

# Exhibit Rules and Regulations

As a condition of exhibiting, and when applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus. The spirit in which the rules and regulations have been prepared is to serve the best interests of the exhibitors and attendees. It is intended to create and maintain a productive experience for all. Mutual cooperation will ensure mutual success. Violations of the NKF 2010 Spring Clinical Meetings Rules and Regulations will subject the exhibiting company to exclusion from future NKF meetings.

## Terms of Payment

Payment in full for your booth must accompany the Application to Exhibit and Contract for exhibit space and must be received by **February 10, 2010**. Applications will not be processed, nor will space be assigned, without payment. Since applications received without payment will not be accepted, only applications with credit card payment may be faxed. See the section located on the right for cancellation penalties.

## Booth Space Cancellation

Any cancellation or reduction of booth space for any reason is subject to terms. Cancellation requests must be received in writing. The date that the exhibitor's written notice of cancellation is received by NKF will be considered the official cancellation date.

## Exhibitor Badges and Registration

Exhibit personnel and, where applicable, exhibitor-appointed service contractors, can register during the installation hours on Tuesday or Wednesday at the Exhibit Registration Desk. Badges must be worn to be allowed in the hall when exhibits are closed. Pre-registration forms for exhibit personnel and exhibitor-appointed service contractors will be available in the online Exhibit Services Kit.

Exhibitor registration is limited to a maximum of four individuals per 10' x 10' booth space. Additional badges may be purchased for a fee of \$50 per person. Booths must be staffed at all times. Therefore, all exhibitors are advised to schedule at least two representatives to staff the booth to ensure adherence to this regulation.

As an additional benefit of exhibiting, one Full Meetings Badge is included at no cost to each exhibiting organization. Complimentary attendees must register in advance of the show or pay the full meetings cost on-site. Look for more details in the online Exhibitor Service Kit.

Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered via the Booth Personnel Registration Form. Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts. Misuse of the Booth Personnel Registration

Form will be considered a violation of NKF 2010 Spring Clinical Meetings Rules and Regulations. Exhibitors will receive a Booth Personnel Registration Form in the Exhibitor Service Kit. The deadline date for submitting the form is **March 10, 2010**. Exhibitors are urged to register in advance to avoid on-site delays. Badges are not mailed and must be picked up on-site during exhibitor registration hours.

## Cancellation Fees

Cancellation Received **On or Before February 16, 2010**  
Fee Withheld: **\$250 administrative fee**

Cancellation Received Between **February 17 and March 3**  
Fee Withheld: **50% of booth cost**

Cancellation Received **After March 3, 2010**  
Fee Withheld: **100% of booth cost**

There will be no refund for exhibitors who, for any reason, do not exhibit at the NKF 2010 Spring Clinical Meetings and have not submitted a written cancellation request prior to the deadlines outlined above.



## Hours

All aisles must be cleared, and all crates made available for removal, no later than **2:00 pm** on **Wednesday, April 14**. Exhibitors may continue setting up within the confines of their booth until **5:00 pm**. All exhibits must be completely set up by **5:00 pm** on **Wednesday, April 14**. Any exhibit not in the process of being set up by **2:00 pm** on Wednesday will automatically be set up at the exhibitor's expense and liability, unless prior arrangements have been made with the NKF. Any booth not occupied by **3:00 pm** on **Wednesday** may be assigned to another exhibitor unless the NKF has been made aware of extenuating circumstances. There will be no refund to the original exhibitor.

## GENERAL CONDUCT

All activities of the exhibitor in the Exhibit Hall must be conducted within the exhibition's allotted space. Activities outside of the Exhibit Hall or during conference and expo hours must be authorized by Exhibit Management or will be considered a clear violation of the Rules and Regulations Agreement and subject to penalties. Canvassing or distribution of any materials outside the exhibitor's own booth is prohibited.

Exhibit personnel shall wear attire consistent with the decorum of the meetings. All exhibitors must conduct exhibits in a dignified and professional manner.

Aisles may not be obstructed at any time due to excessive crowding in the exhibit booth. The exhibit area is limited to registered attendees of the NKF 2010 Spring Clinical Meetings, as well as registered representatives of business firms, manufacturers, professional organizations and dealers who have contracted or paid for exhibit space. No other persons will be permitted to demonstrate their products or distribute advertising materials in the Exhibit Hall.

Food and beverage stations will be placed throughout the Exhibit Hall to encourage attendee traffic. Exhibit hours have been selected to allow meetings attendees the maximum amount of unopposed time possible in the Exhibit Hall. Please note that the exhibit hours are based on the preliminary program schedule of the meetings. If the program schedule changes, exhibit hours may also change.

## ADVERTISING IN HOTELS

Distribution of flyers, publications or other specialty advertising directly to attendee hotel rooms is available only through the NKF.

## ADVERTISING, CONSULTING AND PUBLIC RELATIONS AGENCIES

In order to prepare for the NKF 2010 Spring Clinical Meetings in a timely and efficient manner, third parties acting on behalf of, or representing the exhibitor, must adhere to and abide by all established deadlines and all

NKF Rules and Regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates, and to forward promotional materials, service kits and forms to third parties. The exhibitor contact remains NKF's primary contact person in all circumstances.

## GIVEAWAYS AND DRAWINGS

Exhibitors can choose to distribute products of their own manufacture. Requests for giveaway and drawing items must be submitted in writing and if requested by Exhibit Management, must be accompanied with a sample, photograph or description of the item for approval.

## DISTRIBUTION OR USE OF THE FOLLOWING IS STRICTLY PROHIBITED:

Helium balloons, noisemakers, stick-on decals, badges, conference-sized totes, or lottery tickets.

## SUBLETTING/SHARING EXHIBIT SPACE

No subletting or sharing of exhibit space is permitted.

## USE OF EXHIBITOR PASSES

The NKF 2010 Spring Clinical Meetings exhibition is limited to registered attendees of the NKF Spring Clinical Meetings and to registered representatives of companies who have contracted or paid for exhibit space.

## ATTENDEE REGISTRATION LIST

All companies will receive a free, one-time usage list of meeting participants after the meeting.

## GENERAL BOOTH CONSTRUCTION AND ARRANGEMENT GUIDELINES

Booth decorations are to be professional, standard booth design. No exhibit space may span an aisle by ceiling or floor covering. No part of any exhibit or decorations or signs relating thereto, shall be taped, posted, nailed, screwed or otherwise attached to columns, walls, drapes, floors or any interior or exterior surface of the Exhibit Hall.

**The Ceiling Height is 22' in Pacific Halls A, B, and C.**

**The Ceiling Height is 10' in Atlantic Halls, A, B, and C.**

All exposed parts of displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits, and not be objectionable to other exhibitors or the NKF. If such draping is not ordered, Freeman Decorating Company, with the approval of the NKF, may install it and charge the exhibitor. Noise from electrical or mechanical apparatus must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Earphones provided for such recording devices must be enclosed in a special booth. The NKF reserves the right to determine at what point sound constitutes interference with others and if it must be discontinued.

## AUDIOVISUAL AND COMPUTER EQUIPMENT

Audiovisual and computer equipment will be provided by DAVIS AV, the official audio-visual contractor for the NKF Spring Clinical Meetings. Order forms will be included in the Exhibitor Service-Kit.

## *Dismantling*

The Exhibit Hall will close at **11:30 am, on Friday, April 16**. Exhibits must be dismantled during the following hours: Friday, April 16 from 11:30 am–7:00 pm. Any exhibit not dismantled by 7:00 pm on Friday, or for which arrangements for teardown have not been made, will automatically be dismantled at the exhibitor's expense and liability. Exhibitors who begin dismantling or packing their exhibit and/or exhibit materials prior to the close of the Expo Hall will be subject to exclusion from future NKF Spring Clinical Meetings.

## CRATE/BOOTH STORAGE

No cardboard boxes or packing materials are allowed to be stored on the exhibit floor. Combustible materials such as brochures, literature, giveaways, etc. within exhibit booths are limited to a one-day supply. **NOTHING** may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor. "Access storage" service will be available at the Exhibitor Service Desk.

## EXHIBITOR ACCESS TO HALL

During the days of the exhibition, exhibitors will be admitted into the Exhibit Hall 30 minutes prior to the hall opening. Requests for access to the hall more than 30 minutes prior to opening, or after the daily scheduled closing of the Exhibit Hall must be made in advance.

## SECURITY

NKF will provide perimeter security for the Exhibit Hall beginning on Monday, April 12 through the closing of exhibits on Friday, April 16, and into Saturday, April 17, if required. However, the NKF, the Walt Disney World Swan and Dolphin and Freeman Decorating Company do not guarantee or protect exhibitors against loss or damage of any kind. Exhibitors must make provisions for the safeguarding of goods, materials, equipment and displays at all times. Individual booth security and the protection of valuable items that may require additional security must be ordered at the exhibitor's expense. Order forms for such arrangements will be included in the online Exhibitor Service Kit.

## LIABILITY

Exhibitors must surrender the space occupied in the same condition as received. Exhibitors must provide evidence of insurance not less than \$1M to protect against any loss or damage to property or liability for personal injury during the term of installation and use of exhibit premises.

Exhibitors are required to comply strictly with all terms of this agreement as contained in the Exhibitor Prospectus

and Exhibit Application and Contract as well as all applicable terms and conditions contained in the agreement between the NKF and the Walt Disney World Swan and Dolphin.

Exhibitors are further required to assume complete responsibility and liability for any damage to booth space or equipment arising under this contract and are required to indemnify and hold the NKF harmless in any action, incidental to or arising from the exhibitor's occupation or use of booth space or arising out of any acts of the exhibitor, the exhibitor's employees and agents, including, but not limited to, actions brought by the Walt Disney World Swan and Dolphin or its agents against the NKF.

## SAFETY

Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. The Freeman Decorating Company is not responsible for injuries caused by the improper use of furniture.

## TIPPING

The Freeman Decorating Company requests that exhibitors do not tip their employees. They are paid on an excellent wage scale denoting a professional status and tipping is not necessary. This applies to all Freeman Decorating Company employees.

## EXHIBITOR SERVICE-KIT

The official Exhibitor Service Kit is provided by Freeman Decorating Company. The kit is only available online and will be accessible approximately 12 weeks prior to the show; access is granted only after receipt of full payment for exhibit space.

## EXHIBITOR SERVICE DESK

The Exhibitor Service Desk will be set up in the Exhibit Hall. The specific location will be available at Exhibitor Registration.

## CLEANING SERVICES

Aisles will be vacuumed daily. Exhibitors must arrange and pay for cleaning of their individual booths via

the Cleaning Services form included in the online Exhibitor Services Kit.

## UNION REGULATIONS AND JURISDICTION

If applicable, these rules will be supplied in the Exhibitor Service-Kit.

## DECORATORS UNION

Members of this union claim jurisdiction over all set-up and dismantling of exhibits, including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may set up your exhibit display if one person can accomplish the task in less than 30 minutes without the use of tools.

If your exhibit preparation, installation or dismantling requires more than 30 minutes, you must use union personnel supplied by the Freeman Decorating Company. An exhibitor, when union labor is required, may provide company personnel to work along with a union installer on a one-to-one basis.

## FORCE MAJEURE

Should any event or emergency occur beyond the control of the NKF that delays, prevents or renders impracticable the obligations NKF has agreed to herein, the NKF shall not be held liable for any expense or loss incurred by the exhibitor, except as such portion of the space fee, as calculated by the NKF, that may be refunded to the exhibitor after deduction of NKF's expenditures and commitments.

### Official Service Contractor:

Freeman Decorating Company

220 Consulate Drive

Orlando, FL 32837

Phone: 407.816.7900

Fax: 407.850.9328

E-mail: [freemanorlandoes@](mailto:freemanorlandoes@freemanco.com)

[freemanco.com](http://freemanco.com)

Shipping, freight and material handling information will be included in the Online Exhibitor Service Kit.