

WOCN® SOCIETY & CAET
JOINT CONFERENCE

2016

crossing BORDERS,
breaking BOUNDARIES

June 4–8, 2016 • Montreal, Quebec, Canada



Wound
Ostomy and
Continence
Nurses
Society®



The Canadian Association
for Enterostomal Therapy
Association Canadienne
des Stomothérapeutes

Exhibits Program Rules

(Please sign and date page 10 and return to Exhibition Management with your application and certificate of insurance)

Frequently Requested Items:

Name of event: 2016 WOCN® Society & CAET Joint Conference
June 5-7, 2016 (Exhibit dates); June 4-8, 2016 (Conference dates)

Location of Event: Palais des congrès de Montréal, Montreal, Quebec, Canada. Phone: 514-871-8122
We appreciate and are excited with our collaboration with CAET. For the purposes of this event, the WOCN Society manages all aspects of this joint meeting.

Exhibit Personnel Badges

Registration of badge names is accomplished through our online exhibitor registration within the WOCN Society's website/Conference website in January 2016. See #15 below for details.

Hotel Accommodations

Exhibitor hotel information is available during January 2016. See #16 below for details.

Exhibitor Online Service Manual

The online Manual is available during January 2016. See #15 below for details.

Life-Style Exhibitors

New category of exhibitors added for 2014 and beyond to enhance the attendee experience in the Exhibit/Poster Halls. See #37 below for details.

Priority Points – Exhibit Space Assignment

Exhibitors are rewarded priority points for paid contracted exhibit space. See #4 below for details.

Palais des congrès de Montréal, Montreal, Quebec, Canada

- a) exclusive services detailed in the Service Kit, including but not limited to Audio Visual and Rigging, Official Service Contractor (Shepard Exposition Services, SES), electricity, plumbing, internet, telephone, security, food service, banner installation.
- b) Certain sections of the exhibition hall are carpeted. Exhibition Management requires all exhibitors to carpet booths at your company's expense.
- c) See the Palais des congrès de Montréal web site for further exhibitor-related services and rules.

1. Interpretation of Rules

Exhibit management shall have full power in the interpretation and enforcement of all rules governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of Exhibit Management. These rules may be amended at any time by the WOCN Society and the amendments so made shall be binding upon the exhibitor equally with and shall become a part thereof, along with the WOCN Society's website, www.wocn.org and this meeting's website, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before, during or after this event, and may be given to the primary booth contact or any authorized agent or representatives of the exhibitor.

2. Purpose of Exhibits

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

3. Sales and/or Solicitation of Orders

This event is designed specifically to educate registrants and the nursing community. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. Selling products or services, (exchanging payment for product) is not permitted within the Exhibition Hall during exhibit days/hours, unless such selling is conducted following the rules stated in #37 below.

4. Assignment of Space, Policies and Pricing

Exhibitors have the opportunity to reserve their space for the following year's Conference before we open the opportunity to the general, prospective exhibitor. Exhibit space for Montreal is assigned after the June 7-9, 2015 WOCN Society's 47th Annual Conference in San Antonio, Texas. The assignment is based on your company's existing cumulative priority points. Corporate Members possess a higher placement vs. non-members.

Your company is awarded:

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

When your company:

- Elects not to participate in any given year, or through cancellation, booth space is reduced in size, ALL points accumulated for that year are forfeited.
- Merges or acquires another exhibitor company, your company assumes the higher of the two (or more) exhibitor priority point totals. Points are not combined.
- Points are deducted for infraction of rules and regulations (e.g., not completing setup on time, dismantling earlier than closing time).
- By June 9, 2015: provide Exhibit Management with your completed application (and non-refundable deposit if applicable) in San Antonio, Texas for June 5-7, 2016 in Montreal.
- Sept. 1, 2015: 50% of remaining balance due.
- Feb. 1, 2016: remaining balance due.

Cancellation/Downsizing, Refund & Payment Policy

- Send notice to the WOCN Society via email, cbrown@wocn.org. Valid only when acknowledged.
- Cancel/downsize: At a minimum, \$500 retained through end of event.
- Payment: 50% of total fee due no later than Sept. 1, 2015 for early priority assignment exhibitors; 50% due for applications through Jan. 31, 2016.
- Cancel/downsize: Sept. 2, 2015 through Jan. 15, 2016: the Sept. 1, 2015 payment is retained plus \$500.
- Payment of 100% due with application after Jan. 15, 2016.
- Final payment of booth fee due no later than Feb. 1, 2016.
- Refunds not available for cancellations or downsizing after Jan. 15, 2016.

Booth Pricing (USD): per 10'x10' for 2016

Preferred Space Assignment through June 9, 2015 ONLY: inform Exhibition Management of your net square feet requirements (booth dimensions: width and depth). Commercial Company Booth: Society Corporate Member and CAET Corporate Partners, \$2,795 or Nonmember, \$3,225. Location/Type: Corner, \$100 additional or Island, \$400 additional. Allied Association, \$500 Booth or WOCN Society Region (N/C) or Nurse Personal Care "LifeStyle", \$800 Table Top if space is available in this designated area.

5. Eligibility to Exhibit

The exhibits at this Conference are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of wound, ostomy and continence diagnosis and treatment. Only companies exhibiting products and/or services related to these areas are eligible to exhibit. The WOCN Society reserves the right to determine the eligibility of all exhibit space applicants.

6. Subletting of Space

The subletting, assignment, or division of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of business.

7. Hanging Signs

Height restrictions apply. Hanging signs are allowed only in peninsula and island booths. The top of the sign must be no higher than 20 feet from the floor with the top of the sign. Hired labor must hang signs and banners from the ceiling. Further information will be provided in the online Exhibitor Service Kit, January 2016.

8. Utilities

Complete information on utilities is available in the online Exhibitor Services Kit, January 2016.

9. Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper (flameproof or otherwise) is not permitted. All displays are subject to inspection by the Fire Prevention Bureau or Fire Marshal. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment must not be covered or obstructed.

All decorative materials such as loose fibers, board, curtains, hangings, table covers, etc., must be fire retardant treated in an approved manner. Toxic material - all material used in display construction or decorating shall be made of fire retardant materials and be certified as flame retardant. Samples should also be available for inspection.

The storage of packing materials and surplus literature must be confined to areas away from the display areas. (This is to lessen the fire loading in a given area.) However, what is considered to be a day's supply is permitted. No packing containers, wrapping materials or display materials may be stored under tables or behind booths; this material must be placed in storage.

10. Exhibit Hall Access

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

11. Delivery and Shipment of Materials

Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with the Official Services Contractor to receive and store all shipments for Conference up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the online Exhibitor Services Manual, January 2016.

12. Booth Furnishings and Unoccupied Space

A booth is defined as one 10 x 10 space, separated by standard metal pipe and material drape on metal railings. Booth design details are included on the Exhibitor online information along with IAEE and HCEA Rules and guidelines. The WOCN Society employs guidelines in reviewing and evaluating booth diagrams required for all 400 net square feet and above exhibitors, and equitable appearance of all exhibit booth layout and design. Each exhibit booth is defined by the floor space (footprint). Furnishings such as carpet (required in all WOCN Society exhibitions), tables, chairs and utility services are ordered separately. Plan your budget accordingly. Exhibit Management is available for assistance.

Space not claimed and occupied, or for which no special arrangements have been made in writing to the WOCN Society prior to 1 pm on Sunday, June 5, 2016, shall revert to the WOCN Society to be occupied in any manner and for such purposes as the WOCN Society may see fit. Neither exhibit management nor the General Service Contractor shall be responsible for any injury to a person or damage to property incurred.

Carpet cleaning of your booth can be arranged through the General Service Contractor. See the Service Kit, January 2016 for more details. The disposal of waste within wastebaskets can be scheduled through the General Service Contractor.

13. Independent Contractors

Exhibitors who plan to use a service contractor other than the General Service Contractor must notify the WOCN Society in writing on or before April 1, 2016. Please complete the Exhibitor Appointed Contractor form in the online Exhibitor Services Manual and fax it back to Exhibit Management. The company name, address, telephone number, name of the supervisor scheduled to be in attendance, and a statement that such contractor will comply with all rules and regulations of the show to including observance of local labor rules and regulations must be furnished at the time of submitting the Appointed Contractor Form which will be included in the online Exhibitor Services Manual, January 2016.

Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with the WOCN Society's established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conferences.
- Provide a current general liability Certificate of Insurance to the WOCN Society no later than April 1, 2016 covering at least the event dates of June 2-8, 2016 (potential move in through move out)
- Register all employees and temporary help at the Exhibitor Registration Desk.

14. Exhibitor Services Manual, Online

An Exhibitor Services Manual containing complete exhibit information and order forms for all show services will be made available online to each exhibiting company in January 2016. All forms should be completed and returned in advance of the Conference to ensure adequate labor, equipment, etc., is available for a smooth set up. Forms will be included for the following services: labor, material handling, electricity, furniture rental, signs, rental displays, photography, utilities, audio visual, computer, telephone, florist, catering, cleaning, exhibitor registration, lead retrieval and hotel reservations.

15. Exhibitor Personnel

All participants affiliated with exhibits must register with Exhibitor Registration. Each person registered as an exhibitor must be employed by the exhibiting company or must possess a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately online at the Conference Website: www.wocn.org

16. Hotel Accommodations

The WOCN Society negotiates special discounted hotel room rates for all attendees and exhibitors. In doing so, the WOCN Society becomes contractually obligated to fill hotel rooms. The WOCN Society encourages exhibitors to "book rooms within the block," thereby reducing the potential of additional liability to the Society. Exhibitor may become liable for over-estimating or cancelling hotel rooms based upon either the original or amended room night needs. Questions regarding hotel accommodations may be directed to the Meeting Manager at bpassy@wocn.org or Exhibit Management.

17. Exhibit Personnel Badges

Two "exhibit hall only" badges are complimentary for every 10-foot-by-10-foot booth. To attend educational sessions, exhibitors must register with the Conference. Additional "exhibit hall only" badges are \$75 per person (subject to change). Details are included in the online within the Conference website, Exhibitors tab.

Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. Badges must be worn at all times when entering the exhibit hall. Representatives without a badge will not be admitted to the exhibit hall.

Registration of badge names is accomplished through our online exhibitor registration Website in January 2016. Make edits/changes as needed. Badges are not mailed in advance and must be picked up on-site at the Exhibitor Registration counter during exhibitor registration hours. Exhibitors are encouraged to register online prior to arrival to avoid waiting in line. Badges may not be supplemented with business cards, ribbons, or company logos.

18. Program Book Distribution/Conference Bags

Each exhibiting company will be entitled to one copy of the printed Conference Final Program per 10-foot-by-10-foot booth contracted up to a maximum of four copies. These printed books will be available at the Exhibitor Registration Counter. Note: Conference bags are only available to registered attendees. If you pay and register as a delegate to attend the Conference, a Conference bag becomes available. These bags are generally provided by a corporate supporter. Therefore, when supported by an exhibitor, please refrain from distributing tote bags from your exhibit booth. The printed Final Program format is subject to change.

19. Food Products

With prior approval from the Meeting Manager, food service is permitted at the exhibitor's booth. Certain exclusives may apply. After approval, all food service must be coordinated through the hotel or convention center exclusive caterer.

20. Children's Admission to the Exhibit Hall

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

21. Staffing of Exhibits

Exhibits must be staffed at all times during exhibit hours. The WOCN Society requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing, or teardown of exhibit space until the final scheduled day, and only after the official closing time. Teardown before this time could result in denial of next year's exhibit application for the exhibitor and reduction of priority points.

22. Market Research

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the supporting company. The name of the supporting company will be kept confidential. The WOCN Society retains the right to determine the relevance of and deny exhibiting privileges to market research companies.

The supporting company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures and rules published in this document or within the Conference website.

23. Approved Exhibitor-Supported Events

The Society works closely with our commercial partners and exhibitors requesting meeting space during the Conference. Affiliate meeting space will be assigned only during times that do not conflict with the Conference program; however, company sales meetings (employees only) can be held during the Conference program. We would also like to know of any off-site events planned during the Conference. Please access the affiliate meeting space request form located within the Exhibits tab, Service Kit sub-tab.

The WOCN Society prohibits any affiliate social or satellite symposium from being held in contracted hotels or the convention center by any company that is not a supporter of either organization, CAET or WOCN Society.

24. Use of Signage and/or Promotion for Exhibitor Related Events

No signs are permitted to advertise non-approved affiliated events in any public space. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Additionally, door drops or other on-site marketing strategies or promotion of any event is strictly prohibited.

25. Transportation for Outside Events

The WOCN Society controls all available boarding space at the hotel or convention center including contracted hotels for guest rooms. Organizations providing transportation to or from the hotel or Convention Center must contact the WOCN Society's Meeting Manager, bpassy@wocn.org or Exhibit Management. Promotion regarding transportation must be pre-approved before displaying or promoting.

26. Booth Conduct

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

The WOCN Society may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of the WOCN Society, or if it exceeds the bounds of good taste as interpreted by Exhibit Management. An exhibitor of a questionable exhibit or activity must submit a description of the exhibit or activity with the exhibit application for the WOCN Society approval. The exhibit hall will be inspected during installation and "open" hours. Exhibit Management will advise exhibitors of any deviation from exhibit rules during the event. Exhibitors must make all corrections requested by the WOCN Society at their own expense or risk removal from the exhibition without notice and without obligation on the part of the WOCN Society for any refund whatsoever.

The WOCN Society reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Conference. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Booth staff lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

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

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
- Contests, lotteries, raffles, and games of chance where money is exchanged are strictly prohibited as such activities reflect unfavorably on the character of the Conference.
- Character of the exhibits is subject to the approval of Exhibit Management. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

The WOCN Society encourages creative marketing to attract attendees to your booth. Please contact Exhibit Management at least 30 days prior to the Conference with your ideas and questions.

All business must be conducted in your exhibit booth. Exhibitors may not display advertising, logos, or names of products other than those sold by the exhibitor unless approved at least 30 days in advance of the Conference.

Failure to set up booth by 1:30 pm, Sunday, June 5, 2016 may cause Exhibit Management to order the removal of booth property and freight at exhibitor's expense including re-delivery. Educational contact hours or contact educational units are not available to attendees as part of your booth.

The Exhibit Hall requires carpet to be installed for all exhibitors. Check with Exhibition Management to see if your exhibit booth may already be carpeted.

27. Smoking

Smoking is not permitted within the exhibit hall or hotel or convention center at any time, including installation, exhibit hours, and dismantling.

28. Insurance

Exhibitors insuring their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, do so at their own expense.

This event requires all exhibitors provide current proof of liability insurance at least 30 days prior to setting up your exhibit booth. Exhibitors must demonstrate their insurance policy coverage – it is simply good business to keep this high standard. WOC nurses appreciate doing business with reputable companies.

Coverage must be carried through the duration of the exhibit program, including set up and dismantle (e.g., June 3-10, 2016). The certificate must name the Wound, Ostomy and Continence Nurses (WOCN) Society and The Canadian Association for Enterostomal Therapists (CAET) and the “Palais des congrès de Montréal”, Montreal, Québec, Canada as an additional insured party. The certificate must state a minimum insurance of 2 million U.S. dollars and the territory of coverage must include the United States and Canada. Contact your insurance provider or a suggested source on the event’s Application page of the website. The WOCN Society does not endorse any insurance company and liability insurance is available from many other business insurers. The Society does not earn revenue as a result of your transaction with suggested sources.

The exhibitor agrees to make no claim of any nature, for any reason whatsoever against the Society for loss, theft, damage, or destruction of goods, nor for damage of any nature, nor for any negligence, malfeasance or misfeasance, nor for failure to hold any portions of the Conference, in part or total, as scheduled.

29. Liability

Each exhibitor agrees to protect, save, and keep the WOCN Society, CAET, Exhibit Management, General Service Contractor and the hotel or convention center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the WOCN Society, CAET, Exhibit Management, General Service Contractor and the hotel or convention center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the WOCN Society, CAET, Exhibit Management, decorator and the hotel or convention center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

30. Violations

Violation of any of these rules on the part of the exhibitor, his employees or agents, shall annul the right to occupy space and such exhibitor will forfeit to the WOCN Society all monies that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages the WOCN Society may incur thereby. In the event of a violation, the WOCN Society reserves the right to refuse exhibit privileges for the following year.

31. Sound Restriction and Licensing

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems or speakers that may be heard outside the exhibitor’s assigned space or may interfere or prove objectionable to attendees or other exhibitors. A wireless headset system presentation within the confines of your exhibit booth is the ONLY accepted method to engage nurses within the Exhibit Hall. Since many exhibitors provide in-booth education, free-standing or built-in audio speaker systems are not accepted as the sound travels into adjoining exhibit space. The exhibit manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

To play copyrighted music in your exhibit booth, any and all ASCAP, BMI or other copyright fees applicable are your full responsibility. Fees must be paid prior to your exhibiting. Be prepared to show documentation on site.

32. Press Conferences

The WOCN Society may hold a press conference during the Conference. Contact the Meeting Manager for more information, bpassy@wocn.org or Exhibit Management.

33. Press Room and Kits

As a service to all exhibitors, Exhibit Management offers the display of press releases through its online e-community portal. Use of the pressroom is limited to the media representatives with press passes and to Conference attendees granting interviews or otherwise engaged in the WOCN Society publicity. Commercial representatives are not permitted in the pressroom. The WOCN Society does not make available lists of press attendees or their affiliations.

34. Use of the WOCN Society Program Content

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

35. Photography/Recording

Conference presentations are the property of the presenter, exhibitor and/or the WOCN Society. Equipment to record or photograph presentations or materials, including but not limited to mobile phones, digital/film cameras, and/or video cameras, is strictly prohibited.

Only the event's official photographer/designed agent may record as directed. Attendees or exhibitors who violate this policy after being notified to cease such activity will be escorted from the Conference premises and may lose eligibility to attend future events.

36. Exhibitor Meeting

Your booth representatives are encouraged to attend the on-site Exhibitors' Meeting (date and time to be announced). This forum provides the National Conference Planning Committee with feedback regarding your exhibiting experience. Based upon your feedback, exhibiting hours have been increased, floor plan layouts and resulting traffic were enhanced and costs have been maintained or lowered.

37. Life-Style Exhibitors

The local retail market sector is invited to be a part of our exhibit program on a limited basis. Total space allocated to the retail sector is held to a pre-determined percentage and is not intended to replace our primary exhibitor markets – manufactures, distributors. This policy and practice can be suspended or eliminated with market changes. Initial target market include Tools, Trade Specific; Resources, Personal/Professional; Skin Care; Comfort Ware; Outer Ware; Specialty Ware.

To complement the needs of comfort and our attendees, retail sales are permitted under the following conditions: exhibitors engaged in selling products or services to attendees are responsible for learning about and following sales taxation authority(s) requirements as required by (for example) federal, state, county, municipality agencies. During the Conference, exhibitor must provide authorities with proof of sales tax documents as required by agencies. The WOCN Society is not responsible for generating or maintaining sales or sales tax records relative to exhibitors who choose to sell products or services. Basic furnishings include special furnishings package: carpeting, 1-6' draped table, one chair, wastebasket and 7"x44" identification sign. Electricity, internet and other services additional.

By signing below, my company agrees and I agree we will adhere to the Conference Exhibits Program Rules as outlined in this document (pages one through ten) and within the event website. I further agree to provide all my exhibiting company internal and external representatives and agents with this information to help them create a positive exhibiting experience for my company and everyone in attendance.

Exhibitor Representative _____

Print Name _____

Exhibitor Company _____

Today's Date _____

Please return this page with your completed Application and Certificate of Insurance.