

Exhibitor Prospectus

Exhibit Hall dates November 13-15, 2020

www.pediatricapta.org/apptac

GENERAL INFORMATION

EXHIBIT

The Academy of Pediatric Physical Therapy is a specialty component of the American Physical Therapy Association (APTA). Exhibiting at the APTA Pediatrics Annual Conference is your chance to promote your company to hundreds of pediatric therapy providers! This 2-day event provides exhibitors with almost 7 hours of unopposed exhibit time and the opportunity to meet hundreds of pediatric therapy providers from across the country and around the world.

There is no better way for employers to recruit from pediatric physical therapy professionals nationwide, for publishers to promote their publications to an audience of pediatric therapists, or for manufacturers/pediatric DME vendors to get a step up on their competition by specifically targeting pediatric physical therapists! Complete the Application & Contract for Exhibit Space and return it with payment to APTA Pediatrics by **August 1, 2020**, for the best rates!

ATTENDEE DEMOGRAPHICS

- More than **900** pediatric therapy providers in attendance, with **90%** of attendees being **practicing** physical therapists
- Attendees average more than **20 years** of professional experience
- Many attendees are decision makers who can choose to **promote or purchase** products or publications
- **10%** of attendees are students that can provide **recruiting** opportunities

BENEFITS OF EXHIBITING

Rent a booth at the APTA Pediatrics Annual Conference and your company will receive:

- Access to hundreds of pediatric physical therapy professionals
- 2 days of exhibiting exposure in the Exhibit Hall, with more than 7 hours of unopposed exhibit time, plus food and special events to promote traffic to the exhibitors
- A kick-off Welcome Reception for vendors and attendees
- Up to 3 Exhibit Hall badges per company
- Your 25-word description, logo, website, and sales contact information listed on the conference website and app
- Post-registration mailing list of APPTAC registrants. *Note: this list does not include e-mail addresses; APTA does not permit the release of member e-mails.*
- A 20% discount off conference registration, if you would like to attend programming

EXHIBITOR DEADLINES

August 1, 2020

- Early-bird Exhibitor Registration deadline

October 13, 2020

- Advance Registration Deadline
- Suggested deadline for logo, 25-word booth description, and booth staff names (note: the sooner you add your logo and booth description to the exhibitor portal, the more visibility you'll receive!)
- Flyers due – if you registered to have us display your flyer at the APTA Pediatrics booth
- Last day to cancel for refund (minus 20% administrative fee)

October 16, 2020

- Discount deadline for ALLIANCE Materials

November 13-14, 2020

- Exhibit Hall open

EXHIBIT HALL SCHEDULE

Thursday, November 12

Noon–7:00 pm	Exhibitor Check-in
4:00 pm–7:00 pm	Trunks Delivered/Exhibitor Set-up
6:00 pm–8:00 pm	Optional Welcome Reception for vendors and conference attendees (<i>light hors d'oeuvres & cash bar</i>)

Friday, November 13

7:00 am–11:00 am	Exhibitor Set-up (<i>continued</i>)
7:00 am–8:30 am	"Soft Open" for those who are set up (<i>breakfast will be set up right outside the hall and the doors into the hall will be open</i>)
12:15 pm–2:15 pm	Exhibit Hall Unopposed Hours (<i>lunch for sale will be set up right outside the hall/Poster Presentations, Practice Fair</i>)
4:45 pm–6:15 pm	Exhibit Hall Unopposed Hours (<i>complimentary hors d'oeuvres & cash bar in the hall/ Poster Presentations, Practice Fair</i>)

Saturday, November 14

9:00 am–10:30 am	Exhibit Hall Unopposed Hours (<i>complimentary coffee & tea in the hall/Poster Presentations, Practice Fair</i>)
1:00 pm–2:15 pm	Exhibit Hall Hours (<i>lunch for sale will be set up right outside the hall/Poster Presentations, Practice Fair</i>)
2:15 pm–6:00 pm	Exhibitor Tear-down
7:00 pm–10:00 pm	Evening Social Event for conference attendees and vendors (<i>separate registration required - see "Other Exhibitor Opportunities" below</i>)

SPECIAL EVENTS

- **"Soft Open" Breakfast.** Breakfast will be set up immediately outside the Exhibit Hall and the doors will be open. If you are at your booth, this is an extra opportunity to connect with attendees as they walk through the hall. If you don't arrive until later on Friday morning, no worries – you'll have almost 7 hours of unopposed exhibit hall time to network with attendees.
- **Poster Presentations, Practice Fair, APTA Pediatrics Booth.** Set in the back of the Exhibit Hall to encourage traffic through the hall. Posters allow attendees to share research. The Practice Fair allows practicing clinicians to share hands-on ideas about clinical practice, including creative interventions; strategies and innovative programs; and adaptations, modifications, and specialized use of equipment, toys, and materials. Exhibitors with clinicians on staff are welcome to apply.

- **Other Exhibit Hall Events:** Additional events in the hall may include fitness activities, candidate events, and more. Attendees are provided with Exhibitor Bingo cards to encourage them to visit every exhibitor in the hall, with a prize drawing of the completed cards at the end of the show.

OTHER EXHIBITOR OPPORTUNITIES

- **Attend the Welcome Reception:** The conference kicks off with a Welcome Reception with hors d'oeuvres and a cash bar on Thursday evening! This reception gives you a chance to mix with preconference and other attendees in a more social setting—share your card, let them know what you do, and invite them to visit your booth once the Exhibit Hall opens on Friday.
- **Attend Educational Sessions:** Exhibitors may opt to register to attend sessions at the conference. Sponsors receive complimentary registrations, but anyone with a booth may opt to register for the conference at a 20% exhibitor discount—just contact us at executiveoffice@pediatricapta.org.
- **Register for the Evening Social Event at the Omaha Zoo (optional):** This special event occurs Saturday night for an additional registration fee. This another opportunity to spend more time with attendees and to have a great time! Details about the event will be posted at www.pediatricapta.org/apptac. To register, contact executiveoffice@pediatricapta.org.

CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

If you want to up the ante over simply renting a booth, consider the additional exposure of becoming a conference sponsor! In addition to all the benefits listed under Benefits of Exhibiting above, sponsors will receive the following **additional** benefits, which includes the booth cost:

Gold Sponsorship Level (Limit: 1) - \$5,000

- 2 booths - 1 corner and 1 in-line (*value: \$2,600*)
- 20% discount on the price of additional booths (*value: \$280/booth*)
- 3 complimentary conference registrations (*value: \$1,320*)
- Your logo on the conference lanyard, distributed to all attendees (*value: priceless*)
- Sponsor listing on website, on conference app, and in conference e-mails (*value: priceless*)
- Sponsor thank-you signage at registration (*value: priceless*)
- Pre-conference attendee mailing list (*value: priceless*)

Silver Sponsorship Level (Limit: 5) - \$3,500

- 1 corner booth (*value: \$1,400*)
- 2 complimentary conference registrations (*value: \$880*)
- Sponsor listing on website, on conference app, and in conference e-mails (*value: priceless*)
- Sponsor thank-you signage at registration (*value: priceless*)
- Pre-conference attendee mailing list (*value: priceless*)

Bronze Sponsorship Level (Unlimited) - \$2,000

- 1 in-line booth (*value: \$1,200*)
- 1 complimentary APPTAC registrations (*value: \$440*)
- Sponsor listing on website, on conference app, and in conference e-mails (*value: priceless*)
- Sponsor thank-you signage at registration (*value: priceless*)
- Pre-conference attendee mailing list (*value: priceless*)

Sign up for a sponsorship on the **Application & Contract for Exhibit Space**.

If you can't attend the conference, but still want to reach hundreds of pediatric PTs and PTAs, consider ordering **Flyer Distribution** – you supply 700 flyers or other giveaway items for distribution from the APTA

Pediatrics booth in the Exhibit Hall. This may also be ordered on the **Application & Contract for Exhibit Space**.

Have Another Idea? Contact executiveoffice@pediatricapta.org to discuss additional opportunities!

EXHIBIT HALL LOGISTICS

Official Service Contractor: ALLIANCE will be the official service contractor for the conference. Complete instructions, schedules, and prices regarding shipping, drayage, labor, electrical use, furniture, carpets, AV equipment, etc, will be included in the Exhibitor Service Kit. Exhibiting companies will receive the kit from ALLIANCE by late August 2020.

Types of Booths: The APTA Pediatrics Annual Conference Exhibit Hall will be in the ballroom of the Omaha Convention Center and will feature in-line and corner 10' x 10' booths that include a 6' draped table, with 3'-high side drape and 8'-high back drape; 2 chairs; a 7" x 44" one-line ID sign; and 1 wastebasket. In-line booths have only 1 side exposed to an aisle (these also are called "linear booths"). Corner booths are exposed to aisles on 2 sides. Multiple booths can be purchased to form an island configuration. Booth options are:

- **In-line Booths.** In-line booths in the center of the exhibit hall may not exceed 8' in height. In-line booths along the walls or outside borders of the exhibit area may not exceed more than 12'. **NOTE: Hanging signs are not permitted.**
- **Corner Booths.** A corner booth is defined as a 10' x 10' space having 2 aisles faced toward the cross aisle at the end of a row of traditional 10' x 10' linear booths. Certain restrictions apply to a corner display. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit. The back wall is limited to 10' wide, 8' high. If an organization purchases two (2) 10' x 10' corner booths, the back wall is limited to 10' wide, 8' high, centered across the 20' back-wall area. All display fixtures over 42" high must be confined to those areas of the booth that are at least 5' from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth. Exhibitors adjoining a corner exhibitor are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. **NOTE: Hanging signs are not permitted.**
- **Island Booths.** Because an island booth is separated from all neighboring exhibits by the width of an aisle, full use of the floor space is permitted. However, the design of the booth must allow for see-through visibility and accessibility from all 4 sides. Island booths may not exceed 16' in height. A sketch of the exhibit must be approved by APTA Pediatrics prior to installation. **NOTE: Hanging signs are permitted.**

Booths must be constructed and arranged in such a manner as to be able to accommodate the viewing audience inside each booth so as to discourage the formation of a standing crowd in the aisles. All construction must be substantial and fixed in position for the duration of the show. Any construction in excess of 4' in height must be kept within 5' of the rear of the booth. No exhibits that violate local, state, or federal laws or regulations, including safety codes, will be permitted. Combustible decorations of any kind are prohibited. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected and, upon notification by APTA Pediatrics, the decorator will provide necessary draping and submit the changes to the exhibitor.

Please note that the 2020 exhibit hall is carpeted.

Exhibitor Badges: All exhibiting companies must register their staff in advance. An onsite company contact, the Exhibitor Liaison, must be designated on the registration form. Three complimentary Exhibit Hall badges are provided for each exhibit space; additional badges are \$25 each. Booth personnel may be registered through the exhibitor information portal at www.pediatricapta.org/apptac. If you register more than the 3 allowed badges, please contact executiveoffice@pediatricapta.org to arrange for payment. Changes to booth personnel should be made at least 10 days prior to the conference. Badges must be worn at all times in the Exhibit Hall.

Cancellation Policy: All cancellations must be received by APTA Pediatrics in writing on or before October 13, 2020, and are subject to a 20% administrative fee. No refunds will be issued for cancellations after this date.

RULES AND REGULATIONS

The policies stated below constitute a bona fide part of **the Application & Contract for Exhibit Space**. The exhibits are intended for educational and informational purposes to improve physical therapy education, practice, and research. They should complement the meeting and sessions by enabling registrants to see, hear, examine, question, and evaluate the latest developments in equipment, supplies, and services relevant to physical therapy. All material/equipment should be timely and relevant to physical therapy and should contain no inaccurate or misleading information.

APTA Academy of Pediatric Physical Therapy reserves the right to render all interpretations and decisions should any questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exposition. APTA Pediatrics may restrict exhibits that detract from the general character of the exposition. This reservation includes persons, objects, conduct, printed material, or anything of a character that may be objectionable to the exhibits as a whole. Exhibits should be presented in a manner that is consistent with the association's policies on sexual harassment and nondiscrimination. All matters and questions not covered in these policies are subject to the final judgment and decision of the association and APTA Pediatrics.

Acceptance of Application: APTA Pediatrics reserves the right to reject any and all applications. APTA Pediatrics determines the eligibility of any company or product to be exhibited at APTA Academy of Pediatric Physical Therapy Annual Conference either before or after the proper execution of the contract.

Booth Assignments: To obtain a desirable booth assignment, your application should be submitted as soon as possible. Applications for exhibit space are accepted on a first-come, first-served basis. Applications received after the assignment of booths begins will be considered in order of receipt and as space permits.

Note: A company that has not settled all previous accounts with APTA Pediatrics will not be assigned booth space.

Booth Payment: Booth and sponsorship fees are outlined in the **Application & Contract for Exhibit Space**. Full payment must be submitted with your application. Full payment must be received before space can be occupied.

Breaches of Contract: Breaches or infractions of an exhibitor's contractual obligations could affect the status of the company's future eligibility to exhibit and/or result in the termination of the exhibitor's display privilege at APTA Pediatrics expositions. Termination may become effective during the exposition, at which time the exhibitor must remove his/her exhibit as soon as possible without disruption to the exposition. Expulsion of, or restrictions placed on, an exhibitor may not give rise to a claim for any refund of rental or other exposition expenses.

Cancellation of Exposition: It is mutually agreed that in the event of the cancellation of the conference due to circumstances beyond APTA Pediatrics control, including but not limited to fire, strikes, government regulations, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated, and APTA Academy of Pediatric Physical Therapy, at its sole and exclusive

discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible after due consideration of expenditures and commitments already made.

Eligibility to Exhibit: APTA Pediatrics determines the eligibility of any company or product to be exhibited at the exposition, either before or after the proper execution of the contract.

Failure to Occupy Space: Unless previous arrangements are made in writing, any booth not occupied by the exhibiting company by 12:00 pm on Friday, November 13, 2020, will be forfeited without refund to the exhibitor, and the space may be resold or used by APTA Academy of Pediatric Physical Therapy.

FDA Market Clearance: No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the US Food & Drug Administration (FDA) may be exhibited. All exhibitors for which FDA market clearance applies shall have documentation from the FDA on all products being displayed available at the booth. The documentation should state the model and regulatory class of those products that have been determined to be medical devices, as defined by the Federal Food, Drug, and Cosmetic Act, Section 201(h). All devices that have not obtained FDA market clearance and are intended for use on humans or that are not commercially available in the US will be permitted for exhibit only when accompanied by the appropriate signs that indicate their status. The following are signs that should be displayed: (1) "This device is not for distribution in the United States"; (2) "Device is limited by federal law for investigational use"; (3) "Cleared for marketing when intended for ____ only"; (4) "Pending FDA market clearance." The signs must be easily visible and placed on or near the device itself and on any graphics depicting the device. All products to be exhibited at APPTAC must be identified on the application/contract and must include FDA market clearance status. Applications received without insurance information, an authorized signature, FDA information, and/or the required deposit will not be accepted or processed until the conditions of acceptance are met. APTA Academy of Pediatric Physical Therapy reserves the right to reject any application. **Note:** Prior to receiving the FDA market clearance of a 510(k) for a device, a manufacturer is limited in what promotional activities may be undertaken with regard to the device. Prior to the clearance of a 510(k), a manufacturer may advertise or display the device, but the device may not be sold, given away, held, or offered for sale, nor may orders be solicited, even upon the qualification that orders cannot be filled until the FDA acts on the 510(k), unless the device is limited to research or investigational use. The failure to file a 510(k) is a misbranding violation [21 USC 352(o)]. Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act at 301/594-4692.

Freight Handling: All work involved in the loading and unloading of all trucks, trailers and common and contract carriers, as well as the handling of empty crates and the operation of material handling equipment, is under union jurisdiction. The union also has the jurisdiction of the unloading, uncrating, unskidding, leveling, painting and assembly of machinery and equipment, as well as the reverse process. Full-time employees of exhibiting companies may "hand carry" material provided they do not use material handling equipment. When exhibitors do choose to "hand carry" material, they may not be permitted access to the loading dock/freight door areas. ALLIANCE will not be responsible for any material they do not handle.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the "SHOW SITE WORK RULES" section of the Exhibitor kit.

Gratuities: Our show decorator ALLIANCE has work rules that prohibit the SOLICITATION OR ACCEPTANCE of tips in cash, product or gifts in kind by any employee (union or non-union). Our employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

Inspection of Booths: APTA Academy of Pediatric Physical Therapy will inspect each exhibit space prior to the opening of the Exhibit Hall to ensure that the exhibitor has adhered to the rules and regulations set forth in this document. APTA Pediatrics staff will inform the exhibitor of any infractions; all corrections must be made before the Exhibit Hall opens.

Installation and Removal of Exhibits: Set up and removal times are listed in the Exhibit Hall Schedule of this prospectus. All displays must be set up and removed by the indicated deadlines.

Insurance: Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury. Provide the name of the insurance company covering your company for this

exposition in the space supplied on the front of this application/contract. Your application/contract will not be considered complete until the name of the insurance company is provided.

Labor: The official exhibit service contractor will provide labor for setup and dismantling. We strongly encourage you to order labor in advance on the appropriate form in the Exhibitor Service Kit. **Note: Labor rates are subject to change.** All work involved in the erection, touch-up painting, dismantling, and repair of all exhibits -- when this work is done by persons other than your full-time company personnel -- will fall under union jurisdiction. This work is to include wall coverings, floor coverings, pipe and drape, painting, hanging of signs and/or decorative materials from the ceiling, placement of all signs, and the erection of platforms used for exhibit purposes. Full time employees of an exhibiting firm may install and dismantle their own respective company display, if such work can be completed in less than sixty minutes and without the use of mechanized tools. However, these employees must be badged by Show Management. Non-union temporary personnel acquired from local temporary agencies will not be allowed to perform any type of work that is covered under the union contract. Product display and placement is not included in these work rules and is the exclusive right of full time employees of an exhibiting firm. Exhibitors are allowed to do the technical work on their machines such as the fine line balancing, programming and cleaning.

Liability: APTA Academy of Pediatric Physical Therapy, the hotel/convention center property, and the employees and representatives thereof shall not be held responsible for injury, loss, or damage that may occur to the exhibitor or the exhibitor's property from any cause whatsoever. APTA Pediatrics, its employees, or representatives shall not be held responsible for any injury, loss, or damage caused by the exhibitor or the exhibitor's employees or representatives. The exhibitor agrees to indemnify those listed above against any claims for such loss or damage or injury. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury. This also includes the period of storage prior to and following APPTAC.

Material Handling: Exhibitors must make arrangements for delivery, removal, storage, and return of crates/boxes. Rates for material handling will be available in the Exhibitor Service Kit.

Miscellaneous: All packing containers, excelsior, and wrapping paper must be removed from the floor and may not be stored under any tables or behind displays. All decorations must be flame retardant to the satisfaction of the local fire department. Fire-extinguishing equipment shall not be obstructed by exhibits and must be readily available at all times. Fire exits must be kept clear at all times. Approval must be obtained from the local fire department for the use, operation, or presence of any electrical, mechanical, or chemical device that, in the opinion of the local fire department or the official service contractor, might be hazardous to the public space.

Notice of Disability Act: In compliance with the Americans with Disabilities Act of 1990, APTA Academy of Pediatric Physical Therapy will make all reasonable efforts to accommodate people with disabilities. Please contact executiveoffice@pediatricapta.org with your request.

Removal of Exhibits: Exhibitors must make arrangements with the official exhibit service contractor for removal, storage, and return of empty crates.

Security: The APTA Academy of Pediatric Physical Therapy shall not be held responsible for the loss of or damage to, any material for any cause, and encourages the exhibitor to exercise normal precaution to prevent loss or damage as a result of theft or other causes. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times.

Shipping Information: All shipments must be fully prepaid. Materials shipped in advance of the exposition will be received at an appointed warehouse (up to 30 days in advance of the show), stored, and delivered to the booth location. If you must send your shipment directly to the show site, it must arrive at the scheduled move-in days in order to be received. **If the shipment arrives onsite prior to the dates listed, it will be refused, as there is no shipping and receiving department to hold materials.** The advance and onsite shipping addresses will be provided in the Exhibitor Service Kit.

Show Decorator Integrity: ALLIANCE requires the highest standards of integrity from all employees. Please contact ALLIANCE to report fraudulent or unethical behavior.

Soliciting: All business activities, circulars, and advertising material of the exhibitor may be conducted and/or distributed only within the exhibitor space. No material may be placed on seats or attached to walls, ceilings, or woodwork in the Exhibit Hall or left in public spaces. Publishing companies shall not solicit other exhibitors to advertise in their publication at the conference.

Prohibited Activities: Cameras and photography are prohibited in the Exhibit Hall. Exhibitor personnel should not enter another exhibitor's space without obtaining permission from that exhibitor, nor should personnel block access to another exhibitor's space. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allocated without the written consent of the APTA Academy of Pediatric Physical Therapy.