The National Association of Orthopaedic Nurses (NAON) is a nonprofit, volunteer-run organization that exists to enhance the lives and careers of orthopaedic nurses. Formed in 1980, NAON was designed to promote the highest standards of nursing practice by educating its practitioners, promoting research and encouraging effective communication between orthopaedic nurses and other groups with similar interests.
NAON’s Annual Congress aims to enhance the careers of orthopaedic nurses through continuing education and networking opportunities by bringing together hundreds of orthopaedic nurses from around the world.

**What past exhibitors have to say:**

- 88% of exhibitors found exhibiting at NAON to be valuable or extremely valuable
- 100% felt the quality of attendees were good or excellent
- 100% felt the Joint Connection hours were good or excellent
- 100% of exhibitors found the Joint Connection Layout to be beneficial

**Who are the attendees?**

- 70% have more than 10 years of experience
- 45% have more than 20 years of experience
- 27% work in a managerial role

**Top attendees positions:**

1. Staff Nurse
2. Nurse Manager
3. Supervisor/Coordinator
4. Nurse Practitioner
5. Instructor/Educator

83% of attendees work in a hospital

“We found that the people who attend this Congress are very open to what we have to offer and are willing to share information with us, which helps us to develop new products. We look forward to coming back.”

Nancy Radetick, GSquared Medical, LLC
Exhibitors
What You Should Know

After its inauguration in 2015 and a successful comeback in 2016, NAON is excited to bring The Joint Connection to Puerto Rico. The Joint Connection is an innovative take on a traditional exhibit hall, which immerses attendees in one all-you-can-do area. Attendees can network with exhibitors, chat amongst each other, enjoy a snack, watch presentations, and take a quick break, all within this popular area.

Click here for more details about The Joint Connection.

Dedicated exhibit hours:

<table>
<thead>
<tr>
<th></th>
<th>Saturday, May 20</th>
<th>Sunday, May 21</th>
<th>Monday, May 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joint Connection Set Up</td>
<td>8:00 am – 1:00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>2:00 pm – 4:00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opening Reception</td>
<td>6:15 pm – 7:45 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>10:45 am – 1:15 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>10:30 am – 12:00 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Connection Teardown</td>
<td>12:00 pm – 5:00 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*All times Atlantic Standard Time

Interested?
To request exhibit space, fill out an application.

“The value we get from exhibiting at Congress is that we get a lot of personal touch with the end users of our product. It’s very nice that the nursing staff, when they come see us at NAON Congress, also recognize us when we go and visit them at their orthopaedic centers.”

Mark Bernheim, Solution Matrix, Inc.
## Tier Table (part 1)

### 2017 Exhibitor Tier Comparison Table

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,450</td>
<td>$7,950</td>
<td>$4,950</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### Exhibit Space

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 20’ carpeted space</td>
<td>10’ x 10’ carpeted space</td>
<td>10’ x 10’ carpeted space</td>
<td>10’ x 10’ carpeted space</td>
</tr>
<tr>
<td>Daily cleaning of space</td>
<td>Daily cleaning of space</td>
<td>Daily cleaning of space</td>
<td>Daily cleaning of space</td>
</tr>
<tr>
<td>One (1) USB lead retrieval device</td>
<td>One (1) USB lead retrieval device</td>
<td>One (1) USB lead retrieval device</td>
<td>One (1) USB lead retrieval device</td>
</tr>
<tr>
<td>Two (2) soho bistro tables</td>
<td>One (1) soho bistro table</td>
<td>One (1) soho bistro table</td>
<td>One (1) soho bistro table</td>
</tr>
<tr>
<td>Eight (8) stools</td>
<td>Four (4) stools</td>
<td>Two (2) stools</td>
<td>Two (2) stools</td>
</tr>
<tr>
<td>One (1) 120v outlet</td>
<td>One (1) 120v outlet</td>
<td>One (1) 120v outlet</td>
<td>One (1) 120v outlet</td>
</tr>
<tr>
<td>Customized graphics/signage</td>
<td>Customized graphics/signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One (1) 60” LCD Monitor</td>
<td>One (1) 32” LCD Monitor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Traffic Drivers

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>One (1) Giveaway Item</td>
<td>One (1) Giveaway Item</td>
<td>One (1) Giveaway Item</td>
<td>One (1) Giveaway Item</td>
</tr>
<tr>
<td>Passport to Prizes</td>
<td>Passport to Prizes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Minutes with Louis Bonestrong</td>
<td>30 Minutes with Louis Bonestrong</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Onsite Visibility

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor listing and description in Annual Congress Program</td>
<td>Exhibitor listing and description in Annual Congress Program</td>
<td>Exhibitor listing and description in Annual Congress Program</td>
<td>Exhibitor listing and description in Annual Congress Program</td>
</tr>
<tr>
<td>Eight (8) Joint Connection only registrations</td>
<td>Four (4) Joint Connection only registrations</td>
<td>Three (3) Joint Connection only registrations</td>
<td>Two (2) Joint Connection only registrations</td>
</tr>
<tr>
<td>Two (2) Full Conference Registrations</td>
<td>One (1) Full Conference Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-minute speaking opportunity (dedicated time slot)</td>
<td>15-minute speaking opportunity (dedicated time slot)</td>
<td>15-minute speaking opportunity (dedicated time slot)</td>
<td></td>
</tr>
<tr>
<td>One (1) Push Notification in Mobile App</td>
<td>One (1) Push Notification in Mobile App</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Tier Table (part 2)

### 2017 Exhibitor Tier Comparison Table

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,450</td>
<td>$7,950</td>
<td>$4,950</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### Networking

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation to Annual Congress Party</td>
<td>Invitation to Annual Congress Party</td>
<td>Invitation to Annual Congress Party</td>
<td>Invitation to Annual Congress Party</td>
</tr>
<tr>
<td>One (1) Chapter Lunch Invitation</td>
<td>One (1) Chapter Lunch Invitation</td>
<td>One (1) Chapter Lunch Invitation</td>
<td>One (1) Chapter Lunch Invitation</td>
</tr>
<tr>
<td>1:1 Meeting with NAON Attendee</td>
<td>1:1 Meeting with NAON Attendee</td>
<td>1:1 Meeting with NAON Attendee</td>
<td>1:1 Meeting with NAON Attendee</td>
</tr>
</tbody>
</table>

### Pre and Post Show

<table>
<thead>
<tr>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
<th>TIER 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name, logo and link to website on NAON website</td>
<td>Company name, logo and link to website on NAON website</td>
<td>Company name and link to website on NAON website</td>
<td>Company name and link to website on NAON website</td>
</tr>
<tr>
<td>One pre- and post-event attendee list (mailing addresses and opt-in e-mails)</td>
<td>One pre- and post-event attendee list (mailing addresses and opt-in e-mails)</td>
<td>One pre- and post-event attendee list (mailing addresses only)</td>
<td>One pre- and post-event attendee list (mailing addresses only)</td>
</tr>
<tr>
<td>Membership mailing list</td>
<td>Membership mailing list</td>
<td>Membership mailing list</td>
<td>Membership mailing list</td>
</tr>
<tr>
<td>Promote [1] product webinar on NAON website and via e-mail</td>
<td>Promote [1] product webinar on NAON website and via e-mail</td>
<td>Promote [1] product webinar on NAON website and via e-mail</td>
<td>Promote [1] product webinar on NAON website and via e-mail</td>
</tr>
<tr>
<td>Dedicated e-blast to membership</td>
<td>Dedicated e-blast to membership</td>
<td>Dedicated e-blast to membership</td>
<td>Dedicated e-blast to membership</td>
</tr>
</tbody>
</table>

*First-come, first-served opportunities are limited and benefits will be fulfilled based on contract received date. Exhibitors have until December 31, 2017 to take advantage of year-round benefits.*

### Add On Options

- **Giveaway Item** $500
- **One (1) USB Lead Retrieval Device** $350
- **Passport to Prizes** $500
- **Speaking Opportunity (15 minutes)** $1,500
# Onsite Sponsorship

**Specialty Opportunities At-a-Glance**

<table>
<thead>
<tr>
<th>OPPORTUNITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Stage</td>
<td>$40,000</td>
</tr>
<tr>
<td>The Joint Connection Opening Reception</td>
<td>$20,000</td>
</tr>
<tr>
<td>Hotel Key Card</td>
<td>$10,000</td>
</tr>
<tr>
<td>Ask The Expert</td>
<td>$8,000</td>
</tr>
<tr>
<td>Focus Groups</td>
<td>$6,000</td>
</tr>
<tr>
<td>Beverage and Snack Station</td>
<td>$5,000</td>
</tr>
<tr>
<td>Educational Poster Session</td>
<td>$5,000</td>
</tr>
<tr>
<td>Cyber Stations</td>
<td>$5,000</td>
</tr>
<tr>
<td>Orthopaedic Nurses Day Poster</td>
<td>$5,000</td>
</tr>
<tr>
<td>Social Media Lounge Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$3,500</td>
</tr>
<tr>
<td>Hotel Room Drop</td>
<td>$2,000</td>
</tr>
<tr>
<td>Floor Decal(s)</td>
<td>$1,000 per decal</td>
</tr>
<tr>
<td>Onsite Guide Advertisement</td>
<td>$750 - $5,000</td>
</tr>
<tr>
<td>Website Segment and Banner Advertisements</td>
<td>$1,200 - $5,000</td>
</tr>
<tr>
<td>Annual Congress Registration Bag Insert</td>
<td>$1,500 - $2,000subject to approval</td>
</tr>
<tr>
<td>NAON Membership Mailing List</td>
<td>$1,800 - $4,000</td>
</tr>
</tbody>
</table>

**Specialty Opportunities**

Please call to inquire about pricing and availability for the following advertising opportunities:

- **ANNUAL CONGRESS REGISTRATION BAG**
- **BADGE REELS**
- **NAON PRIZE PATROL**
- **NAON NETWORKING BINGO CARD**
- **ANNUAL CONGRESS PARTY**
- **GRAND OPENING RECEPTION**
- **ICE CREAM SOCIAL**

[Click here](#) for more details.
Corporate Partnership Opportunities

Platinum Partners

- Verbal acknowledgement by NAON President at Annual Congress
- Partner name badge ribbon for all company personnel attending Congress
- Logo recognition on the NAON website homepage for twelve (12) months, including URL link
- One (1) Registration Bag Insert
- Annual Congress Registration Brochure (must commit by October 10, 2016)
- Annual Congress Onsite Program (must commit by March 10, 2017)
- Logo in NAON’s official journal, the Orthopaedic Nursing journal (includes a complimentary copy)
- Annual Congress signage, including signage near the Congress Registration Desk

Recognition

Platinum Partners

$30,000+

NAON’s 37th Annual Congress  •  May 20–23, 2017  •  San Juan, Puerto Rico
Corporate Partnership Opportunities

Gold Partners

- Verbal acknowledgement by NAON President at Annual Congress
- Partner name badge ribbon for all company personnel attending Congress
- Logo recognition on the NAON website homepage for six (6) months, including URL link
- One (1) Registration Bag Insert
- Annual Congress Registration Brochure (must commit by October 10, 2016)
- Annual Congress Onsite Program (must commit by March 10, 2017)
- Annual Congress signage, including signage near the Congress Registration Desk
- Recognition

Gold Partners

$20,000 – $29,999

Logo in NAON’s official journal, the Orthopaedic Nursing journal (includes a complimentary copy)
Corporate Partnership Opportunities

Silver Partners

- Verbal acknowledgement by NAON President at Annual Congress
- Partner name badge ribbon for all company personnel attending Congress
- Logo recognition on the NAON website homepage for three (3) months, including URL link
- One (1) Registration Bag Insert
- Annual Congress Registration Brochure (must commit by October 10, 2016)
- Annual Congress Onsite Program (must commit by March 10, 2017)
- Annual Congress signage, including signage near the Congress Registration Desk
- Logo in NAON’s official journal, the Orthopaedic Nursing journal (includes a complimentary copy)

Silver Partners

$10,000 – $19,999
Year-Round Sponsorship
Opportunities At-a-Glance

Live and Recorded Webinars
$15,000

Online Continuing Education
$5,000 starting price per course

Downloadable Electronic Documents
$3,000 - $8,000 per manual

NAON Advertising Opportunity
NAON’s Journal — Orthopaedic Nursing Journal (ONJ)

Orthopaedic Nursing is the official publication of the National Association of Orthopaedic Nurses. As the only national journal fulfilling the continuing education needs of orthopaedic nurses, it provides a focus on the wide variety of settings where orthopaedic nurses function – hospital unit, physician’s office, outpatient department, emergency department, operating room, community service programs, rehabilitation facility and many others. The Journal reaches more than 6,000 NAON members, orthopaedic nurses, associates, and researchers.

For rate information, please contact:
Bethann Sands – 215.882.1097
Connor Winther – 215.521.8797
333 Seventh Avenue, New York, NY 10001
The exhibiting company listed below does hereby apply for the reservation of space at the 37th Annual Congress in San Juan, Puerto Rico over the period May 20-23, 2017. NAON agrees to review your Application and Contract and assign your company exhibit space (if available) consistent with show eligibility requirements, policies, and at the discretion of NAON.

COMPANY INFORMATION
Primary contact for coordinating participation

<table>
<thead>
<tr>
<th>CONTACT NAME</th>
<th>COMPANY NAME</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>STREET ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PHONE</th>
<th>EXT</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>E-MAIL</th>
<th>WEBSITE</th>
</tr>
</thead>
</table>

EXHIBIT SPACE INFORMATION

- **Tier 1 Exhibitor Package** $10,450
  - First Choice ______________________________________
  - Second Choice ______________________________________

- **Tier 2 Exhibitor Package** $7,950
  - First Choice ______________________________________
  - Second Choice ______________________________________

- **Tier 3 Exhibitor Package** $4,950
  - First Choice ______________________________________
  - Second Choice ______________________________________

- **Tier 4 Exhibitor Package** $2,500
  - First Choice ______________________________________
  - Second Choice ______________________________________

ADD ONS
Anything else you’d like to add:

PAYMENT INFORMATION

NAON Tax ID Number: 22-2308575
Payment due in full with applications.
Mail check separately to:
National Association of Orthopaedic Nurses Sales
8281 Solutions Center
Chicago, IL 60677-8002

- Check/Check Number
  Make check payable to NAON in U.S. Funds. Include copy of application or invoice.

- Credit Card
  American Express, Mastercard, Visa
  Please do not provide credit card information on this contract. Upon receipt of this contract, NAON will e-mail an invoice with credit card processing information.

TOTAL DUE: $

NOTE – PLEASE READ AND SIGN

The Contract Conditions/Rules & Regulations are part of the NAON Congress Application & Contract for Exhibit Space and should be read carefully before signing the application & Contract. Please forward the Contract Conditions/Rules & Regulations to the person(s) in charge of your exhibit space at NAON’s 37th Annual Congress.

Upon signing the Application & Contract, the exhibitor and/or partner acknowledges that they have read, understand and will abide by the Contract Conditions/Rules & Regulations for NAON’s 37th Annual Congress.

NAME (PRINT) SIGNATURE DATE

David Perez-Hernandez | Exhibits & Sales
dperez@orthonurse.org
312.673.4838
1. ASSIGNMENT OF SPACE
The National Association of Orthopaedic Nurses (hereinafter "NAON") may at its discretion accept or reject any Application & Contract for Exhibit Space and reserves the right to relocate or reassign exhibit space at any time. Application & Contracts received will be assigned on a first-come, first-served basis.

The primary consideration in the assignment of space to exhibitors shall be in the best interest of NAON. Space determinations are also contingent upon a receipt of Application & Contract; the size of exhibit space requested; physical layout and characteristics of The Joint Connection; and compatibility of exhibitors.

All applications for space must be filed on the Application & Contract. Please keep a copy for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by NAON Show Management at its discretion.

2. PAYMENT, CANCELLATIONS & REFUNDS
Prices of exhibit space are indicated on the Application & Contract. Contracts submitted must be accompanied by payment in full. Make all checks payable to NAON. Tax ID Number 22-2308575.

All cancellations must be made in writing via email or certified mail, receipt requested and directed to the NAON Tradeshow Manager. A 100% cancellation fee applies to all exhibit space cancellations.

If for any reason beyond NAON’s control, the 37th Annual Congress must be canceled, shortened, delayed or otherwise altered or changed, exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of NAON, its directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to NAON for space, as well as other costs and expenses it has incurred, including travel to Congress, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by NAON to be an exhibitor at the 37th Annual Congress, agrees to indemnify, defend and hold harmless NAON, its directors, officers, employees, agents of the service contractors, management of The Joint Connection (hereinafter "Show Management"), from any and all loss, which exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused while or in part by any reason outside NAON’s control.

3. SUBLETTING OF EXHIBIT SPACE & CARE OF BUILDING
Exhibitors are prohibited from assigning or subletting any part of the space allotted to them. Exhibitors may not exhibit, or permit to be exhibited in their space, any merchandise or advertising materials which are not part of their own products, or those of their subsidiaries.

4. EXHIBITOR BENEFITS
All exhibitor benefits are outlined on the previous page and will be provided to exhibitors at no additional charge. Exhibitors have until December 31, 2017 to take advantage of year-round benefits. No credits will be issued for benefits not utilized. NAON will make every effort to help exhibitors utilize all benefits as outlined in the package.

For those exhibitors that receive the Pre-Event/Post-Event Mailing and Email List, Exhibitors understand that all information concerning this list is confidential information and agree to hold such information in strict confidence and agree not to provide, reproduce, sell, USE MORE THAN ONCE, store, disclose or otherwise make available such information by any third party.

*NOTE: The Joint Connection will be carpeted. Exhibitors are not required to carpet their exhibit space.

5. SPACE CONSTRUCTION RULES & REGULATIONS
Exhibitors must abide by all of the facility rules and regulations of the Puerto Rico Convention Center. A detailed list of all the Puerto Rico Convention Center rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in “Guidelines for Display Rules and Regulations” (2014 Update) apply.

To obtain these rules and regulations prior to February 2017, please contact NAON’s Tradeshow Manager at exhibit@orthonurse.org. The Puerto Rico Convention Center has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

6. EXHIBITOR SERVICES MANUAL & SHIPPING INSTRUCTIONS
An official general service contractor (GSC) for the 37th Annual Congress will be in charge of show production. NAON will make arrangements on behalf of all exhibitors with GSC to receive and deliver exhibits directly to the exhibit area. The Exhibitor Services Manual is made available 90 days prior to the show opening.

7. EXHIBITOR LIABILITY, INDEMNIFICATION & INSURANCE
Exhibitor remains solely responsible for the safety of its personnel and property at all times during transit to and from The Joint Connection and within The Joint Connection. Show Management is not responsible for the exhibitor’s personnel and/or property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIMS OR DEMAND IT MAY HAVE AGAINST ANY OF THE SHOW MANAGEMENT BY REASON OF INJURY, ANY DAMAGE OR LOSS OF ANY OF ITS PERSONNEL OR PROPERTY.

Exhibitor agrees that it will indemnify, defend and hold Show Management harmless against all claims on account of injury to any person to the extent that any such injury was caused wholly or in part by any act or omission of exhibitor or any agents, employees, contractors, guests, licensees or invitees. The terms of this provision shall survive the termination or expiration of this Application and Contract.

This indemnification of Show Management by exhibitor is effective unless such injury was caused by the sole negligence or gross negligence or willful misconduct of Show Management. If Show Management is made a party to any litigation commenced by or against exhibitor, or relating to this lease or the premises hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys’ fees, INCURRED BY OR IMPOSED UPON SHOW MANAGEMENT BY REASON OF LITIGATION. NAON recommends that exhibitor obtain its own insurance at its expense for loss or damage to property or injury to persons, and cover its obligation under this paragraph 7.

IN NO EVENT SHALL THE EXHIBIT FACILITY, NAON, AND THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "NAON PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND AGREEMENT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND AGREEMENT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE NAON PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT THE NAON PARTIES’ SOLE AND MAXIMUM LIABILITY TO EXHIBITOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE NAON PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY’S FEES AND COSTS IMPOSED UPON SHOW MANAGEMENT BY NAON PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS APPLICATION AND EXHIBIT. EXHIBITOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY’S FEES AND COSTS.

8. CARE OF BUILDING
Exhibitor is liable for any damage caused by fastening displays or fixtures to the building floors, walls or columns, or to standard booth equipment or for damage caused in any other manner. Exhibitors may not use paint, lacquer, adhesives or any other coating on the building columns, floors or standard booth equipment.
**Rules and Regulations**

9. HOSPITALITIES

When there is no other official NAON planned activity, companies may use their discretion in offering hospitality functions for registered NAON attendees. At NO time may hospitality be offered during Congress session hours, the NAON Annual Congress Party or other official Congress functions designated by NAON. NAON will have control of assignment of all suites and meeting space contracted at the Puerto Rico Convention Center and official hotels and will release space to exhibitors on a first-come, first-served basis. An exhibitor-sponsored hospitality form (found in the Exhibitor Services Manual) is required to be completed for all exhibitor hospitality and the function must be pre-approved by NAON.

UNDER NO CIRCUMSTANCES WILL FIRMS NEITHER EXHIBITING, NOR MAKING CONGRESS CONTRIBUTIONS EQUAL TO THE AVERAGE SPACE FEE, BE PERMITTED TO SPONSOR NAON-RELATED ACTIVITIES DURING CONGRESS.

10. HANDOUTS/GIVEAWAYS/SELLING/PRODUCT DEMONSTRATION

Exhibitors who distribute items to participants are expected to adhere to the professional environment of The Joint Connection. Items should be limited to those routinely produced for sale that can be used in professional setting or during Congress. All educational materials that offer nursing continuing education credit must have approval of the NAON Education Division.

Items considered appropriate for distribution are educational materials, bags, pens, pencils, luggage tags, calendars, note pads, mugs and key chains. Balloons, noisemakers and tobacco products are prohibited as well as other items at the discretion of the NAON Show Management.

NAON and the Exhibitor agree that the purpose of the Exhibition is exclusively for the education of persons attending the Conference, and will conduct themselves accordingly. Selling is allowed on the show floor however, exhibitors are required by state laws to be solely responsible for the collection and remittance of any sales or other taxes imposed on them.

If models are utilized for product demonstration, their conduct and manner must adhere to the professional environment of The Joint Connection. Gimmicks such as clowns, mime, jugglers, cartoon characters, etc. may not be used in product or booth demonstrations.

11. EXHIBITOR REGISTRATION

Advance exhibitor registration is provided to all exhibitors. All exhibitors are required to register. The number of complimentary badges your company receives is outlined on the previous page. Additional Joint Connection only badges are $100 each. Exhibitors may pick up their badge onsite at the registration counter. ‘No Show’ badges are non-refundable. Admission to The Joint Connection is by badge only.

12. NON-PROFIT EXHIBITORS

Non-profit exhibitors (i.e., organizations classified by the IRS as a tax exempt organization under Section 501 of the Internal Revenue Code, excluding NAON) or governmental agencies that wish to obtain the NAON non-profit exhibitor rate of $2,500 must submit a written request for space, along with proof of their non-profit or government status. NAON will review each request and upon approval will grant the organization one space in The Joint Connection at the NAON Annual Congress at the non-profit rate. Non-profit exhibitors will be responsible for any and all costs related to their exhibit participation at the Annual Congress (e.g., furnishings, labor, material handling, etc.). Non-profit exhibitors are subject to all Exhibit Rules and Regulations set forth in the Exhibitor Prospectus and the Exhibitor Services Manual. NAON reserves the right to limit the number of booths set aside on the show floor at the non-profit rate. Non-profit exhibitors may choose space based on availability.

13. SPECIAL REGULATIONS

MINIMUM AGE FOR ADMISSION – Children under the age of 18 are not permitted in The Joint Connection at any time.

NO SMOKING POLICY – NAON’s policy is No Smoking. Therefore, smoking is not allowed within The Joint Connection at any time including installation and dismantle. All exhibitors are required to obey local fire ordinances.

AMERICANS WITH DISABILITIES ACT – Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infoline.htm.

AUDIO-VISUALS – Audiovisual presentations must be arranged so that aisles are not blocked.

COURTESY – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor’s space. Exhibitors may not enter another exhibitor’s space or photograph/investigate another exhibitor’s products at any time without the express permission of that exhibitor.

CANNASSING – Cannassing outside the exhibitor space is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor’s space.

CONDUCT – Unethical or unprofessional conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor or both to dismissal from The Joint Connection. In this event, it is agreed no refund shall be made by NAON.

MUSIC – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the exhibit space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibits.

HOTEL ACCOMMODATIONS – Information regarding hotel accommodations will be included in the Exhibitor Services Manual under the General Information Tab. Exhibitors are responsible for making their own hotel reservations.

INTERPRETATION – The rules and regulations outlined are to be construed as part of the Application & Contract for Exhibit Space. NAON reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

PHOTOGRAPHS AND RECORDINGS – Registration and attendance at or participation in the Exhibition, or NAON meetings and other activities constitutes an agreement by the Exhibitor on behalf of its employees, agents and contractors to NAON’s use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities.

PRODUCT LOGO VS. COMPANY LOGO – Because NAON is a 501(c)6 organization, certain Tax Code Regulations must be followed to remain within the qualified sponsorship payment safe harbor. Following are NAON’s guidelines for the use of product logos:

- A product logo can be placed on a non-educational sponsored item as sponsorship recognition.
- A product logo cannot be used for general recognition (overall Congress banners, Web page, publications, etc.). For general sponsor recognition, a company logo is required.
- The product logo can be a logo only, and cannot contain any quantitative or comparative language, price information or other indications of savings or value, an endorsement or an inducement to purchase, sell or use the product or service.

LOGO REQUIREMENT AND USE – If sponsoring, to ensure that your company receives the highest quality logo recognition, NAON must receive your logo in a Vector-based .eps format, as well as in a high resolution .jpg format. Logo size will be based on the following criteria:

- The level of sponsorship (this will determine size of logo in relation to other logos on general sponsorship signage).
- Sponsored item (NAON Show Management will determine the appropriate size for item).

NAON RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND “BAR IT FROM FUTURE PARTICIPATION” FOR CONDUCT DETRIMENTAL TO CONGRESS, IN NAON’S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKEWISE, NAON SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO $2,500 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.