WHO IS AHRA?

**Mission:** AHRA is a resource and catalyst for the development of professional leadership in medical imaging management.

**Vision:** AHRA will be the association of choice for leaders in medical imaging management. It will be dedicated to developing products and services driven by member needs; such as, leadership development, financial outcomes, quality of patient care and clinical outcomes, workplace and patient safety. The association will be a driving force toward improving the healthcare environment.

**Core Purpose:** To advance excellence in medical imaging management.

WHY EXHIBIT?

**AHRA’s 2020 Annual Meeting and Exposition** offers exciting and productive opportunities to showcase your products and services to the most influential decision-makers in medical imaging today. You’ll visit face-to-face with current customers and meet prospective ones. AHRA provides the perfect venue to launch new products and gain real visibility.

AHRA’s Annual Meeting and Exposition is just the right size for attendees to spend quality time with exhibitors. AHRA goes the extra mile to ensure that attendees come into the exhibit hall by providing complimentary lunch in the hall for attendees each day. Raffles and other incentives ensure that you have the best opportunity to connect with lots of attendees. For even more visibility, check out AHRA’s Annual Meeting sponsorship opportunities and advertising in both the show issue of *Radiology Management* and *Convention Daily*.

**Over half of AHRA attendees said they plan to do new business with a vendor(s) they met as a result of AHRA**
AHRA Annual Meeting attendees are looking for companies like yours who offer products or services in areas such as:

- Asset Management
- Billing
- Bone Densitometry
- Breast Imaging
- Coding
- Computed Tomography
- Consulting
- Contrast Agents, Drugs and Pharmaceuticals
- Darkroom Equipment and Supplies
- Department Management
- Dicom Compliant Systems
- Digital Radiology
- Educational Services
- Electronics and Information Systems Services
- Equipment Repair/Refurbished Equipment Sales
- Film and Image Management: Pacs
- Film: Screen Systems, Cassettes & Viewers
- Financial/Leasing Company
- Furniture
- Interventional Radiology and Special Procedures
- Magnetic Resonance
- Mammography
- Nuclear Medicine
- Publishing
- Quality Assurance/Control and Radiation Safety
- Radiography
- RIS
- Staffing/Employment Services
- Teleradiology
- Therapeutic Radiology
- Ultrasound

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**WHO ARE AHRA ATTENDEES?**

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>30%</td>
</tr>
<tr>
<td>Manager</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>15%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>6.5%</td>
</tr>
<tr>
<td>VP</td>
<td>4%</td>
</tr>
<tr>
<td>Radiology Administrator</td>
<td>3%</td>
</tr>
<tr>
<td>Lead Tech</td>
<td>2%</td>
</tr>
<tr>
<td>Chief Technologist</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

**SOURCE:** AHRA 2019 Annual Meeting Attendee Registration Data

- **94%** of AHRA 2019 attendees rated their experience in the Exhibit Hall as Good or Excellent
- **72%** of AHRA attendees said they agree or strongly agree that one of the primary reasons they attend the AHRA Annual Meeting is to network with vendors
- **80%** of AHRA attendees said they plan to continue their business with a vendor(s) as a result of AHRA
LENGTH OF EMPLOYMENT IN IMAGING FIELD:

<table>
<thead>
<tr>
<th>Employment Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 20 years</td>
<td>81%</td>
</tr>
<tr>
<td>11-15 years</td>
<td>8.5%</td>
</tr>
<tr>
<td>16-20 years</td>
<td>5.5%</td>
</tr>
<tr>
<td>6-10 years</td>
<td>3%</td>
</tr>
<tr>
<td>5 years or less</td>
<td>2%</td>
</tr>
</tbody>
</table>

SOURCE: AHRA 2017 Annual Meeting Attendee Registration Survey

WHERE DO AHRA ATTENDEES WORK?

<table>
<thead>
<tr>
<th>Work Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospital</td>
<td>29.5%</td>
</tr>
<tr>
<td>Hospital with OP Imaging Centers</td>
<td>27.6%</td>
</tr>
<tr>
<td>Healthcare System (multiple facilities)</td>
<td>27.6%</td>
</tr>
<tr>
<td>Other</td>
<td>8.6%</td>
</tr>
<tr>
<td>Physician Practice</td>
<td>3.8%</td>
</tr>
<tr>
<td>Imaging Center</td>
<td>3%</td>
</tr>
</tbody>
</table>

SOURCE: AHRA 2017 Annual Meeting Attendee Registration Survey

WHAT AHRA EXHIBITORS ARE SAYING*

- 90% of exhibitors said that the length the exhibit hall was open (8.5 hours) was sufficient.
- 86% of exhibitors agreed that the quality of visits with attendees met their expectations.
- 94% of exhibitors agreed having the exhibit hall open only when nothing else is scheduled works very well.
- 86% of exhibitors agree that complimentary attendee lunch is a traffic draw.
- Over 50% of first-time attendees were influenced to attend the meeting based on vendor participation.
- 82% of exhibitors said that their company achieved its goal at the 2019 AHRA Annual Meeting & Exposition.

SOURCE: AHRA 2019 Exhibitor Survey

*Percentages based on Exhibitors responding to 2019 survey
**WHAT DOES AHRA DELIVER?**

AHRA’s Annual Meeting is just the RIGHT SIZE for attendees to spend quality time with exhibitors. AHRA goes the extra mile to ensure your return on investment through:

- **Exclusive Hall Hours:** AHRA holds no other sessions or events while the hall is open, allowing for uninterrupted networking time. Condensed exhibit hours keep traffic high and the need for additional exhibit staff low.

- **Lunch:** AHRA provides complimentary lunch to attendees in the hall each day, allowing them to maximize their time spent with exhibitors.

- **Booth Traffic Builders:** AHRA provides booth traffic builders like an exhibitor scavenger hunt, Product Showcase Passport and the beloved “Hot Spot” Program. (See page 8 for details).

**BOOTH PACKAGE INCLUDES:**

1) Listing on ahra.org exhibitor directory — before and after AHRA 2020! This listing includes a link to your company’s product categories as listed on your contract and promotes traffic to your home page, increasing exposure for your company. *(If booth space is confirmed by June 12, 2020.)*

2) Unlimited complimentary exhibit hall registration(s) for your booth personnel. Registrations do NOT include boxed lunches, ticketed events, or CE credits; however, exhibitors are welcome to attend sessions. AHRA asks if a session room is filled, that exhibitors give seating priority to attendees. Ticketed items may be purchased at the onsite registration desk.

3) 8’ high backwall and 3’ high side drape (linear booths only)

4) 7” x 44” booth identification sign with company name and booth number

5) 24-hour perimeter security services

6) Registered exhibitors can rent the pre-show attendee list (mailing addresses only). The order form is included in the service manual. Post-show attendee mailing list also available. (Note: email/phone numbers not included in post-show list.)

7) First chance to reserve booth space for the 2021 AHRA Annual Meeting

**BOOTH PRICING**

$25.00 per square foot

**CORNER PREMIUM:**

$150.00 per corner booth

**WHAT DOES AHRA DELIVER?**

AHRA provides complimentary lunch to attendees each day in the hall to help drive traffic to vendors. For those exhibitors that wish to purchase a box lunch, tickets will be sold on-site. Concession areas will also be available in the Convention Center.
A complete set of display guidelines and requirements will be included in the exhibitor services manual, which will be emailed to exhibitors in April 2020. The information below is to give you a preliminary brief overview of the guidelines. Please refer to the exhibitor services manual for details.

Educational sessions, exhibits, and registration will be held in the Hynes Convention Center.

**Hynes Convention Center**
900 Boylston St., Boston, MA 02115

Exhibits will be in Exhibit Hall A-B in the Convention Center.

**ISLAND BOOTHs:** Any size booth exposed to aisles on all four sides. May use the entire cubic content of the space up to 16’ in height, including the top of any hanging signage or internal structural displays. Any hanging signage will be hung at 16’ from the floor to the top of the sign. Approval for the use of Hanging Signs & Graphics should be sent to the AHRA Exhibits Manager by no later than June 19, 2020.

**LINEAR BOOTHs:** Linear, or “in-line” booths, have only one side exposed to an aisle and are arranged in a series along a straight line. All linear booths are arranged in increments of 10’ wide by 10’ deep. The maximum back wall height is limited to 8’.

**CORNER BOOTH:** A Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. Regardless of the number of Linear Booths utilized (i.e. 10’x20’, 10’x30’, 10’x40’, etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8’ is allowed only in the rear half of the booth space, with a 4’ height restriction imposed on all materials in the remaining space forward to the aisle. Note: when three or more Linear Booths are used in combination as a single exhibit space, the 4’ height limitation is applied only to that portion of exhibit space which is within 10’ of an adjoining booth.

**NOT PERMITTED:** Peninsula/Endcap, nor Split Island booths.

**ALL BOOTHs** must be carpeted. Your booth package does NOT include carpet. It can be ordered through Freeman, the official general service contractor. Booth carpeting, furniture, lighting, electric, Internet, phone, etc. are not included and must be purchased separately by the exhibitor. Order forms will be included in the exhibitor services manual, which will be emailed in April 2020.

**General Service Contractor**
Freeman is the official General Service Contractor for AHRA 2020 and will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the exhibitor services manual to be forwarded from Freeman in April 2020. Exhibitors are responsible for all information provided in the exhibitor services manual.

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** Exhibit Hall Schedule **

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, July 11, 2020</td>
<td>11:00 AM - 5:00 PM</td>
<td>Installation</td>
<td></td>
</tr>
<tr>
<td>Sunday, July 12, 2020</td>
<td>8:00 AM - 5:00 PM</td>
<td>Installation</td>
<td></td>
</tr>
<tr>
<td>Monday, July 13, 2020</td>
<td>7:00 AM - 9:00 AM</td>
<td>Installation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>9:00 AM - 11:00 AM</td>
<td>Show Management Booth Inspection</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:00 AM - 2:00 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:30 AM - 11:45 AM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 1:15 PM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td>Tuesday, July 14, 2020</td>
<td>11:00 AM - 2:00 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:30 AM - 11:45 AM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:00 PM - 1:15 PM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td>Wednesday, July 15, 2020</td>
<td>11:00 AM - 1:30 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:30 AM - 11:45 AM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:45 PM - 1:00 PM</td>
<td>HOT SPOT! Drawing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1:31 PM - 10:00 PM</td>
<td>Dismantle</td>
<td></td>
</tr>
<tr>
<td>Thursday, July 16, 2020</td>
<td>8:00 AM - 10:00 AM</td>
<td>Dismantle</td>
<td></td>
</tr>
</tbody>
</table>

*NOTE:* Aisle carpet will be removed beginning at 1:31 PM on Wednesday, July 15. Empty crate/container return will begin approximately at 1:31 PM and take approximately four hours to complete.

All exhibit personnel are expected to make travel arrangements in accordance with the official exhibit hall schedule. As a courtesy to other exhibitors and all conference attendees, exceptions to installation and other dismantle times will not be allowed on the basis of flight times or any other travel arrangements made by an exhibiting company or any employee of that exhibiting company.
BOOTH RESERVATION PROCEDURE

Reservation Procedure
1. Go to www.ahra.org and click on Annual Meeting on the side bar.
2. Click “Exhibits/Sponsorships”
3. Complete the Application for Space.
4. At the end of the online application process, you’ll be asked to supply payment for a 50% deposit of your anticipated booth fees. The following payment options will be accepted online.
   - CREDIT CARDS: Amex, Visa, Discover and MasterCard
   - CHECK: Select the “check” payment option at the end of the online application process, make the check payable to “AHRA”, and mail to:
     AHRA 2020 Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20180

Before Submitting
Please read the enclosed exhibit rules and regulations prior to submitting a signed contract. Also review the floor plan enclosed in this prospectus, as well as the online floor plan at www.ahra.org/2020floorplan.

After Submitting
Once your contract is received, a booth confirmation will be emailed to the provided contact within 10 business days.

Reservation Deadline
There is no deadline to reserve a booth. AHRA will continue to sell booths until the hall sells out. Potential exhibitors are encouraged to submit applications early so they secure their booth of choice and to ensure a listing in the exhibitor directory. The deadline to be listed in the exhibitor directory is June 12, 2020. Any application received after this date will be processed; however, it may not be listed in any onsite publications.

Cancellation Policy:
Any exhibitor who cancels all of purchased booth space on or prior to February 24, 2020, will forfeit and pay to AHRA, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor’s booth space. Any exhibitor who cancels all of their booth space after February 24, 2020 will forfeit and pay to AHRA, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor’s booth space. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether Show Management enters into a further lease for the space involved. Cancellation requests must be submitted in writing to the Exhibits Manager.
HOUSING

All events will be held at the Hynes Convention Center, which is connected to the AHRA hotels via the Prudential Center Mall.

**Sheraton Boston Hotel**
39 Dalton Street
Boston, MA 02199

**AHRA RATE:** $239 single/double plus 14.95% applicable taxes

For reservations, please call 1-800-721-7033 and ask for the American Healthcare Radiology Administrators (AHRA) group rate. These rates are available until Thursday, June 18, 2020 at 11:59 EST, or until the block is exhausted, whichever is first.

Reservations may also be made online by using this link: https://book.passkey.com/go/AssociationMedicalImagingMng20

For a group of 10 or more reservations, please contact AHRAexhibits@conferencemanagers.com.

**Boston Marriott Copley Place**
110 Huntington Avenue
Boston, MA 02116

**AHRA RATE:** $239 single/double plus 14.95% applicable taxes

For reservations, please call 1-877-901-2079 and ask for AHRA or AHRA 2020 group rate. These rates are available until Thursday, June 18, 2020 at 11:59 EST, or until the block is exhausted, whichever is first.

Reservations may also be made online by using this link: https://book.passkey.com/go/AHRA2020

For a group of 10 or more reservations, please contact AHRAexhibits@conferencemanagers.com.

EXHIBITOR HOSPITALITY EVENTS & STAFF MEETINGS

Exhibitors wishing to hold hospitality events may rent meeting space from Show Management. All events must receive approval from Show Management. Do not contact the properties directly; they will be unable to grant you meeting space.

AHRA BOOTH TRAFFIC BUILDERS:

**Hot Spot—Our Most Popular Feature!**

Up to 30 exhibitors can designate their booth as a “Hot Spot.” Attendees have 6 chances to win a $300 cash drawing by being in the right booth—your booth—at the right time. During 3 designated 15-minute periods (2 drawings each day), show management will randomly call out two of the hot spot booth numbers. All attendees standing in those booths when the numbers are called will be eligible to win $300 right there in the booth. There are only 30 “Hot Spots” available and this traffic builder always sells out, so sign up early by checking off the “Hot Spot” box on your exhibit application! Signing up for this traffic builder does not guarantee your company will be called as a winning booth. Show Management will NOT refund any company who was not called.

**Product Showcase Passport—limited to 25 companies**

What better place than AHRA Annual Meeting and Exposition to launch a new product or showcase and existing one? Showcase your product and draw attendees to your booth by participating in the annual AHRA Product Showcase Passport. Attendees must visit 10 of the participating companies and receive a company signature on their passport to be entered to win a $500 cash prize!

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13, 2020</td>
<td>Deadline to receive sponsor recognition in meeting registration brochure</td>
</tr>
<tr>
<td>April 2020</td>
<td>Exhibitor services manual emailed to exhibitors</td>
</tr>
<tr>
<td>May 1, 2020</td>
<td>Final booth payment due (invoices will be emailed one month prior)</td>
</tr>
<tr>
<td>May 1, 2020</td>
<td>Deadline to receive sponsor recognition in onsite meeting notebook</td>
</tr>
<tr>
<td>June 11, 2020</td>
<td>Advance shipping begins</td>
</tr>
<tr>
<td>June 12, 2020</td>
<td>Exhibitor directory entry due for the on-site exhibitor directory (instructions on how to submit will be in your service manual)</td>
</tr>
<tr>
<td>June 18, 2020</td>
<td>Deadline for discount room rates</td>
</tr>
<tr>
<td>July 3, 2020</td>
<td>Advance shipping ends</td>
</tr>
<tr>
<td>July 11, 2020</td>
<td>First day of installation and on-site shipping begins</td>
</tr>
<tr>
<td>July 13, 2020</td>
<td>Grand opening</td>
</tr>
<tr>
<td>July 15, 2020</td>
<td>Last show day/dismantle begins</td>
</tr>
</tbody>
</table>
1. Go to www.ahra.org and click on Annual Meeting on the side bar.
2. Click Exhibits/Sponsorships.
3. Complete the Application for Space.
8. Arrangements of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor’s expense.

9. Booth Design

The regulations listed herein are not intended to unduly restrict exhibits as to either design or utility. The spirit in which the rules are presented is to create and maintain an open atmosphere on the exhibit floor. In designing exhibits, traffic flow, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. Every effort has been made to ensure the accuracy of all information distributed by AHRA; however, due to the ever-changing needs and maintenance schedules of facilities, such as the Hynes Convention Center, up-to-the-minute information is not always available. With this in mind, we remind all exhibitors that AHRA, the Hynes Convention Center and its contractors or agents can make no warranties as to the accuracy of floor plans issued in conjunction with or pertaining to the exposition. If any instructions, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor and/or his/her agent to physically inspect the facility to verify all dimensions and locations. AHRA follows IAEI display guidelines. Information will be available in the service kit, released in late April 2020.

IN-LINE BOOTHS

In-line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Regardless of the number of in-line booths used (e.g., 10’x10’, 10’x20’, etc.), displays and materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 feet is allowed only in the rear half of the booth space, with no greater than 4-foot restrictions in the 5-foot area of the booth space forward to the aisle. When three or more in-line booths are used in combination, as a single exhibit space, the 4-foot height limitation is applied only to that portion of exhibit space that is within 10 feet of an adjoining booth. A Perimeter Booth is an in-line booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for in-line booths apply to Perimeter Booths except that the maximum back wall height is 12’. AHRA does not allow end cap booths, meaning booths exposed to aisles on three sides and composed of two 10’x10’ booths.

ISLAND BOOTHS

Island booths are any size booths exposed to aisles on all four sides. Supplementary regulations governing such exhibits are the following:

A. The entire cubic content of the space may be used up to the maximum allowable height, excluding sight lines of hanging signs and lighting systems.

B. Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). The base of the canopy should not be lower than 7 feet from the floor within 5 feet of any aisle. Canopy supports should be no wider than 3 inches. This applies to any booth configuration that has a sight restriction. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other industrial coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

C. Island Exhibitors should adhere to the following minimum guidelines when determining booth size:

1. No lighting fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.

2. Lighting should be directed to the inner confines of the booth space. Lighting must not project on to other exhibits or show aisles.

3. Lighting that is potentially harmful, such as lasers or ultraviolet lighting, must comply with facility rules and be approved in writing by exhibition management.

4. Lighting that spins, rotates, pulsates or otherwise specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

Each exhibitor will be provided with an official Exhibitor Services Kit. The Exhibitor Services Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Kit. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety or persons watching demonstrations or other promotional activities. Island booths are restricted to 16’ in height. All booths must be carpeted. Exhibiting companies may furnish non-combustible signage and hanging systems. Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor’s expense. Any exhibit with raised flooring must be ramped.

1. Official Exhibit Schedule

Saturday, July 11
11:00 am – 5:00 pm Installation

Sunday, July 12
8:00 am – 5:00 pm Installation

Monday, July 13
7:00 am – 9:00 am Installation
11:00 am – 2:00 pm Hall Open

Tuesday, July 14
11:00 am – 2:00 pm Hall Open

Wednesday, July 15
11:00 am – 1:30 pm Hall Open
1:30 pm – 10:00 pm Dismantle

Thursday, July 16
8:00 am – 12:00 pm Dismantle

This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. All exhibit personnel are expected to make travel arrangements in accordance with the official exhibit hall schedule. When any shipments not be made as specified in the Exhibitor Services Kit. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibit and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Kit.

2. Show Management

The exhibition is organized and managed by AHRA. Any matters not covered in these Rules and Regulations shall be referred to the official contractor. Under no circumstances will the official contractor and all conference attendees, exceptions to installation and other dismantle times will not be allowed on the basis of flight times or any other travel arrangements made by an exhibiting company or any employee of that exhibiting company.

3. Assignment of Booth Space

Exhibit space will be assigned on a first come-first served basis beginning July 22-24, 2019, with priority given to sponsors and previous exhibitors until July 24, 2019. Applications received without a 50% deposit will not be processed. AHRA does not permit end-cap booths, meaning a 10’x20’ booth that is exposed to aisles on three sides. AHRA also does not permit exhibitors to purchase linear booth spaces that are across the aisle or diagonal from one another. Example: If an exhibitor wants to purchase two 10’x20’ spaces across the aisle from one another, this would not be permitted.

4. Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. Booths that dismantle early will be penalized by losing 3 priority points towards the following year’s booth selection. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Services Kit. All booths must be properly installed, fully operational and show-ready no later than 9:00 am on July 13, 2020 for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 1:31 pm on July 15, 2020, and must be completed by 12:00 pm on July 15, 2020. The hours in Rule 1 are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with this schedule. If erection of any exhibit has not started by 8:00 am on Monday, July 13, 2020 the AHRA Exhibits Manager or his/her designee shall order the exhibit to be erected and the exhibitor billed for all charges incurred. Each exhibitor will complete arrangements for removal of its exhibit or its equipment from the Hynes Convention Center in accordance with the instructions provided in the Exhibitor Services Kit. All material must be packed and ready for shipment by 12:00 noon on July 15, 2020. Any material not called for by said time and date will be shipped at the exhibitor’s expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

5. Failure to Occupy Space

Space not occupied by 8:00 am on July 13, 2020, will be forfeited by exhibitors and their space may be resold, regridded or used by the exhibit management without refund.

6. Rates, Deposits and Refunds

Space will be rented at the rate of $25 per square foot in accordance with the application form, with a $150 additional charge for each corner assigned. All free-form (island) exhibits are assessed a charge for four (4) corners. No application will be processed or space assigned without the deposit funds in the amount of 50% of the total cost. Space must be fully paid by May 1, 2020. Cancellation policy followed on front page.

7. Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installations, dismantling, and general assistance, e.g. furnishing, lighting, etc., will be included in the Exhibitor Services Kit to be forwarded from the official contractor in late April 2020. An exhibitor’s service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will AHRA or the Hynes Convention Center assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to official contractor as specified in the Exhibitor Services Kit. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibit and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Kit.
10. Subleasing of Space
Exhibitors may not assign, sublet or apportion to others the whole or any part of the space assigned to them, and may not display goods or services other than those manufactured or regularly distributed by them.

11. Conduct
All exhibitors will be served the interest of the AHRA members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that AHRA believes to be injurious to the purpose of AHRA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of side show tactics or other undignified methods considered by AHRA to be objectionable are expressly prohibited in the exhibition area and in any meeting room. The purpose of the exhibition is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees’ professional interest. AHRA reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

12. Exhibitor’s Personnel
Exhibitor badges will be made available to the official company representatives for distribution to exhibitor personnel. The official AHRA badge must be worn whenever a representative is in the exhibit area. All other persons on the exhibit floor must be registered with the show management. Any unauthorized use of an official badge shall be considered misconduct and will result in its immediate withdrawal. Show management reserves the right to request the immediate withdrawal of any exhibit that AHRA believes to be injurious to the purpose of AHRA. Management reserves the right to refuse to admit to and eject from the exhibit floor any objectionable or undesirable person or persons. The use of side show tactics or other undignified methods considered by AHRA to be objectionable are expressly prohibited in the exhibition area and in any meeting room. The purpose of the exhibition is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees’ professional interest. AHRA reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

13. Sound Devices and Lighting and other Presentation Devices
Public address, sound-producing or amplification devices that project sound must be conducted in such a way as to not annoy or disturb adjacent exhibitor and their patrons, nor cause the aisles to be blocked. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Noise levels must be held to an 80-decibel maximum at all times. Show management will monitor the 80-decibel regulation on-site. If an exhibitor is in violation of the 80-decibel regulation, they will receive one warning. If the exhibitor continues to operate noisemaking exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cease the power of the offending mechanism, or otherwise ensure the noisemaking mechanism is shut off. Any expenses incurred in this instance will be the sole responsibility of the exhibitor.

14. Handout Materials
Promotional give-aways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by AHRA. All hand-out materials are expected to be of professional nature. AHRA reserves the right to disallow any material that it believes to be inappropriate. Send samples to: AHRA Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20170 by June 22, 2020. No exhibitor may use AHRA name or any of its affiliate organizations in conjunction with any promotional activity or award in the exhibit hall without the expressed written consent of AHRA.

15. Solicitation of Exhibitors
No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of AHRA.

16. Fire, Safety and Health
The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

17. Labor
Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Kit.

18. Storage
The exhibitor shall make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AHRA assumes no responsibility for damage or loss of packing boxes or crates.

19. Food and Beverage
Exhibitors distribute food and beverages for consumption in the building, is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

20. Liability and Security
AHRA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. AHRA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. AHRA will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injuries, etc. may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against any such claim.

The exhibitor assumes all liability for any damage to the facility’s floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and save AHRA, its Board, members, staff, and representatives, and the The Hynes Convention Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the The Hynes Convention Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or its agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will accept all cost and expense defend and protect AHRA, The Hynes Convention Center against any and all such claims or demands.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor’s expense: (a) Workman’s compensation insurance coverage for exhibitor’s employees which shall be in compliance with the laws of the Commonwealth of Massachusetts. (b) Commercial general liability insurance with policy limits of $1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/ completed operations, providing for terms of coverage to be effective from on or before July 1 until the date of the exhibitor’s exhibitorship. Such policy shall contain no such provisions that shall cover any and all damage or injury to any and all persons arising out of such person’s attendance at the exhibitor’s exhibit during the term of the AHRA 2020 Annual Meeting and Exposition. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

21. Trademarks
AHRA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the The Hynes Convention Center logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the The Hynes Convention Center marketing department. AHRA will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues; however, AHRA is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited. It is the responsibility of the exhibitor to receive prior approval from AHRA for any product demonstration or presentation that may be questionable in nature.

22. Photographing of Exhibits
Each exhibitor has control over the space it has rented and may prevent those individuals from gaining access to or photographing or videotaping its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the abovementioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the booth.

23. List Publications
The list of AHRA exhibitors, in whole or in part, shall not be published other than in AHRA official publications.

24. Facility Use
All public function space in the The Hynes Convention Center is controlled by AHRA. No function space will be released to exhibiting firms or other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AHRA by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited.

25. Violations
AHRA may at its discretion take away all or part of future exhibiting privileges for violations of any of these Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of AHRA forfeit the exhibitor’s right to occupy space and such exhibitor shall forfeit to AHRA all monies paid or due. Upon evidence of violation, AHRA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor’s risk. The exhibitor shall pay all expenses and damages that AHRA may incur thereby.

26. Severability
All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

27. Contact
For more information, please contact: AHRA Exhibits Manager, 512 Herndon Parkway, Suite D, Herndon, VA 20170 Phone: (703) 964-1240 Fax: (703) 964-1246 AHRAexhibits@conferencemanagers.com
TOP 5 REASONS TO EXHIBIT AT AHRA 2020

1. Build brand awareness within AHRA’s unique audience
2. Generate new leads and strengthen your existing client relationships
3. Launch new products and showcase your existing ones
4. Network with over 1,000 attendees
5. Results-oriented environment offering an intimate feel to secure sales

www.ahra.org