

# AARC CONGRESS 2016

THE 62<sup>ND</sup> INTERNATIONAL RESPIRATORY CONVENTION & EXHIBITION

Henry B. Gonzalez  
Convention Center  
Oct. 15-18  
2016



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## RULES, REGULATIONS, DISMANTLING & INSTALLATION GUIDE



# GENERAL INFORMATION



## EXHIBITOR SERVICES KIT

Projected email date is July 2016. All of the forms from the independent contractors used during the show will be included. Please direct any questions to the contact and telephone number indicated on the individual forms.

## HOUSING

Instructions for reserving sleeping rooms and hospitality suites at the official convention headquarters hotel will be emailed to confirmed exhibitors in June. These instructions will also be included in the Exhibitor Services Kit that will be sent out in July.

## OFFICIAL SERVICE CONTRACTOR

FREEMAN is the official service contractor and audiovisual provider for AARC Congress 2016. Order forms will be in the Exhibitor Services Kit which will be emailed to confirmed exhibitors in July. Customer Service representatives will also be available at the on-site service desk to answer questions and process orders beginning, Thursday, October 13 at 8:00 A.M.

## NON-OFFICIAL SERVICE CONTRACTORS

Non-official service contractors must return a completed Work Authorization Form to the AARC by Friday, September 9. Forms will be included in your Exhibitor Services Kit.

## EDUCATION CRCE FOR EXHIBITORS

The AARC exhibitor badge allows exhibitors to attend all educational and poster sessions. Respiratory therapists who are registered as an exhibitor may receive CRCE credit. Details will be provided to the booth manager(s) at the onsite registration desk.

## IN-BOOTH CRCE PRESENTATIONS

Because of inherent biases and potential conflicts of interest, the AARC **WILL NOT** approve in-booth presentations for CRCE credit.

## FREE COMPANY LISTINGS

Once your booth assignment is confirmed, a **free** listing of your company name will appear in all subsequent AARC publications promoting the Congress including: the Advance Program, AARC Times magazine (print and digital), RESPIRATORY CARE journal convention issues, the Mobile App, and exhibitor management site. Deadline for inclusion in the Mobile App is June 2016. Deadlines for the other publications vary.

## IMPORTANT DATES AND SCHEDULE

### CONGRESS PROGRAM DATES AND HOURS

Saturday – Monday, October 15 – 17	8:30 A.M. – 5:00 P.M.
Tuesday, October 18	8:30 A.M. – 2:15 P.M.

### EXHIBIT DATES AND HOURS

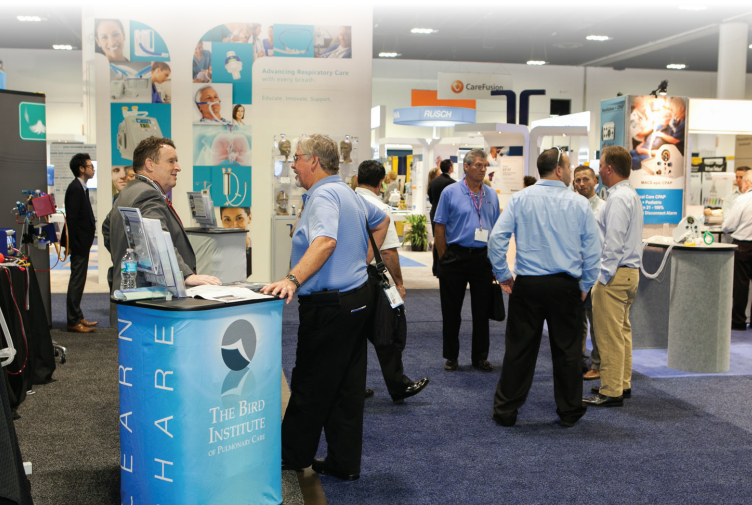
Saturday, October 15	11:00 A.M. – 4:00 P.M.
Sunday, October 16	9:30 A.M. – 3:00 P.M.
Monday, October 17*	9:30 A.M. – 2:00 P.M.

*\*Free access to exhibits after 12:00 Noon*

### EXHIBITOR REGISTRATION HOURS

Thursday, October 13	1:00 P.M. – 4:00 P.M.
Friday, October 14	8:00 A.M. – 6:00 P.M.
Saturday, October 15	7:00 A.M. – 4:00 P.M.
Sunday, October 16	7:30 A.M. – 4:00 P.M.
Monday, October 17*	8:00 A.M. – 4:00 P.M.

*\*Free access to exhibits after 12:00 Noon*



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## AARC CONGRESS PROMOTIONAL OPPORTUNITIES INCLUDED WITH YOUR EXHIBIT BOOTH.

### PRE-SHOW

#### PRINT

- ▶ AARC Times print ads and editorial
- ▶ RESPIRATORY CARE print ads

#### DIGITAL

- ▶ AARC Specialty Sections quarterly e-newsletters
- ▶ AARC Times digital ads
- ▶ Advance Program online
- ▶ NewsNow weekly e-newsletter
- ▶ www.AARC.org
- ▶ Exhibitor management site

#### SOCIAL MEDIA

- ▶ AARConnect members-only social network
- ▶ Facebook
- ▶ LinkedIn
- ▶ Twitter

#### ON-SITE

- ▶ Congress App
- ▶ Congress Gazette
- ▶ Final Program
- ▶ Signage
- ▶ Sponsorships

#### POST-SHOW

- ▶ AARC Times print editorial
- ▶ www.AARC.org

## MEETING ROOM RESERVATIONS

An exhibiting company may hold company meetings, or meetings at which convention registrants are invited, during AARC Congress. Exhibitors may use any means they wish to invite attendees. There can be no fee required to attend those meetings. Meeting rooms at the Congress hotel will be assigned on a first-come, first-served basis. Send your written request to Annette Phillips, Exhibits Coordinator, containing the date, time, purpose or proposed function, and number of anticipated guests. An answer will be sent to you and copied to the headquarters hotel releasing the meeting room space to your firm. Thereafter, you will deal directly with a representative from the hotel.

The AARC will not grant authorization in the convention hotel for exhibitor-sponsored meetings involving registrants **Saturday–Tuesday, October 15-18, from 8:30 A.M. to 5:00 P.M. Authorization will also be declined for any company-sponsored functions on Saturday, October 15 from 8:00 P.M. to 11:00 P.M., and on Monday, October 17 from 5:00 P.M. to 8:00 P.M.** These dates and times are reserved for functions involving all attendees at the convention.

AARC rental fees for hotel meeting rooms are charged at \$500 for meetings or receptions in which Congress attendees are invited, or \$2,500 for events with Congress attendees in which accredited education is provided.\* There is not a rental fee for meetings/functions not involving Congress attendees.

## HEIGHT RESTRICTIONS

Interior, corner, and priority booths have a height restriction of 8 feet, side rails of 3 feet. Islands must be accessible from all 4 sides, no drape or back wall permitted. Island structure is limited to **20 feet** in height, with a **40% see-through effect from front to back and from side to side. All companies with booth space 20' X 20' or higher must submit booth designs to the AARC by August 5, 2016.**

## SECURITY

In order to assist you in protecting your equipment and

\*Not inclusive of any potential rental fees charged by the hotel.



twitter  
@ aarc\_tweets  
#aarc16

You can now tweet *live* with other attendees while at the Congress!

resources, the AARC will provide security in the exhibit hall on a 24-hour basis from the first day of installation of exhibits through the last day of dismantling. Entrance and exit of workers, attendees, and exhibit personnel will be strictly monitored.

Property removal passes will be required for any equipment or materials being removed from the exhibit hall. Blank passes will be available from the FREEMAN service desk. Identification will be required. The completed pass must be turned in and verified prior to removal of all property from the exhibit hall. Despite these precautions, the guard service, Henry B. Gonzalez Convention Center, nor the AARC will be responsible for loss of or damage to any property.

## FOR INFORMATION CONTACT

Annette Phillips, Exhibits Coordinator

[annette.phillips@aarc.org](mailto:annette.phillips@aarc.org)

Direct (972) 406-4653 • Fax (972) 484-2720



# GENERAL INFORMATION



## EXHIBITING PAYS OFF!

Average cost to identify a potential customer through an exhibition.....\$96

Cost to identify a single prospect by means other than an exhibition.....\$443

Average cost to close a sale with an exhibition lead.....\$2,188

Average cost to close a sale without an exhibition lead.....\$3,102

Source: Center for Exhibition Industry Research; The Cost-Effectiveness of Exhibition Participation

## BOOTH PRICES

Booth requests for two or more booths must be in-line; peninsulas are not allowed. All booths are required to be carpeted.

The exhibit space rental fee does not include: furniture, accessories, carpeting, audio-visual equipment, additional signs, or electricity. These items can be ordered from individual contractors using the forms provided in the Exhibitor Services Kit to be emailed in July.

### INTERIOR BOOTH (10' X 10') — \$4,700

An interior booth is one or more booths arranged in a straight line.

### CORNER BOOTH (10' X 10') — \$5,300

A corner booth is an in-line booth exposed to aisles on two sides.

### PRIORITY BOOTH (10' X 10') — \$5,450

Located in high traffic areas

The above booths (interior, corner, and priority) are a 10' x 10' structure, limited to 8 feet in height and cannot extend further than 3 feet from the back wall. Booths come with a back drape, a 7"x 44" identification sign with the company name, city, state, and booth number. The exhibiting company name to be displayed is the name listed on the original application for space.

## ISLANDS

An island booth must be accessible from all four sides.

- |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|
| • 10' x 20' Island — \$11,800 | • 30' x 30' Island — \$40,200 | • 40' x 50' Island — \$76,400 |
| • 20' x 20' Island — \$21,200 | • 30' x 40' Island — \$52,800 | • 50' x 50' Island — \$82,400 |
| • 20' x 30' Island — \$30,600 | • 40' x 40' Island — \$61,600 | • 50' x 60' Island — \$98,400 |



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# BADGE INFORMATION

“The world’s only comprehensive tradeshow for all respiratory therapists”



## GENERAL BADGE INFORMATION

The AARC issues an official name badge for each of the exhibitor’s representatives based upon the Badge Request Form which will be emailed in a separate communication by the end of July. Each exhibiting company is allotted 6 badges per each 100 square feet of purchased exhibit space. For example: an exhibitor with one 20' x 20' island will be allotted 24 exhibitor badges, etc.

**PLEASE NOTE:** The booth manager is the only person authorized to make any changes. Please be sure whomever is designated as the “On-Site Booth Manager” will be available from setup until the close of the show. More than one person can be assigned as booth manager. The booth manager may pick up ALL of the badges for their exhibiting company. Individuals wishing to pick up their own badges on site will be required to show photo ID.

- ▶ Badges are nontransferable.
- ▶ Exhibitor badges worn by anyone other than the individual whose name is shown on the badge will have the badge confiscated. The original badge holder and the individual wearing the badge will both be asked to leave the convention center.
- ▶ Exhibitors are not allowed to place a business card over their official Congress name badge.
- ▶ Badged exhibitors will have access to the Exhibit Hall two hours prior to exhibits opening and one hour after closing.
- ▶ Exhibitor badges allow access to all Congress lectures.
- ▶ Models working for exhibitors must wear an official AARC Congress name badge. Only persons wearing an official Congress name badge will be allowed to enter the Exhibit Hall.

## GUEST BADGE

The AARC Congress does not have a guest badge for exhibitors.

## PRICES FOR ADDITIONAL BADGES

Exhibiting companies may register at no charge six (6) representatives for each 100 sq. ft. of booth space. Additional representatives may be registered by the booth manager for the entire 4 days of the Congress or for 1 day only at the following rates:

### FOUR DAY RATES

**Before Aug. 26**  
\$299

**After Aug. 26 and On-site**  
\$315

### ONE DAY RATE

**1 Day (On-site Only)**  
\$189

## FREE ACCESS TO THE EXHIBIT HALL

Free access is available on Monday, October 17, from 12:00 noon until 2:00 P.M. This time is allotted for distributors, purchasing managers, or account representatives to tour the Exhibit Hall. Individuals who wish to visit prior to this time will need to purchase a one-day or four-day badge.



## FOR INFORMATION CONTACT

Annette Phillips, Exhibits Coordinator

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- ▶ At least one representative from each exhibiting company must be present in the assigned booth location during exhibit hours.
- ▶ Island structure is limited to **20 feet** in height with a **40% see-through effect from front to back and from side to side**. Interior, corner, and priority booths have a height restriction of 8 feet; side rails are limited to 3 feet. **All companies with booth space 20' X 20' or higher must submit booth designs to AARC by August 5, 2016.**
- ▶ See the [Convention Planning Guide](#) for a two story booth.
- ▶ All booths must be carpeted to present a more professional appearance.
- ▶ The exhibit space rental fee does not include: furniture, accessories, carpeting, audio-visual equipment, additional signs, or electricity. These items can be ordered from individual contractors using the forms provided in the Exhibitor Service Kit to be distributed in July.
- ▶ Exhibiting companies are required to limit all convention-related activities to their assigned exhibit space at the Henry B. Gonzalez Convention Center.
- ▶ In-booth presentation areas must be organized within the contracted exhibit space. Presentations must take place a minimum of 2 feet from the aisle. Should spectators or attendees interfere with normal traffic flow in the aisle or overflow into neighboring exhibits, the AARC reserves the right to have the exhibitor discontinue the activity. Presentations are limited to booths **400 sq. ft. or larger**. *No CRCE will be awarded for in-booth presentations.*
- ▶ See the [FAQ](#) regarding helium balloons, advertising, banners, signs, and graphics. AARC has authorized the Henry B. Gonzalez Convention Center to bill any exhibitor for cleanup charges incurred from failure to comply with these regulations.
- ▶ AARC Congress 2016 is a nonsmoking show. The Henry B. Gonzalez Convention Center is a smoke-free facility.
- ▶ AARC reserves the right to revoke priority points and to deny future applications for exhibit space to any exhibitor who fails to adhere to these regulations.

## THE FOLLOWING ARE PROHIBITED:

- ▶ Placing business cards over the AARC official badges or in any way altering a badge.
- ▶ The use of live animals in an exhibit, for any purpose, is not allowed.
- ▶ Obstruction of aisles caused by any activity in an exhibitor's booth.
- ▶ Sub-leasing or sharing exhibit space.
- ▶ Distribution of materials, samples, literature, etc., outside the assigned exhibit space.
- ▶ Loud audio systems that disturb neighboring exhibits cannot be used in your booth. Using an open audio system is strongly discouraged. The exhibitor must discontinue their presentation if, in AARC's opinion, the sound level is objectionable to the attendees or adjacent exhibitors.
- ▶ **Solicitation of exhibitors is prohibited by any person or company unless booth space has been purchased.**
- ▶ Dismantling or abandoning exhibits prior to the official closing of the show, unless authorized.
- ▶ Drawings, contests, or prize awards of any kind are expressly prohibited on the exhibit floor. Entries may be completed within your booth with the actual drawing held elsewhere. An announcement of the winner(s) may be discreetly posted within your booth. Announcements are prohibited via audio from the exhibitor's booth.





# RULES & REGULATIONS



## ENFORCEMENT OF RULES AND REGULATIONS

By applying for exhibit space, exhibitor agrees to adhere to all conditions and regulations outlined in this document and the exhibitor prospectus. Any violation shall subject the exhibiting company up to and including the following penalties:

**Warning** — Exhibitor will be warned and asked to cease and desist the activity.

**Second Violation** — Loss of current year's priority points plus loss of 50% of the remaining accrued points rounded to the nearest whole number. Exhibitor will be asked to vacate the premises.

**Third Violation** — Exhibitor will be asked to vacate the premises and lose all exhibiting privileges, and the company will not be invited to exhibit at future AARC Meetings.

- ▶ Any exhibiting organization that fails to notify the AARC in writing prior to show dates of its intent to cancel is deemed a no-show. A no-show may result in a loss of exhibiting privileges at future AARC Meetings, and no refund will be issued.
- ▶ Each exhibitor is granted a terminable license to exhibit, subject to all the rules herein and the approval of the Association. If the AARC determines that any exhibitor has failed to comply with any rule herein or any directive issued to the exhibitor, the Association may terminate the license and close that exhibiting company's exhibit without notice. Any questions may be directed to Annette Phillips, Exhibits Coordinator, phone (972) 406-4653, fax (972) 484-2720. The AARC reserves the right to close an exhibit, to revoke priority points, and to deny future applications for exhibit space to an exhibitor who fails to adhere to these regulations. In all interpretations of the Rules and Regulations, the AARC's decision is final.

- ▶ The American Association for Respiratory Care shall have full authority to interpret or amend these rules, and its decision is final. Exhibitor agrees to abide by any rules or regulations that may hereafter be adopted. All issues not addressed herein are subject to the decision of the AARC. These rules and regulations have been formulated in the best interest of all exhibitors.
- ▶ The exhibitor understands and agrees that the information contained herein is an integral and binding part of the Exhibit Space Contract, and that signing the exhibit contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the AARC Exhibitor Prospectus, and any others issued by the AARC regarding willingness to abide by the payment policy, acknowledgment of having read the AARC's Rules and Regulations, and agreement to distribute them for proper execution to those individuals involved with exhibiting.

“ This is the single most important respiratory care show we attend every year! ”

## PHOTOGRAPHY AND VIDEOTAPING

Public photographing or videotaping of the Exhibit Hall is strictly prohibited. This includes the use of cell phone cameras. However, exhibitors are allowed to photograph their own exhibit booth. Photographs of other exhibit booths may only be taken with the permission of that booth's staff. Each exhibitor has the right to refuse permission for photographs. Please consult with your fellow exhibitors if you are photographing your own exhibit to be sure they are aware of your intentions.



## FOOD AND BEVERAGE FOR HOSPITALITY SUITES/ EXHIBITS

No outside food or beverages, including bottled water, may be brought into the Henry B. Gonzalez Convention Center. Exhibitors are prohibited from dispensing alcoholic beverages in the Exhibit Hall. For catering needs, contact **Annette Phillips** prior to Friday, September 9. Once your request has been approved, you will deal directly with the Tampa Convention Center.

## HANGING SIGNS

Hanging signs are only permitted for island exhibits with a minimum of 400 sq. ft. in size. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids, or other exhibit related equipment should be free standing and floor supported where possible. Attachment to Exhibit Hall ceiling banners or trusses is permitted only through FREEMAN, the official decorating company for AARC Congress 2016. Hanging signs or banners may not exceed 8 feet in height, and should stay within a 2 foot perimeter of the island, and have a height limit of 20 feet and the top of all hanging signs should be placed within this limitation. Requests for approval to hang signs or banners must be submitted to FREEMAN no later than 10 days before exhibitor move in. A request form will be included in the Exhibitor Services Kit to be provided to all exhibitors by FREEMAN.

## CARE OF PREMISES

No part of an exhibit, signs or other materials, may be posted, nailed, taped, or otherwise affixed to walls, doors, or floor surfaces in a way that will mar or deface the premises. Exhibitors are responsible for any damage to the facility.

## INDEMNIFICATION

Exhibitor agrees to indemnify AARC against and hold it free from any and all claims arising from loss or damage to Exhibitor's property during the period in which AARC occupies the Henry B. Gonzalez Convention Center, except for such injury or loss as may be proximately caused by willful and malicious misconduct on the part of any full-time regular payroll employee of AARC.

## INSURANCE AND LIABILITY

All exhibitors are required to provide proof of Liability insurance for this year's meeting. A Certificate of Insurance is due to the AARC 90 days prior to the meeting. It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities, or expenses arising from any injury to any person or property that arises out of or is in any manner connected with exhibitor's participation in AARC Congress 2016, including its indemnity obligations herein. Exhibitor should maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state, and federal laws, ordinances, and regulations for any of its activities in connection with AARC Congress 2016. Execution by exhibitor of the exhibit contract is the agreement of the exhibitor to protect, indemnify, defend, and hold harmless the American Association for Respiratory Care and its officers, directors, members, and employees against any and all liabilities, losses, damages, suits, claims, demands, costs, and expenses, including but not limited to, reasonable attorney's fees in connection therewith, which may arise or result in any way from the wrongful acts or negligent acts of exhibitor, its agents, contractors, and employees. In no event shall the American Association for Respiratory Care be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim.



“ The World's only comprehensive tradeshow for all respiratory therapists ”

### FOR INFORMATION CONTACT

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# INSTALLATION AND DISMANTLING

“ AARC Congress generates new  
business and qualified buyers. ”



## INSTALLATION/SETUP HOURS

Thursday, October 13 8:00 A.M.–5:00 P.M.

Friday, October 14 8:00 A.M.–5:00 P.M.

## EXHIBIT INSTALLATION COMPLETION

Exhibit installation must be completed by Friday, October 14, 2016, at 5:00 P.M. The AARC and FREEMAN, the official service contractor, may, without incurring any liability for damage or loss, install property of any exhibitor who has failed to do so at the sole expense of the exhibitor.

The AARC and the Henry B. Gonzalez Convention Center will not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the installation and dismantling periods. Dismantling exhibits or preparing to dismantle before the show closes will result in the loss of priority points.

An Independent Exhibitor Contractor must either obtain labor from the official general contractor or provide evidence to the official contractor that they possess applicable and current labor contracts. A list of providers will be in the Exhibitor Services Kit.

## DISMANTLING HOURS

Monday, October 17 2:30 P.M.–8:00 P.M.

Tuesday, October 18 8:00 A.M.–12:00 noon

A 30-minute interval exists between the show closing at 2:00 P.M. and dismantling at 2:30 P.M. This interval allows the attendees to clear the hall and for the aisle carpet to be removed so that empty crates can be returned to the floor. Cartons for display materials will be returned as promptly as possible to each booth after the official closing.

To use the services of an Independent Exhibitor Contractor, the Policies and Procedures must be adhered to.

Exhibitors are required to submit one signed Independent Contractor Form per service used, (e.g., models, floral, audio/visual, photographer, installation, dismantling, personal computer rentals, furniture, etc.) per booth.

All exhibits must be packed and material handling/outbound shipping forms completed by 12 noon on Tuesday, October 18.

91% of attendees to any convention say that they are essential for comparing products and meeting suppliers.

Source: The Value of Trade Shows by Skyline and EXPO Magazine, 2011



## FREIGHT AND MATERIAL HANDLING

FREEMAN will control access to the loading docks and will receive and handle all exhibit materials and empty crates. FREEMAN will handle unloading or reloading of all contracted carriers. FREEMAN will not be responsible for any material it does not handle.

Exhibitors may carry in small packages, including pop-up booths, provided they can be hand-carried. The use and rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. Only full-time employees of an exhibiting company will be allowed to hand-carry items.

## FREIGHT-FREE AISLES

Freight-free aisles are required for emergency access throughout the hall and to expedite freight and empty crate removal. These aisles must be clear of crates and exhibit materials at all times during installation and dismantling.



“AARC Congress provides an exceptional opportunity to meet respiratory therapists and decision-makers face to face.”

**Q. How many badges will I receive for my booth?**

**A.** Each exhibiting company is allotted 6 badges per each 100 sq. ft. of purchased exhibit space.

**Q. Are meeting rooms available for corporate meetings or other events?**

**A.** Yes, meeting space is available on a first-come, first-served basis.

**Q. Can Exhibitors earn CRCE credits?**

**A.** Yes, the AARC exhibitor badge allows exhibitors to attend all educational and poster sessions. Respiratory therapists who are registered as an exhibitor may receive CRCE credit. Details will be provided to the booth manager(s) at the onsite registration desk.

**Q. What hours are exhibitors allowed in the Exhibit Hall?**

**A.** Exhibitors are allowed in 2 hours before the Exhibit Hall opens, and 1 hour after the Hall closes.

**Q. What are the show colors for the Exhibit Hall?**

**A.** Colors are selected 60 days prior to the opening of AARC Congress. Contact Annette Phillips.

**Q. What furnishings, if any come with the booth cost?**

**A.** The exhibit space rental fee does not include: furniture, accessories, carpeting, audio-visual equipment, additional signs, or electricity. All booths are required to be carpeted. These items can be ordered from individual contractors using the forms provided in the Exhibitor Services Kit emailed out separately. The Booths come with a back drape, a 7" x 44" identification sign with the company name, city, state, and booth number.

**Q. What is the height limit for booths and islands?**

**A.** The height limit for 10' x 10' booth(s) is 8 feet in height and it cannot extend further than 3 feet from the back wall. The maximum height for islands is 20 feet including signs, company name, logo and product information, lighting trusses, or any other types of lighting fixtures with a 40% see-through effect from front to back and from side to side. **All companies with booth space 20' X 20' or higher must submit booth designs to the AARC by Aug. 5, 2016.**

**Q. Can we have a drawing for give-a-ways in our booth?**

**A.** Drawings, contests, or prize awards of any kind are expressly prohibited on the exhibit floor. Entries may be completed within your booth with the actual drawing held elsewhere. An announcement of the winner(s) may be discreetly posted within your booth. Announcements are prohibited via audio from the exhibitor's booth.

**Q. How does the AARC help to protect your exhibit?**

**A.** In order to assist you in protecting your equipment and resources, the AARC will provide security in the Exhibit Hall on a 24-hour basis from the first day of installation of exhibits through the last day of dismantling. Entrance and exit of workers, attendees, and exhibit personnel will be strictly monitored.

**FOR INFORMATION CONTACT**

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