

**2021 AACC  
ANNUAL  
SCIENTIFIC  
MEETING +  
CLINICAL  
LAB EXPO**

# THE LAB + BEYOND

SEPTEMBER 26 - 30

ATLANTA, GA

AACC CSCC

Exhibit Rules & Regulations Effective: February 11, 2021

Meeting Dates: September 26–30, 2021

Exhibit Dates: September 28–30, 2021

Georgia World Congress Center, Atlanta GA

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The American Association for Clinical Chemistry is committed to providing the highest quality Annual Scientific Meeting and Clinical Lab Expo possible. It is agreed and understood that these policies for exhibitors are part of a contract between the exhibitor and AACC, and that submission of the application for exhibit space constitutes the exhibitor's agreement to abide by these regulations. In addition, the exhibitor agrees to abide by the [exhibitor policies](#) of the Georgia World Congress Center. AACC reserves the right to interpret, amend, and enforce these terms at any time as it deems proper to assure the success of the exposition. Written notice of any amendment or interpretation of the following rules and regulations shall be given to all contracted exhibitors. All amendments are binding upon publication for all parties as if contained in the original regulation.

It is the responsibility of the official exhibitor representative to see that all booth staff are made aware of and adhere to all rules and regulations and conduct themselves in a professional manner. Exhibitor personnel may not enter the exhibit space/meeting rooms of another exhibitor without permission from the latter.

AACC reserves the right to restrict exhibits that are objectionable because of noise, glaring or flashing lights, method of operation, or any other reason, and to prohibit or evict any exhibit that, in the opinion of AACC, detracts from the general character of the exhibit hall. All booth activities and content must be professional in nature and provide educational information related to the field of laboratory medicine. This reservation includes persons, things, conduct, printed material, or any other reason that AACC judges to be objectionable. In the event of such restriction or eviction, AACC is not liable for any refund to the exhibitor. AACC may review the exhibit floor activities of the exhibitor at any time.

## Eligibility to Exhibit

Only an organization identified on a signed Application and Contract for Exhibit Space, submitted either by hard copy or online, that has been approved by AACC may exhibit. The name of the company or organization whose name appears at the top of the Application and Contract for Exhibit Space is eligible to be placed in the booth or be listed in print, online, and in the mobile app.

The United States Department of Agriculture has determined that some exhibiting companies display test kits or reagents that contain animal products from outside of the United States. The USDA requires that all animal-derived and cell cultured materials must have import permits. All fluids, reagents, cell

cultured materials, etc. must be removed from the exhibit at the close of the event on Thursday, September 30. Removal is the exhibitor's responsibility. Please adhere to the information in the Georgia World Congress Center's [exhibitor policies](#) regarding waste disposal and biological samples.

Please note that while all meeting attendees are invited to the exhibit hall, anyone who is observed to be soliciting business in the aisles or other public spaces, including another company's booth, will be asked to leave immediately and their badge may be revoked. Additional penalties may be applied. Please report any violations you may observe to AACC Exposition Management (SPARGO, Inc.).

## Priority Point System

The priority point system is designed to recognize companies that support AACC and its activities, and to encourage new companies to participate. Priority points are assigned for each year of participation as an exhibitor and/or corporate supporter. Companies and organizations participating in the 2020 Annual AACC Scientific Meeting & Clinical Lab Expo will earn priority points as described [here](#).

Priority points not only determine exhibit hall placement, but also help determine placement for group housing blocks. Please keep in mind that, in addition to the priority-point total, the group size, date of submission of the request and other factors will also influence the final hotel placement.

### Priority-Point Reduction

Any corporations/organizations found to be in violation of AACC's rules and regulations will be subject to a priority-point reduction and other possible action deemed necessary by

#### Violations

Failure to adhere to the AACC rules and regulations will result in immediate penalties on site. AACC strictly enforces the rules and regulations and will make all parties responsible for upholding them.

Violations of AACC's rules and regulations will result in the following penalties:

- 1st violation: loss of current-year priority points
- 2nd violation: loss of one-half of all accrued priority points for a second violation in any three-year spa
- 3rd violation: loss of the remainder of all accrued priority points
- 4th violation: one-year suspension of exhibiting privilege

AACC reserves the right to enact further penalties as it deems appropriate for violations of AACC policy.

AACC. Please see the Violations box below for details. The reduction in priority points will affect the priority point standings in future years.

### **Mergers and Acquisitions**

Priority points will be calculated for the company name stated on the exhibit space contract or corporate support letter of agreement. If companies have since merged, been acquired, or have purchased another company, the resulting company will be allotted the combined total of points from each company. A company that has merged with another exhibiting company must submit notice in writing by the merged company. Please submit such requests to Michele LaFrance at [aaccehibits@spargoinc.com](mailto:aaccehibits@spargoinc.com).

Companies belonging to a parent company with other divisions participating at AACC cannot reserve exhibit space under the parent company's points unless they are participating under the parent company's name.

### **Failure to Occupy Exhibit Space**

Any space not occupied by Monday, September 27, 2021 at 2:00 p.m. will be forfeited by the exhibitor. The space may be reassigned or used by AACC without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior written approval by September 27, 2021, from AACC Exposition Management for late installation. Requests may be submitted to Meghan Leahy, AACC Exposition Management, at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com).

All booths must be staffed during exposition hours. Exhibiting organizations that fail to occupy and furnish contracted exhibit space will be charged for the expenses incurred by AACC to carpet the booth and convert it to a lounge area.

### **Subleasing of Exhibit Space**

An exhibitor may not sublet, share or apportion its contracted exhibit space to another organization or business unless prior written consent has been obtained by AACC. An exception will be considered when a corporate affiliation exists (meaning that the organizations share a parent company) or for a government sponsored pavilion (must be a minimum of 400 sq. ft).

Two or more companies may share a booth only on the condition that the number of 10'x10' booths is equal to or greater than the number of companies sharing the booth space. Only the sign of the company whose name appears on the Application and Contract for Exhibit Space may be placed in the booth. Further, the company submitting the Application and Contract for

Exhibit Space will be the exhibitor on record entitled to exhibitor badges and promoted on the AACC website, in the final program, on the booth ID sign and in other show-related materials.

## Relocation of Exhibits and Floor Plan Revisions

AACC retains the exclusive right to revise the exhibit hall floor plan(s) and/or relocate any assigned exhibitors for the betterment of the Clinical Lab Expo as determined solely by AACC. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by AACC. Due to the large number of exhibiting companies, AACC cannot guarantee that a company will not be located near a competitor.

The exhibit hall floor plan and exhibitor list are the property of AACC. Use or publication for any purpose without AACC's written consent is prohibited.

## Exhibit Display Guidelines

### Booth Configurations

All exhibits must conform to the standards set by the Healthcare Convention Exhibitors Association as follows:

#### Inline Booth (linear 10'x10' booths)

No side rails, counters, or structure may exceed 4 feet in height, or be within 5 feet of the front of the exhibit space. Backgrounds are limited to 8 feet in height (12 feet for perimeter booths) and banners, equipment and monitors must not protrude more than 5 feet from the back wall.

- Exhibit construction may not exceed the height of the side rail except in the back half of the booth as noted above. Booth will be constructed with 8 ft drape sidewalls. This will negate the line of sight rule but will help provide a safety barrier in between neighboring booths.
- Exhibitors are required to submit renderings to include equipment placement to ensure that there is proper social distancing within the booth.
- Equipment on display in your booth must accommodate social distancing which allows room to accommodate being 6 ft apart from the attendee.
- Exhibitors will be required to properly clean/sanitize your booth nightly; you may also hire Freeman to provide this service.
- Mark dedicated entrance and exits from the booth.

- The reverse side of any wing panel extending from the back wall of the display must be draped in order to avoid raw exposure to a neighboring booth. If the exhibitor does not comply, AACC will have the general services contractor drape the area at the exhibitor's expense.
- Corner booths will not have the outside 3-foot side rail installed.
- Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the exhibitor does not comply, AACC will have the items stored in the area or removed at the exhibitor's expense.
- Additional pipe and drape will be required at the exhibitor's expense for those booths that have exposed areas between the back wall of their structure and the back wall of the booth. Please note that, in order to provide a harmonious environment to all exhibiting companies' sightlines, rules will be strictly enforced.
- No exhibitor will be permitted to span an aisle by overhead contrition.
- Exhibitors must provide space within the booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, AACC Exposition Management has the right to discontinue the activity.
- No part of the exhibit or signs may be pasted, nailed or otherwise affixed to convention center walls, doors, etc.

To confirm your booth adheres to the outlined rules and regulations, please submit a rendering to Meghan Leahy, AACC Exposition Management at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com). Exhibitors must correct infractions by 8:00 am on Tuesday, September 28, prior to the exhibit hall opening.

#### Island Booth

An island booth is typically a 400-square-foot (20'x20') or larger exhibit space exposed to the aisles on all four sides.

- Island booths must be constructed to allow access from all sides and must have designated entrance and exit points. Floor decals should be used to indicate direction and traffic flow.
- Use stanchions (or something similar) for entry control.
- Set meetings / tours of the booth in advance – provide targeted attendees with meeting options in advance and time slots to get the most of time/visit.
- Show directional flow through space via different color carpet, floor stickers, etc.

- Have signage to remind attendees of physical distancing throughout booth.

- Use carpet inlays or vinyl markers around product or demos designating area required for social distancing.
- Use dividers or greenery to guide flow through booth.
- Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed.
- AACC requires island booth exhibitors to comply with the See-through rule, which means that at least 50% of the exhibit booth must have visibility through it on all sides.
- The top of the booth's sign must not extend more than 20 feet from the exhibit hall floor and cannot block visibility of AACC signs. Variances will not be granted.
- Exhibitor must provide suitable floor covering.
- Demonstration areas on the perimeters facing the aisles are prohibited. Exhibitors must provide space within island and other booths to accommodate spectators. If spectators interfere with normal traffic flow of the aisles and overflow into adjacent exhibits, AACC Exposition Management has the right to discontinue the activity.
- Multi-level exhibits are permitted, and the exhibitor is required to obtain stamped plans certifying the space is structurally sound. The elevated space will be billed at prevailing rates. Exhibit spaces may not be wider than they are deep. Exceptions may be made at AACC's discretion.

Exhibitors who wish to construct an island booth that will be 400 square feet or larger are required to submit a digital drawing, rendering, or architectural plans to AACC Exposition Management, through the online AACC Exhibitor Resource Center, for approval by August 13, 2021. Any changes that occur after initial submission must be resubmitted to AACC Exposition Management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, AACC Exposition Management reserves the right to ask the exhibitor to make modifications at the exhibitor's expense. No exceptions will be granted if the exhibitor fails to provide plans in a timely manner or for booths that do not comply with the AACC exhibit design rules once onsite. Please contact **Meghan Leahy**, AACC Exposition Management, at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com) with any questions.

## Hanging Signs



- For an island booth, the top of a sign suspended from the exhibit hall ceiling or attached to the exhibit booth must not exceed 20 feet from the exhibit hall floor and cannot block visibility of AACC signs or other exhibitors' booths.

Hanging signs must be suspended directly over the island booth and not over the aisles. It is the responsibility of the exhibiting company's contact person to notify the exhibitor's contractors and agents of the height restrictions for hanging signs.

- AACC may grant an exhibitor's request to allow a sign to hang over an aisle to conjoin with another portion of that exhibitor's booth. An additional fee for the incorporated aisle space will apply.
- No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture.

### Lighting

All island booths may utilize special lighting.

- Lighting must be directly over or in the exhibitor's booth and may not extend into the aisles or neighboring booths.
- Exhibitor lighting cannot affect other exhibitors or aisles.
- Overhead lighting may be dimmed or turned off at the exhibitor's expense with on-site approval from AACC. Requests must be approved by AACC Exposition Management and may be made on site at the Exhibitor Service Desk.

### Booth Carpet

AACC will carpet all visible aisle space within the exhibit area and will supply linear exhibitors with pipe and drape. Exhibitors must completely cover the entire area of the exhibit space with carpeting or an approved material (bare floors are not permitted). The order form for carpeting will be provided in the online Exhibitor Service Manual. At the discretion of AACC, the General Services Contractor will carpet exhibit booths that are not appropriately carpeted at the expense of the exhibitor.

### Prohibited Items in the Exhibit Hall

- Audio/visual devices that display anything other than exhibiting company products and services; prohibited displays include, but are not limited to, sporting events and news broadcasting

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- Balloons or lighter than air objects
- Combustible or Flammable Materials
- Paint – the use of paint is not allowed in the exhibit hall

Popcorn

- Smoking to include vaping
- Storage of any shipping materials in or behind booths

### Shipping Information

All shipments to the AACC exposition must be received and processed through Freeman, the general services contractor. Information on shipping methods, targeted move-in schedules, and rates will be included in the Exhibitor Service Manual, which will be available in April. To ensure proper handling and receiving, advance freight and other shipments should not be sent directly to the Georgia World Congress Center prior to the assigned target date.

- Any shipments going directly to the Georgia World Congress Center will be received during installation dates ONLY.
- Freeman will begin accepting advanced freight at their warehouse 30 days prior to the first official move-in day.
- If you are using a private vehicle to deliver freight to the convention center, please refer to the [exhibitor policies](#) published by the Georgia World Congress Center.
- Empty crates will be removed, stored and returned after the removal of aisle carpet at the close of the exposition.
- When planning your dismantling and subsequent departure, please allow approximately 6–8 hours for the return of all empty shipping materials from storage. Shipping materials will be returned as quickly as possible.
- All exhibit materials must be ready for removal from the exhibit hall by 10:30 a.m. on Saturday October 2, 2021.

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- Do not store anything of value in crates or shipping materials being removed for storage.

#### Targeted Freight Move-In

All confirmed exhibitors will receive a target date and time for freight delivery, which will be identified in the Exhibitor Service Manual. Please keep in mind that the target date/time is for freight delivery only, not for booth installation. A minimum of four hours between the target

freight delivery time and installation of the booth must be allowed.

Requests for early move-in must be made in writing no later than August 13, 2021. An explanation of the special circumstances warranting the exception should be sent to Bill Leithleiter with Freeman at [William.Leithleiter@freemanco.com](mailto:William.Leithleiter@freemanco.com)

### **Booth Installation and Dismantling**

Exhibitors shall utilize proper authorized labor for exhibit installation services during move-in, exhibitor services during open hours, and exhibit dismantling during move-out according to the official policies/union agreements of AACC, facility management, official general services contractor, and all applicable state and local laws. Exhibitors, planning to build special displays on site should employ union display companies in their fabrication, carpentry, and electrical work. Information on union rules and jurisdictions will be available in the Exhibitor Service Manual.

- Exhibitors are not permitted to simply abandon exhibit materials and shipping materials (booth walls, carpet, furniture, skids, crates, etc. or biological materials) at the end of the Expo. Please remove booth walls, carpet, furniture, skids, crates, etc., before you depart. Exhibitors that will have a significant amount of trash are required to submit a removal plan and provide contact information for the exhibitor and the waste removal company contact. This does not include small amounts of promotional materials or routine trash in trash cans and wastebaskets or material rented from suppliers in the exhibitor service manual. Should you leave exhibit and or shipping materials behind, your company may be prohibited from exhibiting at future AACC Annual Meetings and you will be charged for all costs associated with removal of your material from the Georgia World Congress Center.
- Early dismantling is expressly prohibited by AACC. Exhibits officially close on Thursday, September 30, 2021 at 1:00 p.m. All booths must be staffed until that time. Exhibitors that dismantle before closing will be subject to priority- point reduction and possible exclusion from future Clinical Lab Expos.

### **Exhibitor-Appointed Contractors (EACs)**

Exhibitors planning to use ANY contractors other than the official contractors for any services within the exhibit areas must complete and submit an Exhibitor-Appointed Contractor Form for each exhibitor-appointed contractor (EAC) firm/organization. The exhibiting firm appointing the EAC is totally responsible for the behavior and adherence to all AACC rules and regulations by all employees/representatives of the EAC. EAC employees/representatives who violate any of the AACC rules and regulations or exhibit any unacceptable behavior as determined by AACC or any authorized representative of AACC,

are subject to immediate revocation of AACC badges and/or admittance wristbands and immediate eviction from the facility and exhibit areas.

If an exhibitor is utilizing an EAC, it is the exhibitor's responsibility to submit the Exhibitor–Appointed Contractor Form and valid certificate of liability Insurance through the online AACC Exhibitor Resource Center by August 13, 2021, that includes:

- Commercial general liability coverage, product liability coverage, and broad property damage endorsement with combined and single limits of liability of not less than \$1 million per occurrence.
- The certificate must also include coverage for workers' compensation and employers' liability within commercially reasonable limits as otherwise required by the laws of the state of Georgia.
- The certificate of liability insurance must name AACC, SPARGO, Inc., Freeman, and the Georgia World Congress Center as additional insured.
- Certificates of liability insurance for EACs must indicate the name of the exhibiting company/organization and booth number that they are representing in the description area of the certificate of insurance. If said information is not included, the certificate of liability insurance will NOT be accepted by AACC.
- Exhibitor Appointed Contractors are prohibited from setting up service desks in the exhibit hall.

### Electrical Safety

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate state, county, city and the Georgia World Congress Center this applies to construction, not pre-wired equipment.

### Fire and Safety Regulations

All materials used in the exhibit hall must be flameproof and fire resistant in order to conform to local fire ordinances. Corrugated paper, flameproof or otherwise, will not be permitted. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguishers must not be covered or obstructed. To minimize fire hazard, no storage of any kind will be permitted behind an exhibit booth.

- Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly.

- Accessible storage for exhibitor materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Manual.

### Porter Service

In an effort to maintain a clean and organized exhibit hall, exhibitors who will be distributing giveaways and providing food and beverage/hospitality in their booth must order porter service through Freeman.

- Porter service is exclusive to Freeman and includes monitoring the exhibit booth to empty wastebaskets and collect empty boxes during show hours.
- Standard wastebasket emptying does not include removal of empty boxes.
- Empty boxes may not be placed in the exhibit hall aisles, behind or adjacent to columns, or in trashcans in the exhibit hall during show hours. If an exhibitor does not properly handle empty boxes, Freeman will remove the boxes at the exhibitor's expense.
- To be approved for food and beverage, exhibitors must submit the Giveaway Approval Form through the online AACC Exhibitor Resource Center by August 13, 2021.

### Audio/Visual Equipment

Exhibitors are permitted to use the following if they do not interfere with the activities of neighboring exhibitors:

- Exhibitors may use sound equipment in their booths provided the noise level does not disrupt the activities of the neighboring exhibitors. Microphones must be kept at a level of 85 decibels or below.
- Excessive audio/visual devices and offensive displays are not permitted, and sound effects are discouraged because of the potential to interfere with other exhibitors and detract from the professional atmosphere of the exhibit hall.
- Electrical or other mechanical apparatus must be muffled so that the noise does not interfere with other exhibitors and speakers; other sound devices must be positioned to direct sound into the booth rather than into the aisle.
- Speakers or video terminals may not be placed in the corner of booths.

At the request of AACC, objectionable sound levels must be remedied, or use of the sound-producing device will be forbidden for the remainder of the show. Those exhibitors violating

noise regulations will be warned only once. Priority points will be deducted if this rule is not followed. Exhibitors that violate this rule will lose the current year priority points.

#### Liability for Damage to Property

Exhibitors are liable for any damage to facility property, including but not limited to escalators, floors, walls, or columns, standard booth equipment, and other exhibitors' property.

#### Review and/or Expulsion of Exhibitors

AACC may review the exhibit floor activities of exhibitors at any time. AACC may deny an exhibitor access to, or expel an exhibitor from, the event without refund of any fees if, as determined solely by AACC, such exhibitor has not complied in all material respects with policies, legal requirements, and terms and conditions of the exhibitor agreement.

#### Children Admittance Regulations

For safety and liability reasons, AACC does not permit any children 16 years of age or younger at any time in the exhibit areas. During move-in or move-out, NO ONE under the age of 18 will be permitted within the exhibit areas. Children who are of an appropriate age and permitted into the exhibit area must be registered as a guest and must wear their meeting badge in order to be allowed access to the hall.

## Exhibitor Meeting Rooms

Exhibitor meeting rooms may be used to hold private meetings, staff meetings, or set up as a staff lounge. Exhibitor meeting rooms may not be utilized to hold workshops, group presentations, or other similar events. Exhibitor meeting rooms will be available for use Tuesday, September 28, through Thursday, September 30, 2021 during published Exhibit Hall hours. Please contact Meghan Leahy, AACC Exposition Management, at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com) with questions pertaining to access hours or use of exhibitor meeting rooms.

- Please schedule appointments with enough time to allow for proper sanitization of furniture and equipment in between meetings. Please allocate 30 minutes in between meetings for sanitization.
- Exhibitors are responsible for ensuring the meeting room is appropriately cleaned and sanitized in between meetings.
- Exhibitors are responsible for having hand sanitizer in the meeting room.
- Meeting room capacities must be in accordance with social distancing guidelines.

## Promotional Activities

AACC recognizes that promotional activities encourage a steady flow of traffic to the exhibit booths. It is imperative that exhibitors display professionalism and consideration for their fellow exhibitors; therefore, interviews, demonstrations, and the distribution of literature or samples must take place within the exhibitor's booth. No queuing in the aisles will be permitted. Please allow for queuing to take place in your exhibit booth space. Canvassing or distributing promotional materials outside the exhibitor's rented booth space is

not permitted. No literature may be distributed in the convention center, hotels, or any public area. Those exhibitors violating promotional material regulations will be warned only once. Priority points will be deducted if this policy is not followed.

Scientific and educational presentations are prohibited within the exhibit hall, and exhibitors are prohibited from offering activities in their booths that provide continuing medical education (CME) credit. However, presentations that promote a company's products and services are allowed within that company's exhibit booth. Demonstrations must be located in an area such that any crowd that gathers will be contained within that exhibitor's space and will not block the aisles or neighboring exhibits.

### Booth Activities

The use of promotional robots, signage and other materials is restricted to the exhibitor's own booth and must conform to the line of sight and height restrictions for the booth type. Professionals hired for other than product demonstrations require prior approval by AACC Exposition Management. AACC Exposition Management reserves the right to evict any model or mannequin used in a booth that, in its sole discretion, it considers inappropriate for the Clinical Lab Expo.

Distributing exhibitor materials and information and talking to attendees within an exhibit booth are not considered booth activities and do not need to be included in exhibitors' approval requests.

All booth activities and content must be professional in nature and provide educational information related to the field of laboratory medicine. Please contact Meghan Leahy, AACC Exposition Management, at 703-631-6200 or [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com) with any questions.

### Private Demonstrations–VIP Hours

Exhibitors will be permitted to conduct off-hour private demonstrations in the exhibit hall. Private demonstrations must be approved by AACC Exposition Management two weeks prior to



the start of exhibitor move-in. Additional information and requirements will be provided after your demonstration has been approved.

- Companies requesting permission to hold private demonstrations must complete the application found in the Exhibitor Service Manual.
- Morning demonstrations can be scheduled for Wednesday and Thursday from 8:00 a.m. – 9:00 a.m. only.
- Afternoon demonstrations can be scheduled for Tuesday and Wednesday from 5:00 p.m. – 6:00 p.m. only.
- Demonstrations are not allowed on Tuesday morning or Thursday afternoon.
- Exhibiting companies will be required to hire security for the length of the demonstration starting 30 minutes prior to the start time and for 30 minutes following. The number of security guards needed is based on the size of the exhibit space.
- There is a 4-hour minimum per shift per security guard.
- Exhibiting companies must supply a final list of demonstration attendees via email to Meghan Leahy, AACC Exposition Management at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com) by Friday, August 13, 2021.
- A representative from the exhibiting company must escort demonstration attendees to and from the booth.

### Advertising/Marketing

The only appropriate and acceptable venues for the distribution of advertising, publications, or marketing materials are the booths in the exhibit hall and the official AACC ClinPack hotel door drop program. Exhibiting companies may not, for example, engage in marketing activities through the use of hotel television channels, distribution of marketing materials in hotels (e.g., giveaways, flyers, or door drops), and distribution of marketing materials in the convention center. If you are interested in learning about available support opportunities, please contact [Michele LaFrance](#) or 703-631-6200.

The display of banners or other advertisements outside of the exhibit hall and targeted to attendees of the AACC Annual Scientific Meeting and Clinical Lab Expo (including, but not limited to, advertising in/on buses, taxis, Segways, boats, pedicabs, planes, street cars, building facades, etc.) is prohibited within five miles of the convention center during the period

beginning three days before and continuing until three days after the meeting (September 26–30, 2021). The use of any name logo, or trademark of AACC in any exhibitor advertising is strictly prohibited without AACC’s advance written consent.

### Prohibition of Sales

The AACC does not permit completed sales of merchandise on the exhibit floor.

### Contests, lotteries, raffles, and games of chance

Contests, lotteries, raffles, and games of chance must comply with the following guidelines: “The contest must be open to all meeting attendees and be conducted in a professional manner.” Prizes must be educational in nature and moderate in value (under \$100).

- Giveaways should meet the standards of the [AdvaMed Code of Ethics](#). Notification of winners, semi-finalists, and runners-up, etc., must take place after the conclusion of the AACC Annual Scientific Meeting and Clinical Lab Expo.
- Contests of any kind must first be approved by AACC Exposition Management. Exhibitors intending to conduct contests, lotteries, raffles, or games of chance must complete the Giveaway Request Form through the online AACC Exhibitor Resource Center by August 13, 2021.

### Giveaways

All items distributed in the exhibit hall must be useful to the participants at the meeting and/or in their professional activities. Items must be small in size and made available to all AACC attendees, regardless of registration type or demographics, as long as the supplies last. Please also note the following restrictions:

- It is AACC’s policy that all giveaways by exhibitors in the exhibit hall meet the giveaway standards of the [AdvaMed Code of Ethics](#), whether or not the companies have adopted the AdvaMed Code. All giveaways by exhibitors must be designed primarily for the education of patients or health care professionals. Such giveaways must also be of modest value (under \$100) and available to all registered attendees immediately upon request.
- The following items are not eligible giveaway items: balloons, cash or cash equivalents, golf/tennis balls, stress balls, hats, fans, massagers, stuffed animals, t-shirts, toys.

- The following items are examples of approved giveaways: Hand Sanitizers, Pens, Catering, Lens cleaning cloths, Industry related books, Business card holders, USB's, Safety glasses, Gloves, Tools related to the job (petri dishes, slides, beakers, graduated cylinders, ph papers, droppers, tube pinching clamps, beaker tongs, test tube racks, thermometers, stirring rods, pipettes and bulbs and funnels) Scales, Instant Sealing Pouches and Lab Air Monitors.
- Exhibitors intending to provide giveaways must complete the Request for Approval of Giveaway Form through the online AACC Exhibitor Resource Center by August 13, 2021. Any exhibitors found distributing materials that have not been officially approved will be required to cease distribution immediately and will have their priority points reduced.

### Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and

approved by AACC Exposition Management. All food and beverages must be purchased through [Levy](#), the exclusive provider of food and beverage at Georgia World Congress Center.

- AACC prohibits the distribution of popcorn.
- Companies wishing to serve food and beverages must complete the Request for Approval of Giveaway Form available through the online AACC Exhibitor Resource Center by August 13, 2021.
- In an effort to maintain a clean and organized exhibit hall, exhibitors who will be providing food and beverage/hospitality in their booth must order porter service.

Porter services is provided exclusively by our general services contractor, Freeman.

### Exposition Photography/Recording Policy

Exhibiting companies/organizations must obtain written approval from AACC Exposition Management to photograph, videotape, and/or audiotape in the exhibit hall and will only be permitted to photograph, videotape, and/or audiotape in their contracted exhibit space.

- Photography, videotaping, and audio recording are permitted by exhibit booth staff in their own exhibit booth, provided that written permission/authorization is obtained from any distinguishable individuals if the photograph or recording will be used for promotional or commercial purposes (including use in printed materials, websites, and/or social media). AACC is not liable for the failure of any exhibitor to obtain such

permission. Requests may be submitted to Meghan Leahy, AACC Exposition Management, at [meghan.leahy@spargoinc.com](mailto:meghan.leahy@spargoinc.com)

- Exhibitors may not photograph, videotape, and/or audiotape other exhibits and/or attendees.
- Exhibitors that choose not to use the official photographer/videographer listed in the Exhibitor Service Manual must submit an Exhibitor Appointed Contractor Form and valid certificate of liability insurance through the online AACC Exhibitor Resource Center by August 13, 2021. The exhibiting company/organization may be required to make arrangements through the official security services company for an escort at their own expense. It is recommended that arrangements be made with electrical services for show-level lighting and power during the photo shoot if this occurs when the hall is closed.
- These activities must be conducted without disruption to exhibition activities or limitation to the accessibility of exhibitions.
- Exhibitors may not photograph other booths or record within booths of other exhibitors, including the AACC booth, without express written permission of the exhibiting organization. AACC reserves the right to review any footage that includes their branding or booth prior to it being published.

Please note that attendees are permitted to take photos or recordings in the exhibit hall for their own personal use, but they are required to obtain permission from the exhibiting company before engaging in photography or audio/video recording of or within said booth.

#### **Failure to Adhere to Policy**

Exhibiting companies that violate this policy could face a loss of accrued priority points and suspension of exhibiting privileges. AACC strictly enforces the rules and regulations and will hold all parties responsible for upholding them.

## **Industry, Federal, and State Regulations**

Each company is responsible for understanding and following the specific requirements of any code to which they have signed on, and any local, state, and federal laws pertaining to laboratory medicine and medical device manufacturer conduct.

[AdvaMed Code of Ethics on Interactions with Health Care Professionals](#)  
[U.S. Food and Drug Administration \(FDA\)](#)

## Americans With Disabilities Act

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the American's With Disabilities Act, and shall hold AACC harmless from any consequences of an exhibitor's failure in this regard.

## Insurance and Liability Issues

### Insurance

Exhibitors must acknowledge that neither the American Association of Clinical Chemistry, nor SPARGO, Inc., nor Freeman, nor the Georgia World Congress Center shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at the exhibiting company's own expense. Proof of such insurance, including a certificate of insurance, shall be provided to AACC Exposition Management, or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

- The certificate must include commercial general liability, product liability coverage, and broad property damage endorsement with combined and single limits of liability not less than \$1 million per occurrence and a \$2 million aggregate limit.
- Commercial general liability shall name AACC as an additional insured and provide a certificate of insurance evidencing the same.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by state law.
- Exhibitors shall carry commercial automobile insurance, including hired and non-owned liability coverage.
- The insurance policy must cover the time period from move-in through move-out.

### Limitations and Liability

The exhibitor shall, at its sole cost and expense, procure and maintain, through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased.

- Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1 million per occurrence/\$2 million aggregate coverage.
- Such insurance shall name the American Association of Clinical Chemistry, SPARGO, Inc., Freeman, and the Georgia World Congress Center as additional insured. During the term hereof, the exhibitor shall maintain workers' compensation and occupational disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor.
- All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a certificate of insurance, shall be provided to AACC or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

#### **Attorneys' Fees, Governing Law, Jurisdiction**

The Agreement between the exhibitor and AACC, of which these policies are a part, shall be governed by the laws of the District of Columbia, without regard to choice of law provisions. The exhibitor and AACC consent to the exclusive subject matter and personal jurisdiction of the courts of the District of Columbia, over any dispute arising under the Exhibitor Agreement or AACC's enforcement of AACC policies and standards. In the event that AACC litigates to enforce its rights, it shall be entitled to reasonable attorneys' fees incurred in connection with a judgment obtained by it.

#### **Security**

AACC will provide security protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither AACC, nor SPARGO, Inc., nor Freeman, nor the Georgia World Congress Center shall be liable for any of the exhibitors' property.

- It is recommended that each exhibitor purchase a portal-to-portal rider available on the exhibitor's own insurance policy as protection against loss, theft, fire, damage, etc.
- Exhibitors must always wear the official AACC supplied badge in the exhibit hall.
- Badges are non-transferable and are the sole property of AACC. AACC, AACC Exposition Management, and AACC Security reserve the right to revoke any badge at any time.

- Access to the exhibit hall during set-up and dismantle times for booths is restricted to the published hours unless special arrangements have been made with AACC Exposition Management.

#### Indemnification

Neither AACC, SPARGO, Inc. nor its other agents or representatives, or their shareholders, officers, directors, employees or contractors shall be responsible for any injury, loss or damage that may occur to exhibitor or to exhibitor's agents, employees, affiliated personnel, officers, directors, shareholders, contractors or representatives or any of their property, businesses or other activities from any cause whatsoever, prior to, during or after the conference or exposition event. By signing this Agreement, exhibitor expressly and voluntarily and knowing assumes all such risk and expressly agrees, and hereby does indemnify, defend and hold harmless AACC, SPARGO, Inc. and other agents and representatives, and their shareholders, officers, directors, employees and contractors, from and against all claims and liabilities arising out of, or in any way related to, the acts omissions or negligence of exhibitor, exhibitor's agents, invitees, employees or representatives.

#### Cancellation or Change of Exposition

In the event that the premises in which the AACC Scientific Meeting and Clinical Lab Expo is conducted ("Event Premises") should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of AACC or its agents, the Exposition may be canceled or moved to another date or location, at the sole discretion of AACC. AACC shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of AACC. Causes for such action beyond the control of AACC shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Event Premises, municipal, state or federal laws, or act of God. Should AACC terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination or cancellation under this provision will not exceed the amount of each exhibitor's Paid Exhibit Space Fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by AACC in preparation of the Exposition.

## Payments, Cancellations, and Refunds

All exhibit space, meeting room rentals, exhibitor directory listings, Product Theaters, hotel room door drops, and mailing list rentals must be paid in full prior to move-in. Exhibitors with outstanding balances will not be permitted access to the exhibit halls or freight docks or begin the installation of their exhibits. Badges will also be withheld until full payment has been received.

### Payment Policy:

- 50 percent deposit payment due:
  - February 12, 2021, for applications submitted prior to February 12, 2021
  - With application when submitted between February 12, 2021 and May 20, 2021
- 100 percent payment due after May 20, 2021

AACC requires payment in full no later than May 21, 2021. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

### Cancellation Penalties:

- Any cancellations received in writing through February 11, 2021, will not incur a cancellation penalty and the exhibitor will be issued a 100 percent refund of any monies received by AACC for said cancellation.
- Any cancellations received in writing February 12, 2021 through May 20, 2021, will incur a 50 percent cancellation penalty.
- Any cancellations received in writing after May 20, 2021, will incur a 100 percent cancellation penalty and the exhibitor will be issued NO refund of any monies received by AACC for said cancellation.

## Industry Workshops

Only exhibitors with contracted exhibit space at the 2021 AACC Clinical Lab Expo are eligible to secure an Industry Workshop. Applicants must be in good standing with AACC. If an accepted applicant cancels or defaults on exhibit space at the 2021 AACC Clinical Lab Expo, the contracted Industry Workshop will be revoked.

### Presentation Guidelines:

#### Review and Approval of Industry Workshop Topic and Speaker(s):

Participating companies will be required to submit the following for review and approval by May 8, 2021 to Theresa Ronk, AACC Exposition Management, at [theresa.ronk@spargoinc.com](mailto:theresa.ronk@spargoinc.com). The Annual Meeting Organizing Committee (AMOC) will review and provide final approval.



- Title of presentation
- Session overview
- Expected objectives
- Speakers' names, company and title

#### Location of Industry Workshops:

Depending on which application you complete, you will either be assigned a private meeting room at one of the Headquarter Hotels, or a theater built in the Expo Hall, Georgia World Congress Center.

#### Industry Workshop Presentation Dates and Times:

The tentative Industry Workshop schedule is below. AACC reserves the right to alter the Industry Workshop times at its discretion. Sponsors will be notified in a timely manner.

AACC accepts applications and assigns date/time requests for an Industry Workshop on a first-come, first-served basis. AACC will attempt to accommodate requests as indicated on the submitted application.

- Hotel:
  - Tuesday, September 21 from 7:00 AM – 8:30 AM or 6:00 PM – 7:30 PM
  - Wednesday, September 22 from 7:00 AM – 8:30 AM or 6:00 PM – 7:30 PM
- Expo Hall:
  - Tuesday, September 21 from 10:15 AM – 11:15 AM, 11:30 AM – 12:30 PM, 12:45 PM – 1:45 PM, 1:45 PM – 2:45 PM, 2:45 PM – 3:45 PM or 3:30 PM – 4:30 PM
  - Wednesday, September 22 from 10:15 AM – 11:15 AM, 11:30 AM – 12:30 PM, 12:45 PM – 1:45 PM, 1:45 PM – 2:45 PM, 2:45 PM – 3:45 PM or 3:30 PM – 4:30 PM
  - Thursday, September 23 from 10:15 AM – 11:15 AM or 11:30 AM – 12:30 PM

#### Promotion of Industry Workshops:

**By exhibiting company:** The exhibitor is responsible for the promotion of their Industry Workshop. AACC also has offerings to assist the exhibitor in promoting their industry workshops.

- ClinPack Insert
- Mailing to Pre-Show Registration Mailing List – Complimentary pre-show mailing list provided by AACC (one use only). Production and postage costs at the exhibitor's expense. Mailer must be approved by AACC prior to production.

**By AACC:** Included in the purchase of the industry workshop, AACC will promote by:

- Posting date, time, location, and content on the AACC website
- Printing date, time, location, and content in the Exhibit Guide and on signage.
- Posting date, time, location and content in the Mobile App

- A flyer with the schedule of industry workshops in the ClinPack (official AACC door drop)

#### Food and Beverage:

Industry Workshop Theater: Food and beverage not included. You will be contacted by the convention center catering department regarding food and beverage requirements.

Hotel Industry Workshop: Food and beverage not included. You will be contacted by the hotel's catering department regarding food and beverage requirements.

#### Audio Visual:

Industry Workshop Theater: A basic audio visual package will be included and will be equipped with the following: monitors, laptop, standing lectern on a riser, lectern microphone, and an extra hand held microphone for audience questions. Additional audio visual equipment must be contracted through Freeman AV.

Hotel Industry Workshop: Audio visual is not included. FREEMAN AV will contact you regarding audio visual requirements.

## Ancillary Meetings and Meeting Room Requests

Companies that are supporters of AACC may apply to hold ancillary meetings during the 2021 AACC Scientific Meeting & Clinical Lab Expo. All ancillary meeting requests must be submitted [online](#) beginning May 3, 2021. All requests must be received by Monday, August 13, 2021. All requests will be assessed a one hundred dollar per day, per request, administrative fee. All requests must abide by the [Ancillary Event Space Guidelines](#).

AACC will assign meeting space on a first-come, first-served basis. Entertainment, meetings, or similar activities will not be permitted in hotel rooms or other private or public facilities during hours that conflict with AACC-sponsored events (please refer to the Ancillary Event Space Guidelines for blackout dates and times). Contracted hotels in Anaheim will not reserve meeting rooms or function space for anyone during the meeting dates without prior AACC approval.