exhibits Manager, [Aaron Verhei](#).

Failure to submit forms by the designated deadline will result in the exhibiting company being required to use labor provided by the official service contractor for installation and dismantle and other AAFP selected contractors for other services.

EAC BADGES & ACCESS TO THE SHOW FLOOR

EAC will need to check in at the Loading dock and Receive a Wristband to gain access to the show floor. The check in desk will be located at South dock in Hall 6.



Exhibitor Appointed Contractors

EAC CERTIFICATE OF INSURANCE (COI)

Exhibitors are not required to submit a COI for their company. This is for EAC companies only. The EAC must send AAFP an acceptable public liability insurance policy (COI) as to coverage limits and information located below.

AAFP, Freeman, and the Phoenix Convention Center are required to be listed as additional insured.

The certificate holder should be addressed as:

American Academy of Family Physicians
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2672

Required information to be included in your certificate of insurance:

Producer: Insurance Agent/Broker who issues certificate.

Name of insured: Must be the legal name of contracting party.

Types of insurance: Must include types required by contract.

Form of coverage: Must be "occurrence" form of coverage.

Policy effective date: Must be prior to or coincidental with the first day of Exhibitor Move-In.

Policy expiration date: Must be on or after the last day of Exhibitor Move-Out.

Limits of insurance: Must be the same or greater than required by contract.

Commercial General Liability with limits of not less than \$1 million each occurrence, \$2 million general aggregate, and \$2 million products and completed operations aggregate.

Automobile Liability with a limit of not less than \$1 million combined single limit, each accident.

Umbrella/Excess Liability with a limit of not less than \$1 million each occurrence and \$1 million each aggregate.

Workers Compensation, as required by law, with Employers.

Liability Limits of not less than \$1 million each accident, \$1 million disease, each employee, and \$1 million disease, policy limit.

► **Authorized representative:** Must be signed (not stamped) by an authorized representative of Producer.

INDEMNIFY & HOLD HARMLESS

Exhibitor expressly agrees to indemnify and hold harmless AAFP, its management, agents, and employees from all liability, claims, loss, damages or expenses, including counsel fees and costs resulting from injuries to any person, including other Exhibitors, the agents, employees and attendees, or damage to any property, including property owned by other Exhibitors, in connection with its use of the exhibit space.

Exhibitor agrees that the exhibition assumes no responsibility for the safety of the properties of the Exhibitor, its officers, agents, or employees from theft, damage by fire, accident, or any other cause whatsoever.

The exhibition provides security guards for public spaces only; however, attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition, facility, return, and during exhibition.

BOOTH SPACE DESIGN GUIDELINES

AAFP invites Exhibitors to create booth designs that are welcoming and engaging, however, adoption of the AAFP show look is prohibited.

Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the Exhibitor's expense.

All components of the booth design including truss and lighting are to remain within the boundaries of the exhibit space.

No Exhibitor shall assign/sublet any part of its assigned space without the written consent of AAFP.

All booths must have a floor covering. The full-square footage of your exhibit booth space must be covered by 12 p.m. on Wednesday, September 25. Booths not containing floor covering will be supplied standard carpet, and the Exhibitor will be charged accordingly by Freeman.

LINEAR BOOTHS & CORNER BOOTHS

AAFP does not permit Peninsula or End Cap Booths.

Each 10-foot by 10-foot (10' x 10') linear booth has uniform eight-foot (8') high back wall drape and uniform three-foot (3') high side drape, in the designated show colors.

The maximum allowable height of products and display materials is eight feet (8').

Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.

Exhibitors must mask all displays with unsightly back or side walls.

If necessary, a drape will be installed to cover any unfinished parts of a display and the Exhibitor will be charged accordingly by Freeman.

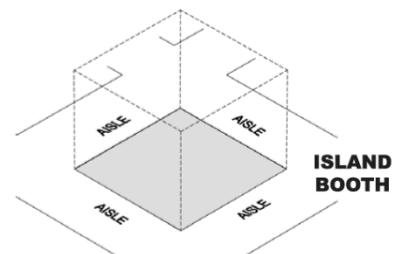
Linear booths are not permitted to have any gobos.

ISLAND BOOTHS

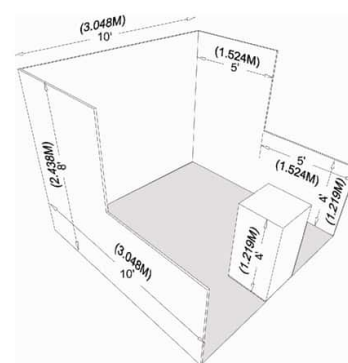
An island exhibit is an open area of exhibit space with aisles on all four sides. Island booths must be designed to allow access from all four aisles.

Ceiling covering may not span the entire aisle length. Structures may not exceed 20 feet (20') in height. Theater seating for presentations and demonstration areas in a booth are required to be a minimum of five feet (5') back from the aisles, and the aisles must remain free from congestion. Exhibit displays, construction, and signage must be arranged to not obstruct a significant amount of the line-of-sight view or otherwise interfere with the displays of other Exhibitors.

Conference, office, storage, or meeting room enclosures may not exceed 100 square feet in booths less than 1,600 square feet, and not exceed 50% of the length of the aisle the room is located on. Please review further guidelines on the next page regarding island booth designs.



LINEAR BOOTHS





Booth Types & Specifications

BOOTH COMPONENTS

HANGING SIGNS

A hanging sign is defined as an exhibit component suspended above an island space exhibit for the purpose of displaying graphics or identification. Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow.

- Hanging signs or banners are permitted in island booths only.
- Hanging signs and graphics will be permitted to a maximum height of 20 feet from the top of the sign to the floor, where applicable.

BOOTH CONSTRUCTION

Exposed unfinished sides or exhibit backgrounds must be draped. Exhibits will be inspected during set-up and the decorator, with Exhibit Floor Manager approval, will provide draping when deemed necessary. Charges for draping are the Exhibitor's responsibility. Exhibit components and signs may not be pasted, taped, nailed, tacked, or otherwise affixed to walls, doors, or any part of the convention center.

BOOTH DECORATIONS

- Pipe and drape will be provided by AAFP's official contractor.
- Booths at the Phoenix Convention Center are 10' x 10', or in increments of 10'.
- Standard booth construction includes 8' high gray and white back drape and 36" high side drape in black. Standard booth drape colors may not be changed by exhibiting companies.
- Aisle carpet color is blue.
- A standard 7" x 44" booth ID sign displaying the Exhibitor's name and booth number is furnished free of charge for standard in-line/linear booths.

- A complete list of booth equipment and prices will be available in the online FMX Official Vendor List provided by Freeman (**available June 1, 2024**).
- No helium- or air-filled balloons may be used as part of booth decorations or inflated to distribute to attendees.

BOOTH DESCRIPTION

- The online booth description will appear under the Exhibitor's name as is listed in the Exhibitor Agreement in the live floor plan and in the FMX mobile app.
- Descriptions need to be factual and not promotional in nature. Copy will be reviewed and edited at the discretion of the AAFP for all promotion.
- Indicate registered trademarks or other proprietary markings using ® for product names registered with the USPTO and ™ for all trademarks. Please use quotation marks for designating publication names.

Note: It is the Exhibitor's responsibility to enter all information on behalf of its company by the TBD deadline for the on-site FMX Program and Exhibitor Guide printed piece which will include alpha exhibit list with booth number, product category, and new to show listings.

BOOTH PROMOTION

Exhibitors will have an opportunity to describe its booth's promotion in a 650 character (including spaces) online booth description, product categories, and new to show listings (if applicable), on the AAFP FMX live floor plan and in the FMX mobile app. The printed FMX Program and Exhibitor Guide will include alpha exhibit list with booth number and product category listing if entered by **Aug. 1, 2024** through the Exhibitor Login.



Booth Types & Specifications

BOOTH ACTIVITIES CELEBRITY ENDORSEMENTS

- Interviews, demonstrations, detailing, or distribution of literature or samples may take place only inside the assigned booth space. Literature or other materials may not be left or distributed in AAFP common areas (e.g., main aisles, concession tables, exposition hall elements, lounges, registration, hotels, etc.).
- “Button-holing” of attendees is not allowed.
- Advertising, canvassing, or soliciting business is permitted only by Exhibitors, and then only within the space assigned to them.
- Walking actors, robots, characters or other such people or devices may not operate outside the assigned booth space. This includes travel to and from a company’s multiple booths during show hours unless accompanied by company badged booth personnel.
- Demonstration areas may not extend into the aisle line of the exhibit–space must be left within the exhibit area to accommodate visitors. Presentations within your companies assigned booth space are only allowed in a 20’ x 20’ or larger exhibit space.
- Should visitors interfere with normal traffic or overflow into neighboring exhibits, the presentation must be limited or eliminated.
- Exhibitors using celebrities for in-booth promotions must request permission, in advance, in writing, from [Aaron Verhei](#) prior to **Aug. 30, 2024**. Include the celebrity’s name and the dates/times he or she will appear in Exhibitor’s booth. If necessary, the Exhibitor is responsible for hiring security to assist with crowd control.
- Demonstrations, lectures, or presentations by anyone other than a full-time employee of the Exhibitor is prohibited.

Exhibitor must submit all requests for booth activities by **Aug. 30, 2024**. Send written requests to [Aaron Verhei](#).

ELECTRICAL

- All electrical equipment (i.e., lighting, sound, special effect exhibit equipment) must meet National Electrical Code and local electrical codes.
- Electrical fixtures and fittings must be UL listed and marked as such.
- The use of latex cord wire and duplex or triple plugs in displays is not permitted.
- Electrical service is provided by Commonwealth Expo Services. View the order form on the online FMX Official Vendor List on **June 1, 2024**.

FLOOR LOAD

The floor load capacity The Phoenix Convention Center 350 pounds per square foot in The Xchange.

FLOOR PLAN REVISIONS

Every effort will be made to maintain the general configuration of the floor plan for the FMX. However, the AAFP reserves the right to revise the exhibit floor plan at its sole discretion.

LIGHTING: PAR/GOBO

- Requests for Par/Gobo Lighting must be submitted to Aaron Verhei at averhei@aafp.org by **August 30, 2024**.
- Requests for Par Lighting will be denied if the lighting imposes on the aisles or neighboring Exhibitors.
- The Exhibitor is responsible for any costs related to installing par lighting which may later be denied approval due to infringing on AAFP or neighboring Exhibitor’s space.



Multi-Level Booths

MULTI-LEVEL BOOTHS

Multi-level exhibits require AAFP pre-approval from the Senior Sales Manager, Strategic Programs and Events, [Jill Vetter](#), and The Phoenix Convention Center. The Exhibitor Agreement must reflect that the space requested is for a multi-level exhibit. Multi-level exhibits shall not exceed the 20' island height limit.

FIRE CODE ITEMS

- **Maximum Dimensions:** To avoid the sprinkler requirement, your exhibit must be less than or equal to 2 levels high (maximum 30-foot elevation) or 5,000 square feet of enclosed area.
- **Second Level:** Second levels must remain open and uncovered. If they are covered, sprinkler protection will be required. Booths with a third level or more must also have special sprinkler coverage.
- **Staircases:** Staircases between levels must follow the Americans with Disabilities Act and meet the following requirements:
 - Minimum of 3 feet in width
 - Provide a handrail on one side
 - Provide handrails a maximum of 1-1/2 inches in circumference and turned into walls
 - Not be spiral or winding
 - If the top deck is designed to hold over 10 people, or exceeds 1,200 square feet in area, a second staircase is required which must be remote from the main staircase and meet the same construction requirements
- **Smoke Detectors:** All areas under the second level or ceiling, including closets, need to be equipped with a UL approved (or similarly approved), battery-operated smoke detector. If this space is enclosed after hours, the smoke detector must be audible outside the enclosed area.
- **Fire Extinguishers:** A UL-approved (or similarly approved) 2 ½ pound ABC-type fire extinguisher must be posted in a clearly visible and readily accessible area for each 500 square-foot enclosure.
- **Posted Certificate of Fire Retardancy:** A certificate verifying the fire retardancy of your booth construction materials must be posted in a conspicuous place within the exhibit.
- **Certified Approval:** After the booth has been designed, the blueprints must be approved and stamped by a licensed professional structural engineer. These blueprints should include dimensions and an isometric rendering. This approval applies to all booth formats outlined previously.
- **Fire Safety Review:** Send stamped blueprints to The Phoenix Convention Center for review with the Fire Safety Division and by the CFD at least 60 days before the show opens to allow enough time for any needed corrections. Be sure that plans show dimensions and an isometric rendering of your exhibit. In addition, all areas requiring sprinkler protection must be highlighted. If plans are not provided on time, it may cause delays or disapproval of your booth to occur during the pre-show fire inspection.
- **Fire Guards:** Once a multiple level booth or a booth with a ceiling is built and completed, and whenever the exhibit or show is closed for business, special fire watch coverage is required. Use of individuals designated as fire guards is subject to prior approval by the Fire Marshal.



FMX Official Vendors

FREEMAN IS DESIGNATED AS THE FMX ANNUAL MEETING GENERAL SERVICE CONTRACTOR

Available services include:

- Audio/Visual
- Carpet
- Installing and dismantling of exhibits
- Material handling
- Rigging
- Shipping

Freeman also provides the following specialty services:

- Booth furniture rental and accessories
- Custom exhibits and rentals
- Graphics

Freeman will be onsite at the Exhibitor Service Center during FMX to assist you in coordinating any last-minute services, ordering additional products, and answering any questions you may have.

OTHER OFFICIAL SHOW CONTRACTORS

AAFP has secured vendors as official contractors to provide the necessary services for a successful meeting and exhibition. We encourage Exhibitors to utilize their services. Contact information and order forms will be available on **June 1** in the online FMX Official Vendor List.

Maritz – Badge Registration and Lead Retrieval
Commonwealth Expo – Electrical
Urban Jungle – Floral
Marketing Images by LBJ – Photography
Smart City – Internet
Aventura – Food and Beverage



Exhibit Booth Marketing & Activities

DRAWINGS, CONTESTS, RAFFLES, LOTTERIES, GAMES

Exhibitors are discouraged from conducting drawings, contests, raffles, lotteries, or other games of chance. However, an Exhibitor may conduct drawings that do not involve the requirement of payment or other consideration for the chance to play with the AAFP's prior written approval, with such request made no later than 45 days prior to the FMX exhibition. Requests should be sent to averhei@aafp.org. If approval is given, the Exhibitor must fully comply with all AAFP Exhibitor Agreement Terms and Conditions, and all applicable federal, state, and local laws, including any requirements of The Phoenix Convention Center concerning such activity.

AAFP requires that any prize or award must be considered modest in value and that the opportunity be open to all FMX attendees. The drawing and notification of winner is the responsibility of the Exhibitor and must be drawn after the conclusion of the AAFP FMX.

GIVEAWAYS

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

"Some gifts that reflect customary practices of industry may not be consistent with the principles of medical ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible if the gifts are related to the physician's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they

are given in relation to the physician's prescribing practices."

Exhibiting companies must secure the AAFP's prior approval for giveaways. Any item an exhibiting company intends to distribute must be submitted in writing to averhei@aafp.org for pre-approval.

Giveaways must be associated with products or services of the exhibiting company.

MARKET RESEARCH/SURVEYS

The following terms and conditions are required of any Exhibitor who intends to conduct a survey from its booth space:

- Survey must be pre-approved by the AAFP before **Aug. 30, 2024**. Send survey to Aaron Verhei at averhei@aafp.org for approval.
- Exhibitor must share survey results with the AAFP.
- AAFP must approve all survey-related results in publications and print pieces prior to publication.
- Exhibitor is prohibited from using the AAFP name, the AAFP FMX name, related logos, or brands in survey-related results publications.

Questions? Please contact Aaron Verhei, Exhibits Manager, at averhei@aafp.org, or Julie DeVoe, AAFP Director, Communications Strategy and Development, at jdevoe@aafp.org.

FOOD & BEVERAGE

- All food and beverage samples must meet the conditions of and be approved by Aventura Catering, and Aaron Verhei, AAFP. Menus and pricing will be listed via Aventura on the online FMX Official Vendor List on **June 1, 2024**.
- If refrigerated storage is required, please contact Freeman to make arrangements. Information will be available **June 1, 2024**.
- Exhibitors with related food and beverage products must order porter service to remove empty cartons and/or containers.



Exhibit Booth Marketing & Activities

USE OF THE AAFP FMX SYMBOL, BRAND, LOGO, & SOCIAL MEDIA PROMOTION

The American Academy of Family Physicians and FMX brand, logos, and tradename are registered, proprietary marks of the AAFP and may not be used by Exhibitor without the prior written consent of the AAFP. Therefore, Exhibitor agrees that it will not use the brand, logos, tradenames, or the seal of the AAFP FMX or of the AAFP in any promotional and informational materials or websites, including but not limited to signs, advertising, and media promotions.

All Exhibitors are encouraged to promote their 2024 FMX attendance and booth information in advance of and throughout FMX. All posts using the hashtags #AAFPFMX will be displayed for attendees to view.

Promotional tools available to showcase Exhibitor engagement are outlined below:

- Make sure all posts use the meeting hashtag #AAFPFMX.

To facilitate Exhibitor engagement, AAFP have provided a couple of suggested examples:

- Meet us in Phoenix at Booth _____. We are showcasing (enter description here)."

Exhibitors are encouraged to leverage social media throughout the FMX as desired, provided posts comply with the guidelines below:

- Do not amend or alter the "We're Exhibiting" image.
- Do not use the image in a way that suggests or implies partnership, sponsorship, or endorsement by the AAFP or AAFP FMX.

Keep these guidelines in mind when posting about the FMX.

- Non-flash photography is allowed for personal, social, or non-commercial use.
- Please respect attendees, presenters, and Exhibitors who state they do not want their slides and/or content shared on social media.
- Exhibitors taking photos must do so in a manner that does not disturb the presenter, attendees, or other Exhibitors.
- Many booth designs contain copyrighted or trademarked materials, therefore permission for photographing a booth must be given by the authorized occupants of that booth.
- Sharing slides that feature patient faces or other identifiable information is prohibited.
- Video recording, live audio, and/or video streaming is strictly prohibited. Failure to comply with this policy may result in being removed from the session and/or FMX.



Exhibit Booth Marketing & Activities

PRESS/FLIM CREWS

All press/media questions may be sent to the AAFP Public Relations Department at (800) 274-2237, ext. 6051 for further assistance.

IN-BOOTH EDUCATION

- Companies with Island Booths (20' x 20' or larger) may provide formal in-booth education within their exhibit space.
- Exhibitors with in-line space may not conduct formal presentations.
- In-Booth Education shall not be eligible for CME credit.
- Exhibitors providing in-booth education must display a sign stating, "This Educational Session Does Not Qualify for CME Credit."
- Companies choosing to provide In-Booth Education must inform Aaron Verhei at averhei@aafp.org, in writing, no later than **Aug. 30, 2024**.
- Exhibitors cannot distribute CME materials unless they are the CME provider (in accordance with ACCME standards).

SOCIAL/UNOFFICIAL ACTIVITIES

Any social function or special event planned by an Exhibitor to take place during FMX, Sept. 24–28, 2024, must be pre-approved by the AAFP. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and Exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by AAFP.

Any Exhibitor not participating in the AAFP official door drop or official advertising opportunities and violates this section by participating in a hotel door drop or distributes exhibit materials outside of their assigned booth space and leaves company materials (i.e. brochures, pamphlets, pens, business cards,

etc.) in common areas at the convention center or in hotel(s) within the AAFP block will be subject to immediate eviction and will forfeit all fees paid and subject to penalties and will be prohibited from participating in future FMX conferences.

AAFP maintains control over the function space in the hotels within the AAFP housing block and convention center to preserve and protect an equitable exposition for attendees and Exhibitors of FMX. Requests to hold events must receive approval from the AAFP.

Send company name, booth number, desired hotel/location, date, time, anticipated attendance, attendee overview (type of attendees), and a brief description of the proposed function to Jill Vetter, Senior Sales Manager, Strategic Programs and Events Manager, jvetter@aafp.org for more information.

SOLICITATION

Exhibitors are prohibited from soliciting other Exhibitors. Any Exhibitor or company representative who solicits Exhibitors at the Exhibition will be in violation of this Agreement and may be removed from The Xchange. Additionally, solicitation may jeopardize the exhibiting company's eligibility for future AAFP exhibitions.



During the Exhibition

ACCESS TO EXHIBITS

Exhibitors will have access to the hall prior to opening each day in accordance with the below:

Thursday, Sept. 26–Friday, Sept. 27, one hour before The Xchange opens.

If an Exhibitor requires access to the show floor on any of these days prior to the above, the Exhibitor is required to contact the Exhibits Manager at averhei@aafp.org. Security is not permitted to grant any early access without show management approval.

BADGES REQUIRED

Everyone is required to have a badge on to gain access to The Xchange.

CARE OF FACILITY

Protection of convention facility property. Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the facility or convention hall exhibit area without permission from the proper building authority. Please consult with the Exhibits Manager, averhei@aafp.org, with any questions.

Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with the directions of the convention hall managers or their assistants.

CHILDREN IN THE XCHANGE

Due to safety considerations, under no circumstances are children allowed inside The Xchange during installation or dismantle.

Children under the age of 18 are required to be accompanied by an adult that has an attendee badge. Strollers are not permitted in The Xchange.

PROFESSIONAL BEHAVIOR

Exhibitors may not enter another Exhibitor's booth. Professional behavior is expected by each company, its representatives, and Exhibitor appointed contractors during FMX.

Any provocation of another either verbally, physically, or by any other means will result in all parties involved surrendering their badges immediately and being escorted off the premises by security, and all parties being prohibited from attending the remainder of the meeting, exposition, and functions, and a booth refund will **NOT** be granted.

It is the discretion of the Exhibits Team to ask the exhibiting company(ies) to vacate the premises immediately or at the close of the day, as well as either penalize or prohibit the parties' attendance at any future meetings held by the association.

If the Exhibitor is asked to vacate the premises, they will forfeit 100% of the exhibit booth fee; a refund will not be granted.

SECURITY

The AAFP will provide perimeter security at the Phoenix Convention Center, during installation, exhibition, and dismantle hours. Additional information will be available in the online FMX Official Vendor list (**available June 1, 2024**).

Each Exhibitor must make provisions for safeguarding goods, materials, equipment, and displays. The AAFP cannot, under any circumstances, accept responsibility or liability



During the Exhibition

for the loss of or damage to any material for any cause and encourages each Exhibitor to exercise normal precautions to prevent loss or damage as a result of theft or other causes.

MUSIC/SOUND/AUDIO VISUAL/ODOR PRODUCING DEVICES

- Exhibitor must obtain its own license for using copyrighted music.
- All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the full responsibility of the Exhibitor.
- All sound and audiovisual equipment must conform to fire regulations of the city of Phoenix and the Phoenix Convention Center.
- All speakers must face inside the booth and not toward the aisle.
- Video monitors or projection screens must be placed inside the booth, so viewers do not block aisles.

Exhibitors may not use electronic or electrical devices that result in noise, odor, or other kinds of annoyance to attendees. AAFP's exhibit staff reserves the right to determine when noise or odor must be halted.

PHOTOGRAPHY, VIDEOTAPING, & DRONES

Many booth designs contain copyrighted or trademarked materials, therefore permission for photographing or videotaping a booth must be given by the booth's authorized occupants.

Due to safety concerns, drones are not allowed at FMX. However, if an Exhibitor wants overhead booth photos of their own display by overhead drone photography, they must submit a written request to the AAFP Exhibit Manager averhei@aafp.org, for further review **by Aug. 30, 2024**. Pilot credentials may be required.



Policies and Regulations

AMERICANS WITH DISABILITIES ACT

Exhibitor understands that the Americans with Disabilities Act (ADA) requires that its display must be accessible to persons with disabilities, and the Exhibitor agrees that it is solely responsible for assuring that its booth and display complies with the ADA.

ATTORNEYS' FEES

Should AAFP find it necessary to retain an attorney or attorneys to enforce any of the provisions of this Agreement or to protect its interests under this Agreement, AAFP shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

CANCELLATION OF FMX

In the unlikely event of cancellation of the FMX exposition due to any force majeure event (e.g., fire, strikes, governmental regulation or order, transportation interruption, terrorism, national emergency, natural disaster, outbreak or continuance of an epidemic or contagion or declaration of pandemic by the U.S. government or the World Health Organization, or other cause beyond the reasonable control of AAFP that prevents or makes FMX commercially unreasonable or inadvisable for its scheduled commencement or continuance), then and thereupon Exhibitors and the AAFP have no further obligation to one another, and payment for any promotions or sponsorships that have not been delivered before cancellation of the event will be fully refunded.

COMPLIANCE WITH LAWS & CODES

Both parties shall observe and comply with and give all notices required by "Laws" defined as all laws, ordinances, rules, regulations (including, without limitation, labor union rules and requirements that are applicable to the venue location if FMX is held in person), and lawful

orders of any public authority, whether existing at present or later enacted, bearing on the performance of this Agreement. Each party shall notify the other if it becomes aware of any noncompliance with the Laws in connection with this Agreement and shall take all appropriate action necessary to ensure compliance with the Laws. Additionally, Exhibitor shall comply with the Council of Medical Specialty Code for Interactions with Companies, American Medical Association Code of Medical Ethics, AdvaMed Code on Ethics on Interactions with Health Care Professionals, and PhRMA Code on Interactions with Health Care Professionals, as applicable.

COVID POLICY

AAFP has implemented enhanced health and safety measures in connection with its in-person meetings and events. AAFP requires proof of vaccination for all attendees of FMX (which includes registrants, Exhibitors, speakers, faculty, guests, and any other individual who attend FMX in any capacity). For those unable to be vaccinated for reasons such as medical conditions or religious beliefs, a negative PCR test taken within the 72 hours prior to the start of FMX may be substituted for vaccine proof.

AAFP is contracting with a third-party vendor to manage the verification process and to make attendees' entry to FMX faster, safer and more secure. Your registration is not final, and your individual personnel who plan on attending will not be permitted to attend, unless and until proofs of vaccination or a negative PCR test have been uploaded and accepted; the instructions and information for which the AAFP will provide you closer to the FMX dates. The AAFP is continually assessing the status of its upcoming meetings and events in the light of the COVID-19 pandemic and will evolve these



Policies and Regulations

safety protocols as appropriate. You are encouraged to visit AAFP's [Health and Safety Protocols page](#) to stay abreast of the latest updates.

A person is considered fully vaccinated:

- Two weeks after their second dose in a two-dose series, such as the Pfizer or Moderna vaccines, or
- Two weeks after a single dose vaccine, such as Johnson and Johnson's Janssen vaccine

Exhibitors understand and agree that they will comply with the aforementioned COVID policy and that all personnel who attend FMX shall comply with the policy and all other requirements reasonably required by AAFP in connection thereto.

ANIMALS

The use of live animals in an exhibit for any purpose is not allowed, with the exception of guide and service animals.

OUTSTANDING INVOICES

Outstanding balances due AAFP as a result of previous transactions must be paid in full before exhibit space will be assigned.

VIOLATION OF TERMS & CONDITIONS

By applying for Exhibit space, an Exhibitor, on behalf of its employees, contractors, and agents, agrees to abide by all Terms and Conditions. Violation may subject the Exhibitor to corrective action, up to and including restrictions, eviction, and/or denial of future applications to participate in future AAFP events and forfeiture of all monies paid plus penalties.

When appropriate and feasible, an on-the-spot warning will be issued outlining the issues that are in violation of these Terms and Conditions and the Exhibitor will be allowed an opportunity to bring its conduct into compliance. However, the AAFP, in its sole discretion, reserves the right to levy a more severe penalty without providing such a warning, including but not limited to immediate termination of the exhibit and the other corrective actions described above. Prior years' warnings and penalties may be considered in assessing penalties for current year's violations.

Exhibitors are expected to contribute to an overall professional environment and the AAFP reserves the right to restrict and/or dismiss any exhibit that it determines to be inappropriate or offensive to attendees and other Exhibitors or otherwise in violation of these Terms and Conditions. If an Exhibitor violates any of these Terms and Conditions, the AAFP may in its discretion bar the Exhibitor from exhibiting at future AAFP events.

In the event of restriction or eviction, the AAFP is not liable for any refunds, rentals, vendor charges, other exhibit expenses, or any other expenses incurred by Exhibitor.

The AAFP has full authority to interpret or amend these Terms and Conditions, and its decisions are final. All issues not addressed here are subject to the decision of the AAFP.



Policies and Regulations

INSURANCE

Each Exhibitor carries the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, data breaches, and inability to meet its obligations outlined in the Exhibitor Guide. Upon request, an Exhibitor shall provide to the Association a certificate of insurance indicating at least \$1 million of commercial general liability insurance, and \$1 million of comprehensive automobile liability insurance covering owned, leased, hired and non-owned vehicles. Both policies shall name AAFP as an additional insured thereon

WAIVER

AAFP shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by AAFP. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.