

# EXHIBITOR PROSPECTUS AND MARKETING & SPONSORSHIP OPPORTUNITIES



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**IFMBE**  
Clinical Engineering Division

#ICEHTMC2021

## 4<sup>TH</sup> INTERNATIONAL CLINICAL ENGINEERING AND HEALTH TECHNOLOGY MANAGEMENT CONGRESS

September 28–29, 2021 | Lake Buena Vista, FL, USA |

Hosted by **AAMI**

[AAMI.ORG/ICEHTMC](https://www.aami.org/icehtmc)

as of September 25, 2021

# PRESENTATION OF THE EVENT



ICEHTMC is the International Clinical Engineering and Health Technology Management Congress, a unique event organized by the Clinical Engineering Division of IFMBE with a focus on clinical engineering and an international coverage.

The 4th Congress will take place in Lake Buena Vista, Florida, USA, September 28 –29, 2021 and is being co-organized by AAMI. This event is a great opportunity to bring together global experts, biomedical and clinical engineers, academics, politicians and decision makers, representatives of the medtech industry and all those involved with the wide variety of health technologies that are shaping the way healthcare is being delivered today and in the future.

The Congress will cover a wide spectrum of topics, from clinical risk management to health technology assessment, from ICT and medical informatics to international standards and regulations, from maintenance and health operations to the development of innovative devices, and many others. The overall goal of the event is to drive an open discussion to share experiences and best practices on the global impact that health technologies have on healthcare quality and effectiveness in different settings.

## The main topics of the Congress are:

- **Health Technology Assessment HTM** (medical equipment management (local and national level)
- **Digital Health** (ICT, medical informatics, telehealth, AI/big data)
- **Systems Management** (health operations/project management)
- **Quality & Safety** (clinical risk management, patient/provider safety, human factors, quality of care & delivery)
- **Innovation** (device development, diagnostics & therapeutics, “reverse” innovation (LMIC)
- **Home Care** (technologies for home care)
- **Policy & Regulation** (international standards, regulations, and policy)
- **Education & Credentialing** (education, certification, training, application)
- **Global** (challenges, sustainable development, new normal, adaptation)
- **COVID19** (disaster preparation, environmental/reuse (PPE, infection control community, supply chain, health facilities design)
- **Marketing of CE Profession** (engagement with global partners, communication & outreach)

## A wide audience of participants from all continents is expected to join the Congress, that is a unique opportunity comprising:

- Meeting Global Leaders in Clinical Engineering
- Scientific Sessions, Round Tables, Open Discussions
- International Health Technology Challenge
- Student Paper Competition
- Poster Sessions and Awards
- Expo area with New Technologies and Solutions

We thank you in advance for your support, and on behalf of the Clinical Engineering Division of IFMBE and AAMI we send you our warmest regards.

**Robert Jensen, FHIMSS**  
President & CEO, AAMI

**Tom Judd**  
Chairman, IFMBE-CED

### Past Congress Events

- 2015 I ICEHTMC Hangzhou, China
- 2017 II ICEHTMC Sao Paulo, Brazil
- 2019 III ICEHTMC Rome, Italy

# CONTRIBUTING ORGANIZATIONS



The Association for the Advancement of Medical Instrumentation® (AAMI) is a nonprofit organization founded in 1967. It is a diverse community of more than 9,000 professionals united by one important mission—the development, management, and use of safe and effective health technology. AAMI is the primary source of consensus standards, both national and international, for the medical device industry, as well as practical information, support, and guidance for healthcare technology and sterilization professionals.

AAMI leads global collaboration in the development, management, and use of safe and effective health technology.

## Robert Jensen, FHIMSS

AAMI  
President & CEO

## AAMI Board Members

- Steve J. Yelton, Chair
- Janet Prust, Chair-elect
- Walter Rosebrough Jr., Treasurer/Secretary
- Eamonn V.Hoxley, Immediate Past Chair
- Kurt Finke, Vice-Chair, HTM
- Carol E. Davis-Smith, Vice-Chair, Clinical Engineering
- Pierre Boisier, Vice-Chair, Industry
- Sue Schade, Vice-Chair, Health IT
- Tina Krenc, Vice-Chair, Training
- Mike Appeal, MD, Director
- Pamela Arora, Director
- Brian Barry, Director
- F. Mike Busdicker, Director
- David Deaven, Director
- David Francoeur, Director
- Heid Horn, Director
- Dr. Edward Margerrison, Director
- Michael McNeil, Director
- George Mills, Director



**IFMBE**  
Clinical Engineering Division

IFMBE-CED is a professional division of the International Federation of Medical and Biological

Engineering, a global federation of clinical engineers and allied professionals dedicated to the

advancement of safe and effective medical technology design, deployment and management programs. We achieve this through exchange of educational resources, communication, professional development and certification in clinical engineering. By working internationally with regulatory agencies, standards organizations, World Health Organization and other professional associations, we seek to advance the role of clinical engineering in the institutional frameworks of health care policy, strategy, planning, and management worldwide.

## Thomas Judd

IFMBE-CED  
Chairman

## IFMBE-CED Board Members

- Stefano Bergamasco, Secretary (Italy)
- Leandro Pecchia, Treasurer (UK)
- Fabiola Martinez, Elected Member (Mexico)
- Almir Badnjevic, Elected Member (Bosnia & Herzegovina)
- Paolo Lago, Elected Member (Italy)
- Mladen Poluta, Elected Member (South Africa)
- Yadin David, Coopted Member (USA)
- James Wear, Coopted Member (USA)
- Li Bin, proposed Coopted Member (China)
- Saide Jorge Calil, proposed Coopted Member (Brazil)
- Kallirroï Stavrianou, Secretariat

# CONFERENCE TIMELINE



## Preliminary Exhibit Hall Schedule

### Sunday, September 26

09:00–17:00 Exhibitor Move-in

### Monday, September 27

09:00–16:00 Exhibitor Move-in

### Tuesday, September 28

09:00–17:00 Exhibit Hall & Posters Open

### Wednesday, September 29

09:00–16:00 Exhibit Hall & Poster Open

16:00–21:00 Exhibitor Move-out

# GENERAL INFORMATION



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## Conference Venue

Disney's Coronado Springs Resort in Lake Buena Vista, Florida, USA, celebrates the unique blend of Spanish, Mexican and Southwest American cultures. This beautiful lakeside oasis offers classic influences, Disney touches and modern comforts to energize and inspire as you delight in an array of new features, eateries and enhancements.

## Why stay at a Disney Resort?

### Disney Resort guests enjoy:

- Complimentary transportation to and from Orlando International Airport
- Complimentary transportation to and from all Disney theme and water parks
- Complimentary Wi-Fi Internet
- Extra Magic Hours
- Early Access to Disney FastPass+ Planning
- Entertainment Amenities
- Online Resort Check-In
- Resort Map

And for many other of the resorts amenities, please visit their website [HERE](#).

**Housing Opens:** September 22, 2020

**Housing Closes:** August 30, 2021

## Nightly Room Rates:\*

**Single/Double (non-tower):**  
\$179 USD

**Single/Double (tower):**  
\$249 USD

*\*Rates are subject to applicable sales and resort taxes and one nights deposit at time of reservation.*

### Room Cancellation:

Reservations must be canceled at least five (5) days prior to your arrival date.

See the conference website for additional hotel information and how to make a [reservation](#).

# EXHIBIT FEES

## Why Exhibit?

The 4<sup>th</sup> ICEHTMC Congress will bring together global experts, biomedical and clinical engineers, academics, politicians, representatives of the MedTech industry from around the globe which will give exhibitors the opportunity to connect and network to develop partnerships!

Your booth space fee includes:

- Two FULL Congress registration per 8'x10' booth
- Exclusive sponsorship opportunities
- Company listing on Congress website
- Company listing and description in the mobile app and onsite program
- Every 8'x10' booth includes 8' back drape, 3' side drape, company identification sign

Booth Size*	Cost per Booth in USD
(1) 8'x10' Booth	\$2,500 USD per booth

\*Exhibit space is provided in square feet

## Sponsorship Levels Options

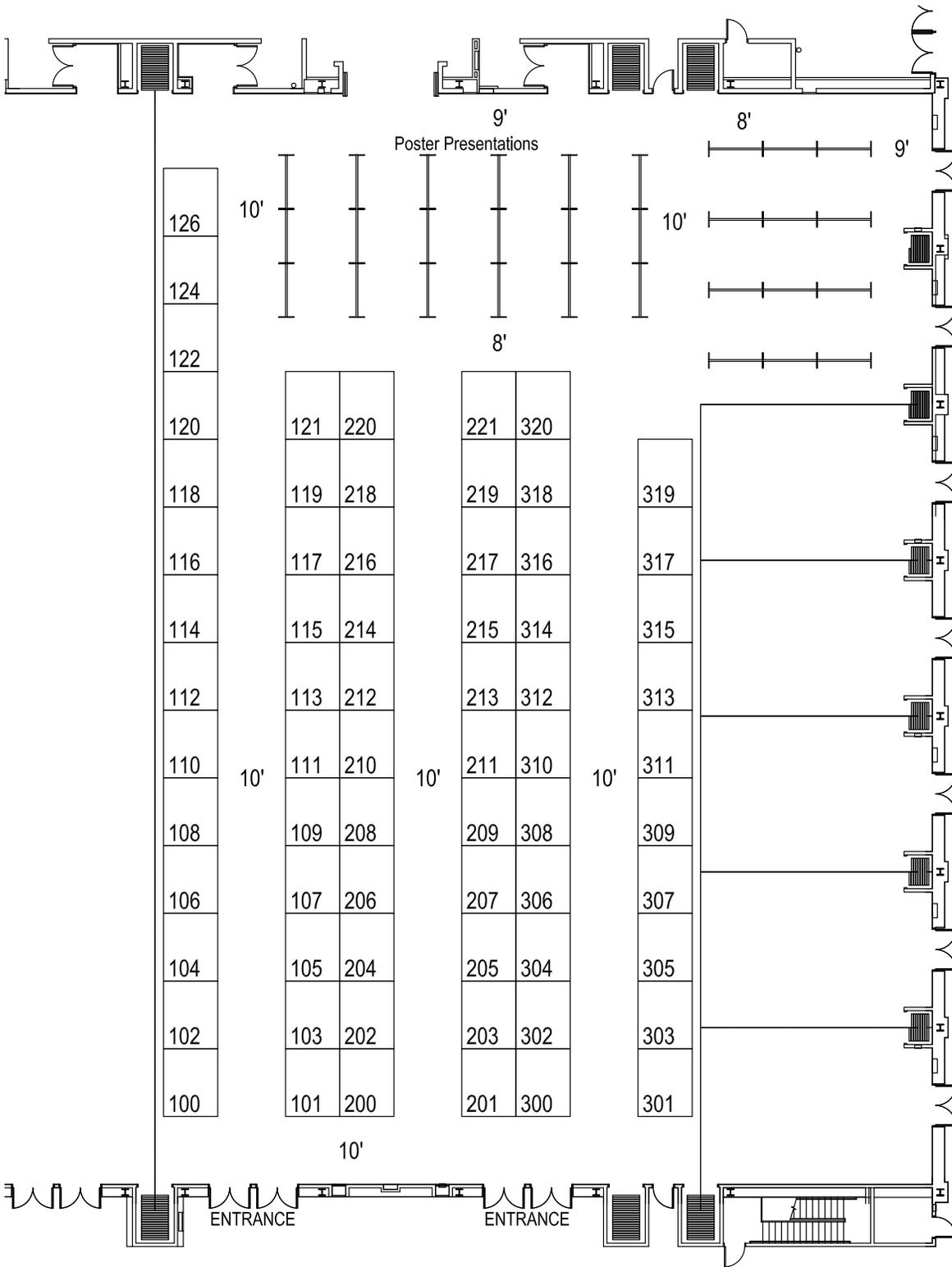
Level	Exhibit Space*	Full Congress Registrations Included	Total Investment (USD)
<b>Partner</b>	(3) 8'x10' Booths +Workshop <i>See page 9 for additional workshop information</i>	6	\$40,000 USD
<b>Supporter</b>	(2) 8'x10' Booths	4	\$20,000 USD
<b>Contributing</b>	(1) 8'x10' Booth	2	\$12,000 USD

\*Exhibit space is provided in square feet

The above sponsorships also include the following items:

- Full Congress registrations as indicated
- Company logo on Congress website
- Recognition in all Congress promotional material
- Recognition in mobile app
- Recognition in the onsite program guide
- Company logo on sponsorship signage
- 1-page promotional bag insert

# EXHIBIT FLOOR



International Clinical Engineering and Healthcare Technology Management Congress  
 September 28-29, 2021  
 Disney Coronado Springs Hotel - Coronado L

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# MARKETING OPPORTUNITIES

## PLENARY–SYMPOSIUMS– EDUCATION SESSIONS WORKSHOPS

### Breakfast Symposium\* (Tuesday or Wednesday)

**\$6,000 USD**

A 1-hour breakfast session from 07:45 to 08:45.

### Luncheon Symposium\* (Tuesday or Wednesday)

**\$10,000 USD**

A 1-hour lunch session from 12:30 to 13:45.

### Workshop\* (Tuesday or Wednesday)

**\$6,000 USD**

A 1-hour education workshop. Various times available on either day. Contact ICEHTMC@aami.org for more information.

### Education Session\* (Tuesday or Wednesday)

Max. 2 per day

**\$6,000 USD**

Sponsorship of a single presentation. Various times available on either day. Contact ICEHTMC@aami.org for more information.

*\*The organization and content of sponsored sessions are subject to the approval of the ICEHTMC Scientific Committee.*

**Sponsorship includes** room rental, room set up, AV (lectern, pc, LCD projector, screen, 1 lectern mic, 1 lavalier mic, 2 table mics and audio system).

#### **Sponsor is responsible for the following:**

Speaker fees, speaker hospitality, additional AV equipment, food and beverage, advertising materials to be distributed to participants, contact/invitation of participants.

## MARKETING OPPORUNITIES

### Logo on Conference Website

**\$1,500 USD**

Company logo on website with direct link to Sponsor web page.

### Abstract Book

**\$4,000 USD**

Sponsor recognition along with your company logo.

### Website Banner Ad

**\$2,000 USD each**

Purchase a banner ad on the website and increase your exposure. Header Banner 468 x 60 pixels. Banner will display from point of purchase until October 1, 2021.

### Video

**\$2,500 USD**

Company video on tv monitor located in common areas (max duration 1 min., in loop, alternating with congress info); production of company video not included.

### Sponsor Slide – Education Session

**\$2,500 USD**

Sponsor logo to be projected on the screen in conference room during breaks. Limited to one company per room for Tuesday and Wednesday.

### Promotional Bag Insert

**\$2,500 USD**

Corporate inserts placed inside the official congress bag. The production and printing of material is the responsibility of the sponsoring company.

### Ad in the Onsite Program Guide (4-Color)

Half Page Ad - **\$850 USD**

Inside Front Cover - **\$2,500 USD**

Full Page Ad - **\$1,500 USD**

Outside Back Cover - **\$3,000 USD**

Inside Back Cover - **\$2,000 USD**

### Onsite Program Guide

**\$4,000 USD**

Sponsor recognition along with your company logo.

### Directional Signage

**\$2,500 USD**

Sponsor recognition along with your company logo on all directional signage in the meeting space. Limited to three companies.

### Poster Area

**\$2,500 USD**

Sponsor recognition, along with your company logo throughout the poster stations in the exhibit hall.

### Billboard

**\$2,500 USD**

Strategically placed around the conference meeting space, these highly visible two-sided billboards draw attendees to your company—and your booth. You supply your own 4-color art. Limit two per company. Size: 38" w x 84" h.

### Walk-in Slide at Plenary Presentations

(Tuesday, Wednesday)

**\$2,500 USD each per day**

Be a part of the PowerPoint slide show viewed by attendees. Maximum of 10 ads will display on a rotating basis for at least 15 minutes prior to the start of each. Limit one slide per company, per day.

# SPONSORSHIP OPPORTUNITIES

## MEETING ROOMS & SPECIAL AREAS

### VIP Room/Faculty Lounge

**\$2,500 USD**

Included in sponsorship: branding of space with sponsor logo (the VIP room is made available to speakers and other VIP persons during the event).

### Press Room

**\$1,500 USD**

Backdrop for interviews, located in proximity of plenary room, with sponsor logo.

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## SPONSORSHIP OPPORTUNITIES

### Wi-Fi – exclusive

**\$6,000 USD**

The internet connection will be named by the sponsor and signage with the sponsor logo will be displayed. Also included: company logo on a voucher inside attendee bags announcing the Wi-Fi service and login information (produced by ICEHTMC or provided by the sponsor).

### Charging Station

**\$2,500 USD each**

Charging station for attendee electronic equipment, to be located in meeting space, with company logo.

### Mobile App – exclusive

**\$4,000 USD**

Includes logo on splash page, placement of a banner ad in the app, and three push notifications to attendees using the app.

### Attendee Bags – exclusive

**\$4,500 USD**

Sponsors supplies conference bags with company logo (approx. 800 bags).

### Pens – exclusive

**\$2,500 USD**

Sponsor supplies pens with company logo (approx. 800).

### Paper Pads – exclusive

**\$2,500 USD**

Sponsor supplies pads with company logo (approx. 800).

### Lanyards – exclusive

**\$3,000 USD**

Sponsor supplies lanyards with company logo (approx. 800). Sponsor to confirm lanyard type prior to their ordering.

### Hotel Key Cards – exclusive

**\$6,000 USD**

Your company logo displayed on each room key at Disney's Coronado Springs Resort.

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## ATTENDEE FOOD & BEVERAGE

### Continental Breakfasts (Tuesday or Wednesday) – exclusive

**\$4,000 USD per day**

Company logo on signage to be placed on station tables.

### Lunches (Tuesday or Wednesday) – exclusive

**\$6,000 USD per day**

Company logo on signage to be placed on lunch tables.

### Refreshment Breaks (Tuesday AM or PM; Wednesday AM or PM) – exclusive

**\$4,000 USD per break**

Company logo on chevalier to be placed on coffee break/station tables.

### Receptions (Monday or Wednesday) – exclusive

**\$6,000 USD**

Company logo on signage to be placed on cocktail tables.

### Tuesday Night Reception – exclusive

**\$10,000 USD**

Event will take place at EPCOT Center – American Pavilion and nighttime spectacular.

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## CUSTOMIZED SPONSORSHIPS AND MARKETING

Customized proposals are welcome!

If there are additional opportunities that you are interested in supporting that are not listed above, please contact show management to discuss.

**Contact:** ICEHTMC Show Management at ICEHTMC@aami.org

# MARKETING AND SPONSORSHIP CONTRACT

## 4<sup>TH</sup> INTERNATIONAL CLINICAL ENGINEERING AND HEALTH TECHNOLOGY MANAGEMENT CONGRESS

September 28–29, 2021 | Lake Buena Vista, FL, USA | Hosted by **AAMI**

### Main Sponsor Options

<input type="checkbox"/> Partner .....	\$40,000 USD
<input type="checkbox"/> Supporter.....	\$20,000 USD
<input type="checkbox"/> Contributing .....	\$12,000 USD

### Plenary–Symposiums–Education Sessions Workshops

<input type="checkbox"/> Breakfast Symposium .....	\$6,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Luncheon Symposium.....	\$10,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Workshop .....	\$6,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Education Session .....	\$6,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	

### Marketing Opportunities

<input type="checkbox"/> Logo on Conference Website .....	\$1,500 USD
<input type="checkbox"/> Abstract Book.....	\$4,000 USD
<input type="checkbox"/> Website Banner Ad(s) ___ qty. @ \$2,000 USD each.....	\$_____
<input type="checkbox"/> Video .....	\$2,500 USD
<input type="checkbox"/> Sponsor Slide – Education Session.....	\$2,500 USD
<input type="checkbox"/> Promotional Bag Insert .....	\$2,500 USD
<input type="checkbox"/> Onsite Program Guide - Ads (4-Color)	
<input type="checkbox"/> Half Page .....	\$850 USD
<input type="checkbox"/> Full Page.....	\$1,500 USD
<input type="checkbox"/> Inside Back Cover.....	\$2,000 USD
<input type="checkbox"/> Inside Front Cover .....	\$2,500 USD
<input type="checkbox"/> Outside Back Cover.....	\$3,000 USD
<input type="checkbox"/> Onsite Program Guide .....	\$4,000 USD
<input type="checkbox"/> Directional Signage.....	\$2,500 USD

<input type="checkbox"/> Poster Area .....	\$2,500 USD
<input type="checkbox"/> Billboard .....	\$2,500 USD
<input type="checkbox"/> Walk-in Slide at Plenary Presentations @\$2,500 USD per day.....	\$_____
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday.....	

### Meeting Rooms & Special Areas

<input type="checkbox"/> VIP Room/Faculty Lounge .....	\$2,500 USD
<input type="checkbox"/> Press Room .....	\$1,500 USD

### Sponsorship Opportunities

<input type="checkbox"/> Wi-Fi (exclusive) .....	\$6,000 USD
<input type="checkbox"/> Charging Station ___ qty. @ \$2,500 USD each.....	\$_____
<input type="checkbox"/> Mobile App (exclusive).....	\$4,000 USD
<input type="checkbox"/> Attendee Bags (exclusive).....	\$4,500 USD
<input type="checkbox"/> Pens (exclusive) .....	\$2,500 USD
<input type="checkbox"/> Paper Pads (exclusive).....	\$2,500 USD
<input type="checkbox"/> Lanyards (exclusive).....	\$3,000 USD
<input type="checkbox"/> Hotel Key Cards (exclusive) .....	\$6,000 USD

### ATTENDEE FOOD & BEVERAGE

<input type="checkbox"/> Continental Breakfasts .....	\$4,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Lunches @ \$6,000 USD per day .....	\$6,000 USD
<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Receptions .....	\$6,000 USD
<input type="checkbox"/> Monday <input type="checkbox"/> Wednesday	
<input type="checkbox"/> Tuesday Night Reception.....	\$10,000 USD

**Total Amount Due** ..... \$\_\_\_\_\_

# MARKETING AND SPONSORSHIP CONTRACT

## Contact Information

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Country (if other than USA) \_\_\_\_\_  
Phone \_\_\_\_\_  
Fax \_\_\_\_\_  
E-mail \_\_\_\_\_  
Signature \_\_\_\_\_

## Payment Method

VISA  MasterCard  AMEX  Check  
Enclosed  
Total Amount Due \_\_\_\_\_  
Card # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_  
Cardholders Name \_\_\_\_\_  
Card Billing Address, City, State, Zip Code \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Cardholders Signature \_\_\_\_\_

*By signing above, you agree to pay the total amount due and to abide by all terms and conditions of this contract.*

## Send this contract to:

**ICEHTMC Show Management**  
**901 N. Glebe Rd, Suite 301**  
**Arlington, VA 22203**  
**Phone: 703-253-8270**  
**Fax: 703-276-0793**  
**Email: ICEHTMC@aami.org**

AAMI Use Only  
Accepted by \_\_\_\_\_  
Date \_\_\_\_\_

## Important Notes

1. Sponsorship (not including advertising purchases) of any item is for the right to receive recognition and exposure for that sponsorship. Money received from sponsors is not used directly to purchase products or services. All purchases for sponsorship fulfillment are done by and for AAMI and IFMBE-CED. All promotional opportunities, advertising artwork, and presentation descriptions are subject to approval by AAMI and IFMBE-CED, and are limited to ICEHTMC exhibitors only.
2. You will receive instructions in March 2021 about submission of your artwork and materials for sponsorship and advertising. Contact ICEHTMC Show Management at ICEHTMC@aami.org if you have any questions.
3. Payment in full must accompany this contract. Any cancellations must be received in writing by May 28, 2021, and are subject to a 30% cancellation fee. Cancellations received after May 28, 2021, are due in full and not refundable.

# EXHIBIT SPACE CONTRACT

## 4<sup>TH</sup> INTERNATIONAL CLINICAL ENGINEERING AND HEALTH TECHNOLOGY MANAGEMENT CONGRESS

September 28–29, 2021 | Lake Buena Vista, FL, USA | Hosted by 

- ① Type or print clearly. ② Fill out all sections of this application. ③ Make checks payable to: AAMI or provide credit card information below.  
④ Sign this application. ⑤ Make a copy (both sides) of this application for your records.

**SEND CONTRACT WITH PAYMENT TO:** ICEHTMC Show Management, 901 N. Glebe Road, Suite 300, Arlington, VA 22203 or fax to 703-276-0793  
Federal Tax ID #: 27-4379277

**1. CONTACT INFORMATION:** The person listed as the exhibit contact will receive all mailings/billings related to exhibiting. It is the responsibility of the exhibiting company to notify ICEHTMC Show Management of any changes to your point of contact.

Company Name: \_\_\_\_\_ Directory Reference (i.e. A-Z) \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Company Telephone: \_\_\_\_\_ Company Fax: \_\_\_\_\_  
Company Website: \_\_\_\_\_ Company Email: \_\_\_\_\_  
Exhibit Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_  
Contact Email: \_\_\_\_\_ Contact Phone/Ext.: \_\_\_\_\_  
Contact Cell (for on-site purposes): \_\_\_\_\_ Contact Fax: \_\_\_\_\_

**2. SPACE REQUEST:** Minimum booth size: 8' x 10' = 80 sq. ft. Exhibitors may not share space under any circumstance.

Cost Calculation: \_\_\_\_\_ Number of 8'x10' booth(s) x \$2,500 USD= \$ \_\_\_\_\_ Total Booth Cost Due: \_\_\_\_\_

**A 50% DEPOSIT MUST ACCOMPANY APPLICATION.** Full payment is required by May 28, 2021. Payment for exhibit space must be enclosed in U.S. funds payable to AAMI.

Name (please print) \_\_\_\_\_ Date: \_\_\_\_\_ Signature: \_\_\_\_\_  
Please sign electronically or you may print, sign, and fax to: 703-276-0793

### 6. PAYMENT INFORMATION:

Date: \_\_\_\_\_ Charge to my:  AMEX  Mastercard  VISA  Check Enclosed  Wire Transfer\*  
Authorized Amount: \$ \_\_\_\_\_  
Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
Cardholder's Name: \_\_\_\_\_  
Card Billing Address, City, State, Zip Code: \_\_\_\_\_  
\_\_\_\_\_  
Cardholder's Signature: \_\_\_\_\_

\*For Wire Transfer instructions, please contact ICEHTMC Show Management (additional bank fees apply).

By signing this contract you agree to pay the total amount due, the signer represents and warrants that he/she is authorized by the above-mentioned exhibiting company to bind to this contract and I/we acknowledge to abide by all the Rules & Regulations governing the exposition in order to participate.

#### FOR SHOW MANAGEMENT USE ONLY:

DATE RECEIVED \_\_\_\_\_  
MIS NUMBER \_\_\_\_\_  
ORDER NUMBER \_\_\_\_\_

### ICEHTMC SHOW MANAGEMENT

901 N. Glebe Road, Suite 300, Arlington, VA 22203 / Tel: 703.253.8270 / Fax: 703.276.0793 / Email: ICEHTMC@aami.org / aami.org/ICEHTMC

# RULES & REGULATIONS

**MEETING MANAGEMENT:** The ICEHTMC is produced and managed by the Association for the Advancement of Medical Instrumentation, referred to as "AAMI" throughout this document. AAMI will establish all meeting policies. All matters and questions not covered by these regulations are subject to the decision of AAMI. Show dates and times are subject to change.

**PAYMENT SCHEDULE:** A 50% deposit of the total space rental charge is due with space contract and the balance due May 28, 2021. Any exhibitor that has not paid its 50% deposit at the time of contract and/or its total booth fee by May 28, 2021 is subject, at AAMI's discretion, to forfeiting its assigned space and its deposit(s). AAMI will assess a \$35.00 charge on any returned checks.

**CANCELLATION OR REDUCTION OF SPACE:** Booth space cancellation or reduction must be made in writing. For cancellations or reductions received by AAMI by January 15, 2021, there is no liability. For cancellations or reductions received by May 28, 2021, the 50% deposit will be forfeited or, if not already paid, will still be due and payable. For cancellations or reductions received after May 28, 2021, the total booth fee will be forfeited or, if not already paid, will still be due and payable. AAMI reserves the right to resell any cancelled space without compensation to the original exhibitor. By signing this contract, the signer represents and warrants that he/she is authorized by the exhibiting company to bind that company to this contract.

**ASSIGNMENT OF BOOTH SPACE:** AAMI reserves the right to modify the floor plan to accommodate space sales or relocate exhibitors to avoid conflict, as necessary, after consultation with the affected exhibitors. AAMI reserves the sole right to determine final exhibitor placement.

**INSTALLATION & DISMANTLING:** All exhibits must be fully installed at least two hours prior to the opening of the Expo. If any exhibitor is not set up and in order by that time, AAMI reserves the right to direct the Official Service Contractor to set up the exhibit at the sole expense of the exhibitor, or to make such other use of the space as AAMI deems necessary, with no refund to the original exhibitor. Exhibits shall not be dismantled before the official closing of the Expo, and packing of equipment or materials shall not begin until that time. All exhibits must be removed from the site by 9:00 pm on Wednesday, September 29, 2021, or the exhibitors will be subject to storage and handling charges.

**STANDARD BOOTH EQUIPMENT:** Each 8'x10' standard booth includes: 2 chairs, 1 6-foot draped table, 8' high back drape and 3' high side drapes, and a 7" x 44" sign indicating the company name and booth number. Carpet is included.

**BOOTH CONSTRUCTION & DISPLAY ARRANGEMENT:** Standard in-line booths shall not exceed a height of 8', and no part of the exhibit or equipment shall exceed a height of 4' in the front half of the booth. Island booths (free-standing displays with aisles on all 4 sides) shall not exceed a height of 16'. All exposed parts of the display must be finished so as not to be objectionable to neighboring exhibitors. AAMI reserves the right to prohibit assembly, or direct revisions at the exhibitor's expense, to comply with these guidelines.

**SUBLETTING OF SPACE:** Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

**ON-SITE SALES:** Exhibitors may offer information that is educational, professional, or instructional. "Over-the counter" sales of goods or services for onsite delivery—or the taking of orders or exchange of cash, checks, or credit card numbers for delivery at a later date—are expressly prohibited.

**TERMINATION OF RIGHT TO EXHIBIT:** AAMI reserves the right to terminate, without notice, an exhibiting company's right to exhibit if the exhibiting company or any of its representatives fail to observe the conditions of this contract or, in the opinion of AAMI, conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

**SMOKING:** Neither smoking nor vaping of any kind is permitted anywhere in the Disney's Coronado Springs Resort, except in designated areas.

**ELIGIBILITY FOR PARTICIPATION:** AAMI reserves the right to reject, prohibit installation of, or request removal of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with AAMI's character or purpose.

**USE OF EXHIBITOR-APPOINTED CONTRACTORS:** Exhibitors choosing to use labor services other than those provided through the Official Service Contractor must provide AAMI with a certificate of insurance, verifying that their contractors have at least \$1,000,000 in general liability coverage and at least the statutory minimum in workers' compensation coverage. Exhibitors using non-official contractors must supply these contractors with all necessary information regarding installation and dismantling, material handling, etc. Neither the Official Service Contractor nor AAMI can supply exhibitor service kits to non-official contractors.

**SOCIAL FUNCTIONS:** All hospitality functions must be approved by AAMI. Hospitality events may not conflict with any scheduled ICEHTMC event. Unless approved by AAMI, any function that would compete for attendees' time, either during the hours of the ICEHTMC or during any other official ICEHTMC functions, is strictly prohibited. Exhibitors shall not rent meeting space from the Disney's Coronado Springs Resort, or any of the official hotels associated with the ICEHTMC without prior approval from AAMI.

**USE OF SPACE:** All exhibitors must conduct exhibits in a dignified and professional manner. All activities and materials must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors. The use of audio devices is permitted only if the decibel intensity does not interfere with the activities of other exhibitors. Unless approved by AAMI, publicizing and/or maintaining any activities that would draw attendees away from the exhibit area during expo hours is prohibited. Exhibitors must refrain from entering another exhibiting company's booth unless invited by the company.

**COMPLIMENTARY BADGES:** Exhibitors will be provided with a maximum of two full congress registrations for each 8'x10' booth space leased.

**COPYRIGHTED MUSIC:** No copyrighted music may be played or sung in the exhibition area in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor is solely responsible for obtaining these licenses for any music originating in the exhibitor's booth. The exhibitor shall indemnify, defend, and hold harmless AAMI and its officers, employees, and agents, and the Disney's Coronado Springs Resort and its officers, employees, and agents, against any and all liabilities, claims, causes of action, losses, and/or damages arising out of the exhibitor's use of copyrighted music.

**PHOTOGRAPHY:** Show Management and its agents reserve the right to photograph and/or record exhibitors in the Disney's Coronado Springs Resort and to use such likenesses for future promotional purposes. AAMI encourages attendees to engage and promote the conference on social media and other platforms. Guidelines to be mindful of: Exhibitor taking photography and/or recording, of any kind, of another exhibitor's exhibit space or product is strictly prohibited. Only photography of the exhibitor's own booth space is permitted. Any exhibitor or attendee found to be taking unauthorized photography and/or recording will be asked to leave the show and have their photography and/or recording equipment confiscated. If the violator of this policy is an exhibitor, Show Management reserves the right to remove the exhibit and exhibitor from the show at the exhibiting company's expense. During the show, all inquiries should be directed to Show Management in the Exhibitor Service area in the exhibit hall.

**INSURANCE:** AAMI requires that exhibitors obtain general liability insurance to cover exhibit material against loss or damage, and against injury to the persons and property of others. As a courtesy to exhibitors, perimeter security for the exhibit hall will be furnished during installation, dismantling, and show days. However, the provision of such security is not a guarantee or indemnity against loss or theft of any kind. Exhibitors are solely responsible for safeguarding their materials, equipment, and displays at all times.

**PROPERTY DAMAGE:** Exhibitors must surrender the space occupied by them in the same condition as it was at the commencement of occupation. Exhibiting companies shall be liable for any damage caused by them or their representatives to building floors, walls, or columns, or to the property of other exhibitors.

**CANCELLATION:** If any part of the Exhibit Hall is damaged, or if circumstances make it impossible for AAMI to permit an exhibitor to occupy the space assigned during all or some of the scheduled Expo hours, the exhibitor will be charged pro rata only for the time that the exhibit space could have been occupied by the exhibitor,

and the exhibitor releases AAMI from any and all claims for damages caused by such action.

**STAFFING:** Exhibitors must staff their booths at all times during show hours. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as booth personnel.

**PROHIBITED ITEMS:** The following are expressly prohibited in the Exhibit Hall: Flammable or non-flammable compressed gases, helium-filled balloons, live animals (except assistance dogs for disabled persons), birdseed, glitter, confetti, adhesive-backed decals, open flames, flammable or combustible liquids/materials, hazardous chemicals and materials, explosives, and blasting agents. Exhibitor assumes full responsibility for any costs or liabilities resulting from Exhibitor's failure to comply with these prohibitions.

**FDA APPROVAL/CLEARANCE:** If the exhibitor intends to display or promote an article that is subject to pre-market approval/clearance from the United States Food and Drug Administration (FDA), and that article has not as yet received final FDA approval/clearance, the exhibit, the exhibitor's materials, and the exhibitor's personnel must disclose that such article has not received final FDA approval/clearance and clearly convey the status of such article consistent with the laws, rules, and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the United States. The exhibitor shall indemnify and hold harmless AAMI from and against any and all costs, fees, expenses, penalties, damages, and claims arising from exhibitor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article.

**AMERICANS WITH DISABILITIES ACT:** Each exhibitor must comply with the Americans with Disabilities Act (ADA), and must modify policies, practices, and procedures, as necessary, to enable individuals with disabilities to participate equally within the confines of the exhibitor's exhibit space.

**SAFETY REGULATIONS:** The exhibitor must comply with all federal, state, and local laws, ordinances, and regulations concerning fire and life safety. Booth decorations must be flame-proofed and the exhibitor should be able to provide a certificate of flame retardant if requested. Exhibitors must adhere to all guidelines for cooking, if applicable. Electrical wiring must conform with all federal, state, and municipal government requirements and regulations, and with National Electrical Codes. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, AAMI reserves the right to cancel, without refund to the exhibitor, all or such part of the exhibit as may be non-compliant.

**LIABILITY:** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Disney's Coronado Springs Resort premises and will indemnify, defend, and hold harmless AAMI and the Disney's Coronado Springs Resort, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

**ADMITTANCE DURING NON-SHOW HOURS:** With the exception of the posted setup and move-out times, exhibitors may not enter the Exhibit Hall more than one hour prior to the opening each day, nor may they remain in the Exhibit Hall after it closes each night.

**COMPLIANCE WITH RULES AND LAWS:** Exhibitor agrees to comply with all rules and regulations of the show and the venue as outlined in the Exhibitor Service Manual. Exhibitor also agrees to comply with all state and local laws regarding exhibits in the Disney's Coronado Springs Resort.

**CREDIT CARD AUTHORIZATION:** The issuer of the credit card identified on the Exhibit Space Contract is authorized to pay the amount shown as "Amount to Charge." The signer promises to pay such "Amount to Charge," subject to and in accordance with the agreement governing the use of such card. The signature on the contract authorizes AAMI to charge the credit card number listed on the contract for the amount shown as "Amount to Charge."

## ICEHTMC SHOW MANAGEMENT

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