FUELING THE FUTURE OF ORTHOPAEDIC NURSING

38th Annual Congress
May 19 – 22, 2018
Albuquerque Convention Center
Albuquerque, New Mexico
Why Should You Partner with Us

The National Association of Orthopaedic Nurses (NAON) is a nonprofit organization that enhances the careers of orthopaedic nurses. NAON’s Annual Congress enhances the careers of orthopaedic nurses by providing educational sessions, networking opportunities, and industry exposure. Meet hundreds of orthopaedic nurses from around the world at NAON’s Annual Congress.

Who are the attendees?

100% have influence on and recommend their facility’s purchases
70% have more than 10 years of experience
45% have more than 20 years of experience
83% of attendees work in a hospital

What past exhibitors have to say:

100% felt NAON Annual Congress attracts their target audience
100% felt the layout of the Joint Connection was beneficial
90% found the overall value of exhibiting at NAON to be valuable or extremely valuable
90% were successful in reaching their objectives set for NAON Annual Congress

Top attendees positions:
1. Staff Nurse
2. Nurse Manager
3. Supervisor/Coordinator
4. Nurse Practitioner
5. Instructor/Educator

“Congress is set up so people want to come to your booth and to talk to you about your product. We are definitely going to come back and make Congress an event we attend on an annual basis.”

MSM Products, LLC (first time exhibitor)
The Joint Connection is back for its fourth year in Albuquerque! The Joint Connection is an innovative take on a traditional exhibit hall, immersing attendees in one all-you-can-do area. Attendees network with exhibitors, chat amongst each other, watch presentations and enjoy a snack, all within this popular area.

Click here for more details about The Joint Connection.

**Dedicated exhibit hours:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, May 19</td>
<td></td>
</tr>
<tr>
<td>Joint Connection Set Up</td>
<td>8:00 am – 1:00 pm</td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>2:00 pm – 4:00 pm</td>
</tr>
<tr>
<td>Opening Reception</td>
<td>6:15 pm – 7:45 pm</td>
</tr>
<tr>
<td>Sunday, May 20</td>
<td></td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>1:15 pm – 3:15 pm</td>
</tr>
<tr>
<td>Monday, May 21</td>
<td></td>
</tr>
<tr>
<td>Joint Connection Open</td>
<td>10:30 am – 12:00 pm</td>
</tr>
<tr>
<td>Joint Connection Teardown</td>
<td>12:00 pm – 5:00 pm</td>
</tr>
</tbody>
</table>

*All times in Mountain Time*

“Every year, we walk away from Congress with stacks and stacks of lead forms filled out. This is by far the most fruitful conference that we do; these orthopaedic nurses are the end users of our product.”

**Solution Matrix**  
(exhibitor since 2009)

**Interested?**  
To request exhibit space, fill out an [application](#).
## Exhibitor Tier Comparison

<table>
<thead>
<tr>
<th>Exhibitor Opportunities</th>
<th>Tier 1</th>
<th>Tier 2</th>
<th>Tier 3</th>
<th>Tier 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$9,000</td>
<td>$6,500</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>10’ x 20’ Exhibit Package (Two (2) 6 ft. table, Four (4) chairs, One (1) wastebasket, daily cleaning of space)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>10’ x 10’ Exhibit Package (One (1) 6 ft. table, Two (2) chairs, One (1) wastebasket, daily cleaning of space)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>One (1) USB lead retrieval device</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>One (1) NAON branded giveaway item to increase booth traffic</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Passport to Prizes Program</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Exhibitor listing and description in Annual Congress Program</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Joint Connection only registration(s) including Annual Congress Party Ticket</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Full Conference Registration(s)</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15-minute unobstructed speaking opportunity in the Joint Connection</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>One (1) Mobile App push notification</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>One (1) Invitation to Chapter Leader Lunch on May 19 (meet 50 involved members)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>1:1 Meeting with a Congress attendee who belongs to your target demographic</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Pre- and post-event attendee list (opt-in mailing and e-mail addresses)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Membership mailing list (receive physical mailing addresses of 3,500 opt-in members)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Promote (1) product webinar on NAON website and via e-mail</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Dedicated e-blast to membership (NAON to distribute on partner’s behalf)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Two (2) 2018 NAON Memberships ($270 value)</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>15-minutes with NAON mascot, Louis Bonestrong, at your booth</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
# 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>Electronic Poster Sponsorship</td>
<td>$35,000</td>
</tr>
<tr>
<td>Vendor Lunch (up to 300 attendees)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Vendor Breakfast (up to 300 attendees)</td>
<td>$30,000</td>
</tr>
<tr>
<td>Annual Themed Congress Party</td>
<td>$20,000</td>
</tr>
<tr>
<td>The Joint Connection Opening Reception</td>
<td>$20,000</td>
</tr>
<tr>
<td>Annual Congress Registration Bag</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hotel Key Card</td>
<td>$10,000</td>
</tr>
<tr>
<td>Hydration Station (includes reusable water bottle)</td>
<td>$10,000</td>
</tr>
<tr>
<td>Ice Cream Social</td>
<td>$8,000</td>
</tr>
<tr>
<td>Ask The Expert</td>
<td>$8,000</td>
</tr>
<tr>
<td>Focus Group</td>
<td>$6,000</td>
</tr>
<tr>
<td>Badge Reels</td>
<td>$5,000</td>
</tr>
<tr>
<td>Cyber Stations</td>
<td>$5,000</td>
</tr>
<tr>
<td>Espresso at your booth</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session Notepads</td>
<td>$5,000</td>
</tr>
<tr>
<td>Step and Repeat Sponsorship</td>
<td>$5,000</td>
</tr>
<tr>
<td>Creativity Zone Sponsorship</td>
<td>$4,500</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$3,500</td>
</tr>
<tr>
<td>Hotel Room Drop (two available)</td>
<td>$3,500</td>
</tr>
<tr>
<td>NAON Networking Bingo Card</td>
<td>$2,500</td>
</tr>
<tr>
<td>Registration Bag Insert</td>
<td>$2,000</td>
</tr>
<tr>
<td>NAON Membership Mailing List</td>
<td>$1,800 – $4,000</td>
</tr>
<tr>
<td>Pre and/or post-show mailing list (e-mail is not included)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Booth Floor Decals</td>
<td>$1,000 per decal</td>
</tr>
<tr>
<td>Onsite Guide Advertising</td>
<td>$750 – $5,000</td>
</tr>
<tr>
<td>Amenity Gift Bag</td>
<td>Contact Sales Manager, Sarah Appleton, for pricing.</td>
</tr>
</tbody>
</table>

### Add On Options

- One (1) USB Lead Retrieval Device - $350
- One (1) NAON Branded giveaway item to increase booth traffic - $500
- Passport to Prizes Program - $500
- One (1) Mobile App Push Notification - $1,000
- Speaking Opportunity - $1,500
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

Please contact NAON Grants Manager, Eleana Hardy, at ehardy@orthonurse.org or 202.367.1224 with inquiries.

NAON Advertising Opportunity

Orthopaedic Nursing is the official publication of the National Association of Orthopaedic Nurses. Published six times per calendar year, the Journal reaches more than 6,000 NAON members, orthopaedic nurses, associates, and researchers, both electronically and in the mail.

The Journal’s publisher, Wolters Kluwer/Lippincott Williams & Wilkins, attends Congress every year and hands out the May/June issue of the Journal at their booth, giving exhibitors additional exposure.

For rate information, please contact Bethann Sands:

Bethann Sands, Sr. National Account Manager, Print, iPad (Digital) and Online
Wolters Kluwer/Lippincott Williams & Wilkins
333 Seventh Avenue, New York, NY 10001
215.882.1097

“We not only love supporting Congress, but we look forward to partnering with NAON for education throughout the year.”

Pacira Pharmaceuticals
(Exhibitor and Patient Education Manual Sponsor)
Application and Contract

Company Information
Primary contact for coordinating participation

CONTACT NAME

COMPANY NAME

STREET ADDRESS

CITY

STATE ZIP

PHONE EXT

E-MAIL

WEBSITE

Exhibit Space Information

- **Tier 1 Exhibitor Package $9,000**
  - First Choice ____________________________
  - Second Choice ____________________________

- **Tier 2 Exhibitor Package $6,500**
  - First Choice ____________________________
  - Second Choice ____________________________

- **Tier 3 Exhibitor Package $5,000**
  - First Choice ____________________________
  - Second Choice ____________________________

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

Add Ons
Anything else you’d like to add:

___________________________________

___________________________________

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 38th 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 38th Annual Congress.

NAME (PRINT) SIGNATURE DATE

Questions?
Sarah Appleton, Director of Sales
312.673.4920 | sappleton@orthonurse.org
Rules and Regulations

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 reallocate 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 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 on or before December 1, 2017, must be accompanied by payment in the amount of 50% of the total space rental charge to secure exhibit space. Contracts submitted after December 1, 2017 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 and emailed to the NAON Tradeshow Manager at exhibit@orthonurse.org. A charge of 50% of the space rental will be made on all cancellations made any time up to or on December 1, 2017, and must be received by this date. A 100% cancellation fee applies after this date.

If for any reason beyond NAON’s control, the 38th 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 38th 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, 2018 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.

5. SPACE CONSTRUCTION RULES & REGULATIONS
Exhibitors must abide by all of the facility rules and regulations of the Albuquerque Convention Center. A detailed list of all the Albuquerque 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 2018, please contact NAON’s Tradeshow Manager at exhibit@orthonurse.org. The Albuquerque 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 38th 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 leased 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 LOSSES ON 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 BOOT 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 BOOT FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY’S FEES AND COSTS INCURRED 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.
Rules and Regulations

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.

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 Albuquerque 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 ACTIVITIES DURING CONGRESS.
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 NAON Show Management.

Exhibitors who distribute items to participants are expected to adhere to the professional environment of The Joint Connection. Gimmicks such as clowns, mimes, 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. 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/infohtml.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.

CANNABIS – Cannabis 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 infringement 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).

• Sponsoring 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.