POSITIVE PSYCHOLOGY

POSITIVE PSYCHOLOGY IS THE SCIENTIFIC STUDY OF WHAT MAKES INDIVIDUALS AND COMMUNITIES THRIVE.

Positive psychology is an exciting new field of inquiry that has captured the interest of thousands of researchers, practitioners, and students from around the world. This burgeoning area of psychology focuses on the study and practice of the positive emotions, strengths, and virtues that make individuals and institutions flourish. Since its inception in 1998, the field has seen an investment of tens of millions of dollars in research, the founding of several scientific journals, the development of masters and Ph.D. programs in key universities, and reports in major news outlets including cover stories in Time, Newsweek, and U.S. News & World Report.

ABOUT IPPA

IPPA WANTS TO FACILITATE COLLABORATION AMONG RESEARCHERS, TEACHERS, STUDENTS, AND PRACTITIONERS OF POSITIVE PSYCHOLOGY AROUND THE WORLD AND ACROSS ACADEMIC DISCIPLINES.

IPPA has several related missions:

• To promote the science of positive psychology and its research-based applications.

• To facilitate collaboration among researchers, teachers, students, and practitioners of positive psychology around the world and across academic disciplines.

• To share the findings of positive psychology with the broadest possible audience.

In all of these endeavors, we want to create rigorous standards for positive psychology, so that the field always represents the very best levels of current knowledge.

Our vision of the organization is of one that will integrate the positive psychology activities around the world. We want to work with national and regional organizations, not supplant them, so that there is coordination of our activities. IPPA hopes to support the global dialogue of both researchers and practitioners working in the field of positive psychology.
CONGRESS INFORMATION

FIFTH WORLD CONGRESS ON POSITIVE PSYCHOLOGY
What’s unique and new this year? One out of every two leaders in our community is directly influencing work and organizations and/or involved in basic research. Sources for books, training, e-learning and software capture the most interest of our audience. The Fifth World Congress on Positive Psychology is the place to make connections, meet current and prospective customers, gain valuable industry knowledge, and increase your visibility to remain competitive in the marketplace.

<table>
<thead>
<tr>
<th>ANTICIPATED ATTENDANCE</th>
<th>1,000 (professionals only)</th>
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<tr>
<td>DATES</td>
<td>July 13-16, 2017</td>
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| LOCATION               | Palais Des Congrès de Montréal  
                          Montréal, Québec, CANADA |
| ORGANIZER              | International Positive Psychology Association (IPPA)  
                          info@ippanetwork.org  
                          952-892-5909  
                          14607 Felton Court, Suite 116  
                          Apple Valley MN 55124 |
| CONTACT                | Lynette Holloway  
                          lholloway@sponsorshipreliancegroup.com  
                          647-984-6930  
                          Andy Falter  
                          afalter@sponsorshipreliancegroup.com  
                          203-797-9559 |
| HOTEL ACCOMMODATIONS   | For complete information on IPPA Congress Hotels rates and reservations, please visit www.ippanetwork.org |

HOST CITY MONTRÉAL
IPPA is proud to announce Montréal, Canada as the host city for the Fifth World Congress. Considered half European and half American, Montréal is a lively city with a strong mixture of French, English and various other cultures. This makes Montréal an extremely diverse and culturally rich city - a great place to visit and conduct business.

Attend the Fifth World Congress and enjoy Montréal’s summer festivals, restaurants and night life that make it a popular destination for travelers from around the world. Every year, over 100 festivals and events take place in Montréal, including the Just for Laughs Festival which will be taking place over the same dates as the World Congress.
AUDIENCE DEMOGRAPHICS

Your partnership with IPPA opens the doors to a growing membership community of over 1,500 individuals and organizational members from 64 countries.

Supporting IPPA initiatives gives your organization effective marketing power and valuable exposure. Your organization will be recognized by researchers and practitioners of positive psychology worldwide.

BUYING POWER

Members’ significant buying power is best described as professionals with annual budgets of spending on positive psychology related products. The following products are most likely on members’ shopping list within the next year:

- Positive psychology books (86.4%)
- Journal subscriptions (33.2%)
- Training exercises (32.6%)
- Curriculum materials (25.3%)
- E-Learning platforms (19.9%)
- Survey software/tools (19.3%)

INDUSTRIES REPRESENTED

A survey conducted during November 2014 revealed that our community (IPPA members and others with whom we are in contact) represents:

- Work and Organizations (52%)
- Basic Research (50%)
- Education (49%)
- Coaching (44%)
- Health (42%)
- Clinical/Therapeutic Settings (35%)
- Additional fields include fitness/wellness and non-profit/social impact fit the vast majority of members, with additional arenas including humanities, government/policy/law, and technology

ATTENDEE INTERESTS

While at the World Congress On Positive Psychology, participants want to see:

- Research centers (54.5%)
- Organizations offering educational tools/curricula (49.4%)
- Publishers (48.4%)
- Companies offering products or services based on positive psychology research (52.2%)
AUDIENCE DEMOGRAPHICS

NETWORKING
Attendees also want to visit with:

- Higher education institutions (42.7%)
- Funding organizations (35.6%)
- Professional speakers/bureaus (42.0%)
- Organizations offering certification programs (29.6%)
- Companies offering business development or technology services (19.4%)

PREVIOUS WORLD CONGRESS SPONSORS

Atria Books
The Beverage Institute of Health and Wellness
Big U Academy Ltd.
Bridges to Recovery
Canadian Positive Psychology Association
Case Western Reserve University
Center for Consciousness and Transformation
Center for Positive Organizational Scholarship (University of Michigan)
Center for Positive Psychology, Melbourne Graduate School of Education
Claremont Graduate University
Cliffside Malibu
Donald Moores
Drexel university
Goodwin College
Elsevier
Emotional Intelligence Worldwide
EXGRATIA Consulting
FastTrack Coach Academy
Free Press
Great Insights Press LLC
Gurze Books
HAPACUS
Happify
Harnessing Happiness Foundation
happier.com
Happiness Science Lab, Tsinghua University
HarperCollins Publishers
Hogrefe Publishing
HeartMath
Hopestudio 310
IABA - North
International Association of Applied Psychology
International Positive Education Network (IPEN)
Langley Group Institute
Life Business Consultancy
Life Energy
Life University
Live Happy, LLC
McGraw-Hill Professional UK/Europe
Multi Health Systems (MHS)
Multi-Languages Corporation
New Ventures West
Oxford University Press
Passion Maps
Peak Achievement Training
Phillips Graduate Institute
Points of You
Positive Acorn
Positive Business
Positive IQ
The Resilience Doughnut
Routledge/Informa
Sage Publications
ShareHappiness.com
Signal Patterns
Smart Strengths
Springer Science + Business Media
Taylor & Francis
The Monroe Institute
The Flourishing Center
The Psych Store
University of Pennsylvania MAPP Program
VIA Institute on Character
Wellcoaches Corporation
Western Positive Psychology Association
Wholebeing Institute
Work Positive/At my Best
World Association for Positive Psychotherapy
SPONSORSHIP OPPORTUNITIES

Thank you for your interest in sponsoring and participating in the Fifth World Congress. TOP REASONS to exhibit and sponsor:

- Connect with 1,000+ positive psychology professionals focusing on the study and practice of the positive emotions, strengths, and virtues that make individuals and institutions flourish
- Cost-effective exhibitor and advertising opportunities
- 11+ hours of dedicated exhibit time
- Engage with experts during the scheduled Thursday opening dessert reception, boxed lunches on Friday and Saturday, and during breaks and poster sessions, all within the Exhibition Hall
- High attendee-to-exhibitor ratio of 40:1

Here are your opportunities to promote your products/services during the Fifth World Congress on Positive Psychology. The following are options; we encourage your creative thinking in honing these ideas to better suit your marketing needs.

All of the following sponsorship opportunities include the following SPONSOR BENEFITS:

- Acknowledgement in the 2017 program book
- Recognition in World Congress emails and in IPPA’s newsletter
- Promotional signage including logo at the event
- Listing on IPPA’s website
- Acknowledgement in 2017 World Congress App

DIAMOND SPONSORSHIP PACKAGE
$25,000 INVESTMENT

Elevate your IPPA 2017 World Congress experience to a new level with IPPA’s new Diamond Sponsorship Package, available to a maximum of 3 companies. The following are suggested benefits/ recognition; contact us today to discuss customized benefits package that works best for you!

- Company logo, along with WCPP17 branding featured on signs throughout the Congress
- Full-page ad in the final program
- Two direct mail list eblasts to conference attendees
- One marketing insert/branded item included in the attendee registration bag
- Two additional exhibitor/client badges
- Special recognition at opening and closing general session
- Top booth selection for the IPPA World Congress
- Recognition on Congress web page and via social media
- World Congress Sponsor seal for marketing use.
SATURDAY EVENING CLOSING PARTY
2 CO-SPONSORSHIPS AVAILABLE AT $15,000 EACH

New this year! Help support this powerful social/networking event for all Congress attendees as we bring the Fifth World Congress to a close.

- Company logo, along with WCPP17 branding featured on signs at entrance
- Branded bar within party, signature drink and branded cocktail napkins
- Twenty-five pre-paid drink tickets to share with customers/guests
- Gobo featuring sponsor logo
- One marketing insert/branding item included in the attendee registration bag

FRIDAY AND SATURDAY BOXED LUNCHES
2 EXCLUSIVE SPONSORSHIP AVAILABLE @ $7500 EACH

Take advantage of this opportunity to spotlight your organization when all Congress attendees convene for lunch in the exhibit hall.

- Company logo, along with WCPP17 branding featured on signs at entrance
- Opportunity to provide one standard size pop up banner near buffet station
- Branded stickers on box lunch
- One marketing insert/branding item included in the attendee registration bag

SPEAKER/BOARD RECEPTION
1 EXCLUSIVE SPONSORSHIP AVAILABLE @ $5000

Join IPPA leaders and invited speakers in a reception Wednesday evening prior to the Congress start.

- Company introduced and recognized from the podium
- Company logo, along with WCPP17 branding, featured on sign at entrance of event
- Opportunity to give a brief two minute welcome from the podium
- Tickets for two sponsor guests
- One marketing insert/branding item included in the attendee registration bag
OPENING DESSERT RECEPTION
2 CO-SPONSORSHIPS AVAILABLE @ $5000/EACH

Host the Thursday evening dessert reception as we welcome all attendees to the Fifth World Congress on Positive Psychology.

- Company logo, along with WCPP17 branding featured on signs at entrance
- Branded bar in exhibit hall featuring branded cocktail napkins
- Twenty-five pre-paid drink tickets to share with customers/guests
- One marketing insert/branding item included in the attendee registration bag

LANGUAGE TRANSLATION SERVICES
1 EXCLUSIVE SPONSORSHIP AVAILABLE @ $5000

Inspire global participation and collaboration among attendees by supporting language translation services.

- Signage at distribution desk for interpretation units
- Special acknowledgement in the Congress program
- One marketing insert/branding item included in the attendee registration bag

CONGRESS MOBILE APP
1 EXCLUSIVE SPONSORSHIP AVAILABLE @ $5000

Put your company’s brand right in the hands of attendees by sponsoring the Congress mobile app.

- Special acknowledgement in the Congress program
- One push notification announcement
- One splash page or sponsor banner ad

CONGRESS LANYARDS
1 EXCLUSIVE SPONSORSHIP @ $4000

Display your company’s name around the necks of all attendees.

- Recognition of your company name (one color), along with IPPA/WCPP branding, repeated from end to end on both sides of the woven lanyard
- One marketing insert/branding item included in the attendee registration bag.
CONGRESS TOTE BAGS
1 EXCLUSIVE SPONSORSHIP @ $4000

Provide the bag each attendee will carry during the World Congress and back to the office.

- Your organization name and/or logo (one color) will appear prominently on the bag.
- Includes one registration bag insert

FRIDAY & SATURDAY AFTERNOON BREAK DURING POSTER SESSION
1 EXCLUSIVE SPONSORSHIP PER DAY @ $2500/EACH

Maximize your company’s exposure by supporting one of the afternoon breaks during the popular poster sessions.

- Opportunity to provide one standard size pop up banner near buffet station
- Company logo, along with WCPP17 branding featured on signs near buffet stations

GENERAL CONFERENCE SPONSORSHIP
MINIMUM $500

Any and all support makes a difference to the Congress and attendees. From subsidizing student registrations to underwriting additional resources, every dollar counts! Acknowledgement of your support will be displayed in the final program and on sponsor signs.

PROMOTIONAL OPPORTUNITIES

PROMO MATERIAL IN ATTENDEE BAG $1500/PIECE

Promote your company to all attendees by placing a small promotional item (e.g., flyer, brochure, notepad, keychain) in the World Congress bags. (Please note, all materials must be provided by sponsors and must first be reviewed/approved by IPPA.)

FINAL PROGRAM ADVERTISEMENTS

The printed program guide will be distributed to all attendees in Montréal at the Fifth World Congress. Advertisement pricing is as follows:

- $3000 inside front cover
- $3000 inside back cover
- $3500 back cover
- $2100 for “run of house” full page
- $900 for 1/2 page
- $500 for 1/4 page
EXHIBIT INFO

The commercial/technical exhibition will be held in conjunction with the Fifth World Congress. The floor plan is designed to maximize exhibitors’ exposure to the delegates. Please review the application, and rules and regulations.

**BOOTH PRICES (PER 10 X 10 SPACE)**

| COMMERCIAL: $1250 | NON-PROFIT OR PUBLISHER: $950 |

Targeted exhibit hours to increase quality time with attendees. **The Exhibit Hall will be open as follows:**

- Thursday, July 14 during the Opening Dessert Reception from 8pm-9:30pm
- Friday, July 15, 12pm – 5:00pm
- Saturday, July 16, 12pm – 5:00pm

Opening dessert reception, lunch and breaks served in the Exhibit Hall to increase traffic and improve networking opportunities.

Booth Assignments: All requests will be assigned on a first come, first serve basis upon receipt of a complete exhibitor application.

**Booth Prices include:**

- Company name on Congress web site
- Food offered in Exhibit Hall
- 7” x 44” identification sign
- One 6’ draped table, chair, wastebasket and carpet
- General cleaning of aisles
- 100 word company/product profile in the final program Exhibitor Listing
- One full registration and two Exhibit Hall only registrations per 10’ x 10’ booth space purchased

EXHIBIT HALL FLOORPLAN
EXHIBIT APPLICATION AND CONTRACT FOR EXHIBIT SPACE
FIFTH WORLD CONGRESS ON POSITIVE PSYCHOLOGY
PALAIS DES CONGRÈS DE MONTRÉAL, MONTRÉAL, QUÉBÉC, CANADA, JULY 13-16, 2017

The Terms and Conditions and Rules and Regulations for exhibitors on the following pages are an integral part of this contact. It is understood by the undersigned that the Fifth World Congress on Positive Psychology rules and regulations for the Palais Des Congrès de Montréal govern all exhibit activities.

1. Please reserve exhibit space for the company listed below at the Fifth World Congress to be held at the Palais Des Congrès De Montréal, Montréal, Québec, Canada. This application becomes valid only after being signed by Exhibitor and a confirmation of space has been issued with a receipt of deposit acknowledged by Exhibit Management.

EXHIBITING COMPANY NAME ____________________________________________
ADDRESS ____________________________________________________________
CITY ______________________ STATE ________ ZIP __________
PHONE _________________ FAX __________________
WEB ADDRESS ________________________________________________________
CONTACT PERSON ____________________________________________________
EMAIL __________________________________________________________

2. EXHIBIT BOOTH PRICING
Exhibit booth space is $1,250 per 10’ x 10’ space
$950 for publishers and not for profit groups
Each 10’ x 10’ booth space will be defined by draping at the back and sides of the space. One six-foot draped table, and wastebasket and two chairs along with a booth identification sign for each exhibiting company will be provided. 100% payment is due with completed application

3. EXHIBIT BOOTH PRICING
☐ One 10’ x 10’ booth $__________________________
☐ Two 10’ x 10’ booths $_______________________
☐ Three 10’ x 10’ booths $_____________________
☐ Other ________________________________$____________________

Preferred Location* 1) 2) 3) 4) 5)
*Exhibit Management reserves the right to alter the floor plan and/or assign any exhibit location if deemed necessary for the good of the show at any time. We prefer that our exhibit not be located next to the following companies: ____________________________________________________________

It is understood that the exhibitor is responsible for daily cleaning of their booth and will make arrangements with the General Services Contractor. Any exhibitor that has not ordered cleaning for the opening day will have their booth cleaned to present an attractive appearance. The cost will be charged to the exhibitor.

4. Cancellation Policy: Exhibitor must give written notice of cancellation. If a company cancels its space, the company will be responsible for paying the entire booth cost and EXHIBIT MANAGEMENT reserves the right to re-sell space.

5. INDIVIDUAL SPONSORSHIP ITEMS
☐ $______________ (Name Item)
☐ $______________ (Name Item)

6. TOTAL EXHIBIT/SPONSORSHIP AMOUNT DUE
Total Exhibit Space Amount: $______________________________
Total Sponsorship Amount: $______________________________
Total Promotional Amount: $_____________________________
Total Amount Due: $______________________________

7. PAYMENT:
Important: Enclose with this application the total amount due as noted above. Your signature at the bottom of this form allows IPPA to charge your credit card for the total amount. If you do not wish to pay via credit card, a check for the balance must be received within 15 days. Exhibit booths and sponsorship opportunities will not be reserved until full payment is received. No booths will be assigned without payment received.

PLEASE MAKE CHECKS PAYABLE IN U.S. FUNDS, DRAWN ON A U.S. BANK TO:
International Positive Psychology Association (or) Fifth World Congress
☐ Check enclosed.
☐ Credit Card: ___ Visa ___ MasterCard ___ American Express
Please provide card number and expiration date below.
Amount $________
PRINT Name on Card ________________________________
Authorized Signature ________________________________

8. Signed and accepted by AUTHORIZED AGENT of Exhibitor:
____________________________________ ______________________________________
Date

9. Please address all communications regarding exhibits to:
Lynette Holloway
lholloway@sponsorshipreliancegroup.com
647-984-6930
Andy Falter
afalter@sponsorshipreliancegroup.com
203-797-9559

Exhibit Management Use Only
Date Payment Received $ $  
Total Cost $ $ 
Amount Received $ $ 
Check No. / CC Authorize #
EXHIBITOR TERMS AND CONDITIONS

SHOW MANAGEMENT is INTERNATIONAL POSITIVE PSYCHOLOGY ASSOCIATION INC., located at 14607 Felton Court, Suite 116, Apple Valley MN 55124 Convention Center or Hotel Facility is printed on the Exhibitor Prospectus front cover.

ELIGIBLE EXHIBITS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product to exhibit in the Show and further reserves the right to reject any application and/or limit space assigned to any one Company.

INSTALLATION, SHOW AND DISMANTLEMENT: Exhibitor agrees to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the Facility until final closing of the show unless special permission is obtained in writing in advance from SHOW MANAGEMENT. Exhibits must be removed from the hotel/facility when specified in the Exhibitor Prospectus. Any displays or materials left in booths, without instructions will be discarded.

CANCELLATION, WITHDRAWAL OR REDUCTIONS IN SPACE: Cancellation or reductions in space and refund is subject to the following conditions: Exhibitors shall give written notice of cancellation. If written notice is received prior to February 1, 2017, total money less a 50% cancellation fee will be refunded to Exhibitor; no refunds will be allowed for any cancellations after February 1, 2017 and SHOW MANAGEMENT reserves the right to re-sell space.

SPACE ASSIGNMENTS AND SUBLLEASE

Boot assignments will be made according to the procedures outlined on the contract for space. Exhibitors may not sublease the booth or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitor assign this lease in whole or in part without written approval by SHOW MANAGEMENT in advance of the trade show.

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan, and/or re-assign any Exhibitor’s location as deemed advisable. SHOW MANAGEMENT further reserves the right to make such changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to stop or remove from the Show any Exhibitor, or his representative, performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable or detracts from the dignity of the Show or is unethical to the business purpose of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the Show until all dues and fees owed are paid in full. No Exhibitor shall hold any social event, hospitality suite, meeting or demonstration, to which attendees are invited that is in conflict with the official Show schedule. In addition, ANY such activities may not take place outside the official Show schedule without the express written permission of the Convening Organization(s).

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY and VIDEO TAPING:
Music and audio-visual devices with sound are permitted only in those locations designed by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other exhibitors. Photography and video-taping other than by official SHOW MANAGEMENT photographers is not permitted within the exhibit hall. Only the exhibitor may grant permission to have its exhibit and/or products photographed.

COPYRIGHT LAW: No copyrighted music may be played or sung in the exhibition area in any fashion (including, nor limited to, background music on video or audio presentations) without obtaining appropriate licensing. The exhibitor shall indemnify SHOW MANAGEMENT, the Convening Organization(s) and the facility, their officers, directors, employees, and agents and save them free and harmless from any and all liability whatsoever, for any infringement of or other violation arising out of the use of copyrighted music.

SECURITY: Although security service will be furnished, SHOW MANAGEMENT cannot and will not be responsible for damage to, loss and/or theft of property belonging to any exhibitor, its agents, employees, business invitees, visitors or guests. Each exhibitor must carry their own insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the Providence of Québec, Canada. Exhibitor agrees to abide by all federal (including but not limited to FDA), state, and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety and hazardous materials and all regulations and restrictions imposed by the Facility. All displays and decorations must be fireproof.

LIMITATION OF LIABILITY: The Exhibitor agrees to make no claim for any reason whatsoever against: SHOW MANAGEMENT, the Convening Organizations, their officers, directors, employees, agents and authorized representatives, the facility/hotel, Official General Service Contractor, for any of the following: Loss, theft, damage to goods, or injury to himself, his employees, or attendees while in the exhibition area, nor any consequential damage to his business for failure to provide space for the exhibit or for the failure to hold the event as scheduled. The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save harmless all parties from claims, losses, damages to persons or property, governmental charges for fines and attorney’s fees related to the use of the exhibition premises or part thereof. In addition, Exhibitor acknowledges that neither SHOW MANAGEMENT nor the Convening Organization(s) maintain insurance covering Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain business interruption and property insurance covering such losses by Exhibitor.

THE ABOVE-CITED REGULATIONS as well as all conditions stated in the Exhibitor Prospectus and exhibit application become a part of the contract between the Exhibitor and the Convening Organization(s).

INSURANCE: All property of the Exhibitor is understood to remain under its custody and control in transit to and from or within confines of the Facility. SHOW MANAGEMENT does not maintain insurance covering Exhibitor’s property. Exhibitor shall carry Comprehensive General Liability coverage including premises, operations and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $500,000 for Property, Worker’s Compensation
FORCE MAJEURE: In the event the facility or any part of the exhibit area thereof becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather or other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT has no control or should SHOW MANAGEMENT decide, because of such cause, that it is necessary to cancel, postpone or re-site the exposition or reduce the move-in or installation time, show time or move-out time, SHOW MANAGEMENT shall not be liable to indemnify or reimburse exhibitor in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT reserves the right to terminate without notice an exhibitor’s right to exhibit if an exhibitor or any of their representatives fail to observe the conditions of this contract, or in the opinion of SHOW MANAGEMENT, or they conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT reserves the right to make changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH CONSTRUCTION & SHOW SERVICES: Standard booths are limited to 8 foot high background drapes and 3 foot high side drapes. Maximum height of exhibit is 8 feet and may extend only one-half of the booth depth from the back wall. Height in the front half of the exhibit space cannot exceed 4 feet. Booths shall not obstruct other exhibitors or aisles. Booth carpeting (if facility is not carpeted), decorations, furniture, signs and electrical connections are available to the Exhibitor through the Official General Service Contractor, who will bill the Exhibitor directly. SHOW MANAGEMENT is not responsible for any service provided by independent contractors. SHOW MANAGEMENT reserves the right to finish and decorate any unfinished partitions, walls or backs of signs that are exposed to the public and to charge the cost to the Exhibitor. Peninsula Booths are not permitted.

BOUNDARIES: All parts of all exhibits must be exhibited within Exhibitor’s assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to exhibit and distribution limited to within Exhibitor’s space. Canvassing the exhibit hall is strictly prohibited. No food or beverages may be distributed from Exhibitor’s space without the pre-show approval of SHOW MANAGEMENT. The Exhibitor may not display signs that are not professionally prepared or that in the opinion of the Show Manager detracts from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

CONFERENCE ACTIVITY APPROVAL

“Any conference activity or demonstration planned before, during or after the meeting by vendors (including but not limited to exhibitors, sponsors) that involve conference invitees, meeting attendees, delegates, officers must be approved by IPPA. Generally such activities may not take place without pre-approval to maintain the educational integrity of the conference or meeting. Certain activities, once approved may warrant premium charges.”

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the booth(s) at all times during the posted exhibit hours. With the exception of book publishers, the sale of merchandise or equipment of any kind is prohibited in the exhibit hall. The use of the Convening Organization(s) logo on displays, signs, giveaways, promotional literature or other material is strictly prohibited. In addition, the use of the acronym of the Convening Organization must not be used on pre, at-show and/or post show promotional material unless specific written permission is granted. Use of any Convener, Sponsor or other logos is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts or any other tool or material which could mar the floor or walls is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium filled balloons or adhesive backed stickers may be used or given out by exhibitors.

FDA APPROVAL/CLEARANCE: If an exhibitor intends to display, introduce or feature an article whose pre-market approval or clearance is pending from the US Food & Drug Administration, the exhibitor’s materials, and the exhibitor’s personnel must disclose that such article has not received final FDA approval/clearance and clearly conveyed the status of such article consistent with such laws, rules and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT and the Convening Organization(s) from and against any and all costs, fees, expenses, penalties, damages and claims arising from exhibitor’s failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article (including any law, rule or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES: All exhibitor personnel must be registered. Instructions for this process will be provided to exhibitor when confirmation of booth assignment is made.

UNION LABOR: Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, facilities and various labor organizations represented. Any labor required for installation or dismantle, decoration, or use of equipment, must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.