WHO IS AHRA?

AHRA: The Association for Medical Imaging Management is the professional organization representing management at all levels of hospital imaging departments, freestanding imaging centers, and group practices. Founded in 1973, AHRA's 5000 members reach across the country and around the world. AHRA offers a complete slate of professional development programs including a comprehensive selection of educational conferences and seminars, networking opportunities, award winning publications, and the Certified Radiology Administrator (CRA) credential. The Exposition is a vital part of the Annual Meeting, with attendees often basing their buying decisions on the products and services they see at AHRA's premier event.

86% of AHRA attendees rated their experience in the Exhibit Hall as Good or Excellent!

80% of AHRA attendees said that they plan to continue their business with a vendor(s) as a result of AHRA

OVER HALF of AHRA attendees said that they plan to do new business with a vendor(s) they met as a result of AHRA.
WHY EXHIBIT?

AHRA's 2019 Annual Meeting and Exposition will offer you many exciting and productive opportunities to showcase your products and services to the most influential decision-makers in medical imaging today. You'll be able to visit face-to-face with current customers and meet prospective ones. And, of course, 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 be able to spend quality time with our exhibitors. If you've exhibited with us before, you know that AHRA goes the extra mile to ensure that attendees come into the exhibit hall. We provide complimentary lunch for attendees each day, as well as offer raffles and other incentives for attendees to assure that you have the best opportunity to connect. Looking for even more visibility? Be sure to check out AHRA's Annual Meeting sponsorship opportunities and advertising in both the show issue of Radiology Management and Convention Daily.

WHO ARE AHRA ATTENDEES?

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director</td>
<td>55%</td>
</tr>
<tr>
<td>Manager</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
<tr>
<td>Supervisor</td>
<td>4%</td>
</tr>
<tr>
<td>Lead Tech</td>
<td>3%</td>
</tr>
<tr>
<td>VP</td>
<td>2%</td>
</tr>
<tr>
<td>Radiology Administrator</td>
<td>2%</td>
</tr>
<tr>
<td>Chief Technologist</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: AHRA 2017 Annual Meeting Attendee Registration Survey

WHAT ARE AHRA EXHIBITORS SAYING?

- 83% of exhibitors agreed having the exhibit hall open only when nothing else is scheduled works very well.
- 81% of exhibitors felt the length the exhibit hall was open (8.5 hours) was sufficient.
- 83% of exhibitors said that their company achieved its goal at the 2018 AHRA Annual Meeting & Exposition.
- 87% of exhibitors agree that complimentary attendee lunch is a traffic draw.

WHERE DO AHRA ATTENDEES WORK?

- 29.5% Hospital
- 27.6% Hospital with OP Imaging Centers
- 27.6% Healthcare System (Multiple Facilities)
- 8.6% Other
- 3% Imaging Center
- 3% Physician Practice

Source: AHRA 2018 Exhibitor Survey

LENGTH OF EMPLOYMENT IN IMAGING FIELD:

- 5 years or less: 2%
- 6-10 years: 3%
- 11-15 years: 8.5%
- 16-20 years: 5.5%
- More than 20 years: 81%

Source: AHRA 2018 Exhibitor Survey
TOP 5 REASONS TO EXHIBIT AT AHRA 2019

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

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 & Radiation Safety
- Radiography
- RIS
- Staffing/Employment Services
- Teleradiology
- Therapeutic radiology
- Ultrasound
### Exhibit Booth Package

#### Booth Pricing

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>$22.50 per square foot</td>
<td></td>
</tr>
<tr>
<td>Corner Premium:</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

#### Booth Package Includes:

1. Listing on the www.ahraonline.org exhibitor directory—before and after AHRA 2019! This listing includes a link to your company’s Web site as well as your product categories as listed on your contract. This feature guarantees improved traffic to your home page and increases exposure for your company, compliments of the AHRA!

2. Company name and product listing in on-site Exhibitor Directory, as indicated on the application and contract for exhibit space (if booth space is confirmed by June 28, 2019).

3. 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.

4. 8’ high backwall and 3’ high side drape (linear booths only).

5. 7”x 44” booth identification sign with company name and booth number.

6. 24-hour perimeter security services.

7. Post-show attendee list (mailing addresses only; no phone, fax, or email).

8. Ability to rent the pre-show attendee list (mailing addresses only; no phone, fax, or email). Only signed-up exhibitors are permitted to rent the pre-show attendee list. The service manual will contain an order form.

9. First chance to reserve booth space for the 2020 AHRA Annual Meeting.

#### 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 that your investment sees the returns it deserves 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 so they don’t have to worry about finding food. This allows 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 our Hot Spot Program.

#### AHRA Booth Traffic Builders

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

   **Up to 30 exhibitors can designate their booth as a “Hot Spot.”**

   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!

2. **Product Showcase Passport**

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

AHRA provides complimentary lunches to attendees each day in the hall to help drive traffic to vendors. It is suggested that booth personnel grab a bite to eat prior to the hall opening or after it closes each day. 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.
DISPLAY GUIDELINES AND REQUIREMENTS

A complete set of display guidelines and requirements will be included in your exhibitor services manual, which will be emailed to exhibitors in April 2019. 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 Gaylord Rockies Resort & Convention Center.

Gaylord Rockies Resort & Convention Center
6700 North Gaylord Rockies Boulevard
Aurora, CO 80019

Exhibits will be in Aurora Exhibit Hall 1-3 in the Convention Center.

GENERAL SERVICE CONTRACTOR

Freeman is the official General Service Contractor for AHRA 2019 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 2019. Exhibitors are responsible for all information provided in the exhibitor services manual.

ISLAND BOOTHS: An Island Booth is any size booth exposed to aisles on all four sides. Island booths may use the entire cubic content of the space up to 20’ in height, including the top of any hanging signage or internal structural displays. Any hanging signage will be hung at 20’ 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 14, 2019.

LINEAR BOOTHS: Linear Booths have only one side exposed to an aisle and are arranged in a series along a straight line. They are also called “in-line” booths. All linear booths are arranged in increments of 10’ wide by 10’ deep. The maximum back wall height is limited to 8’. A Corner Booth is 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.

PENINSULA BOOTHS: Peninsula booths, also known as Endcap booths, ARE NOT permitted.

SPLIT ISLAND BOOTHS: Split island booths are NOT permitted.

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 2019.

Exhibit Hall Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATURDAY, JULY 20, 2019</td>
<td>11:00 AM – 5:00 PM</td>
<td>Installation</td>
</tr>
<tr>
<td>SUNDAY, JULY 21, 2019</td>
<td>8:00 AM – 5:00 PM</td>
<td>Installation</td>
</tr>
<tr>
<td>MONDAY, JULY 22, 2019</td>
<td>7:00 AM – 9:00 AM</td>
<td>Installation</td>
</tr>
<tr>
<td></td>
<td>9:00 AM – 11:00 AM</td>
<td>Show Management Booth Inspection</td>
</tr>
<tr>
<td></td>
<td>11:00 AM – 2:00 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
</tr>
<tr>
<td></td>
<td>11:30 AM – 11:45 AM</td>
<td>HOT SPOT! Drawing</td>
</tr>
<tr>
<td></td>
<td>1:00 PM – 1:15 PM</td>
<td>HOT SPOT! Drawing</td>
</tr>
<tr>
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<td>11:00 AM – 2:00 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
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<td></td>
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</tr>
<tr>
<td>WEDNESDAY, JULY 24, 2019</td>
<td>11:00 AM – 1:30 PM</td>
<td>Hall Open (lunch served in the hall for attendees)</td>
</tr>
<tr>
<td></td>
<td>11:30 AM – 11:45 AM</td>
<td>HOT SPOT! Drawing</td>
</tr>
<tr>
<td></td>
<td>12:45 PM – 1:00 PM</td>
<td>HOT SPOT! Drawing</td>
</tr>
<tr>
<td></td>
<td>1:31 PM – 10:00 PM</td>
<td>Dismantle</td>
</tr>
<tr>
<td>THURSDAY, JULY 25, 2019</td>
<td>8:00 AM – 10:00 AM</td>
<td>Dismantle</td>
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These hours are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. A final schedule will be included in your Exhibitor Services Manual and posted (when available) on the AHRA website at www.ahra.org/2019exhibits.

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.

NOTE: Aisle carpet will be removed beginning at 1:31 PM on Wednesday, July 24. Empty crate/container return will begin approximately at 1:31 PM and take approximately four hours to complete.

Display Guidelines and Requirements

A complete set of display guidelines and requirements will be included in your exhibitor services manual, which will be emailed to exhibitors in April 2019. 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 Gaylord Rockies Resort & Convention Center.

Gaylord Rockies Resort & Convention Center
6700 North Gaylord Rockies Boulevard
Aurora, CO 80019

Exhibits will be in Aurora Exhibit Hall 1-3 in the Convention Center.

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<td>8:00 AM – 10:00 AM</td>
<td>Dismantle</td>
</tr>
</tbody>
</table>
Reservation Procedure

1. Go to [www.ahra.org](http://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, and MasterCard
   - **CHECK**: Select the “check” payment option at the end of the online application process and make the check payable to “AHRA” and mail to: AHRA 2019 Exhibits Department, 512 Herndon Parkway, Suite D, Herndon, VA 20180

**Questions?**
AHRA 2019 Annual Conference Exhibits Department
512 Herndon Parkway, Suite D
Herndon, VA 20180
Phone: 703-964-1240 Ext. 170
Fax: 703-964-1246
AHRAexhibits@conferencemanagers.com

**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/2019floorplan](http://www.ahra.org/2019floorplan).

**AFTER SUBMITTING**
Once your contract is received, a booth confirmation will be emailed to the contact’s email provided 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 1, 2019. 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 or part of purchased booth space on or prior to February 24, 2019, will receive a full refund, less a $100.00 administrative fee. Any exhibitor who cancels all or part of purchased booth space between March 3-17, 2019 (inclusive) will not receive a refund and AHRA will retain as liquidated damages all monies paid. If cancellation in whole or part is made after March 18, 2019 the exhibitor shall be liable to AHRA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Cancellation request must be submitted in writing to the AHRA Exhibits Manager at ahraexhibits@conferencemanagers.com.
Housing, Event and Staff Meetings

**Housing**

Gaylord Rockies Resort & Convention Center  
6700 North Gaylord Rockies Boulevard,  
Aurora, CO 80019  
AHRA Rate: $235 single/double

For reservations, please call 1-800-Gaylord and ask for the American Healthcare Radiology Administrators (AHRA) rate. These rates are available until June 27, 2019, or until the block is exhausted, whichever is first. Reservations may also be made online.

Need a block of 8 or more rooms? Exhibitors will be asked to complete a sub-block form.

**Exhibitor Hospitality Event & Staff Meetings**

All meeting space requests for exhibitor hospitality events or staff meetings must be approved by show management. Send requests to AHRAexhibits@conferencemanagers.com. Space in the Gaylord Rockies Resort & Convention Center is available on a first-come, first-served basis. Once the meeting request is approved, hotel contact information will be forwarded. Do not contact the hotel directly for space. The hotel will not release space without approval from show management.

Offsite events to be held in conjunction with AHRA and its attendees must receive written permission for Show Management to hold the event. Events shall not conflict with AHRA official conference schedule.

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**Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 29, 2019</td>
<td>Deadline to receive sponsor recognition in meeting registration brochure</td>
</tr>
<tr>
<td>April 2019</td>
<td>Exhibitor services manual emailed to exhibitors</td>
</tr>
<tr>
<td>May 10, 2019</td>
<td>Final booth payment due (invoices will be emailed one month prior)</td>
</tr>
<tr>
<td>May 17, 2019</td>
<td>Deadline to receive sponsor recognition in onsite meeting notebook</td>
</tr>
<tr>
<td>June 1, 2019</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 20, 2019</td>
<td>Advance shipping begins</td>
</tr>
<tr>
<td>June 27, 2019</td>
<td>Deadline for discount room rate at the Gaylord Rockies</td>
</tr>
<tr>
<td>July 12, 2019</td>
<td>Advance shipping ends</td>
</tr>
<tr>
<td>July 20, 2019</td>
<td>First day of installation and on-site shipping begins</td>
</tr>
<tr>
<td>July 22, 2019</td>
<td>Grand opening</td>
</tr>
<tr>
<td>July 24, 2019</td>
<td>Last show day/dismantle begins</td>
</tr>
</tbody>
</table>
1. **Official Exhibit Schedule**

**Saturday, July 20**
- 11:00 am – 5:00 pm: Installation

**Sunday, July 21**
- 8:00 am – 5:00 pm: Installation
- 11:00 am – 2:00 pm: Hall Open

**Monday, July 22**
- 7:00 am – 9:00 am: Installation
- 11:00 am – 2:00 pm: Hall Open

**Tuesday, July 23**
- 11:00 am – 2:00 pm: Hall Open

**Wednesday, July 24**
- 11:00 am – 1:30 pm: Hall Open
- 1:31 pm – 10:00 pm: Dismantle

**Thursday, July 25**
- 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. 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.

2. **Show Management**

The exhibition is organized and managed by AHRA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AHRA Board of Directors and the AHRA Executive Director or his or her designee. Exhibitors must comply with the Gaylord Rockies Resort & Convention Center procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the preceding rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

3. **Assignment of Booth Space**

Exhibit space will be assigned on a first come-first served basis beginning July 23-25, 2018, with priority given to sponsors and previous exhibitors until July 25, 2018. 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 of diagonal from one another. For 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 toward 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 Prospectus. All booths must be properly installed, fully operational and show-ready no later than 9:00 am on July 22, 2019 for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 1:31 pm on July 24, 2019, and must be completed by 12:00 pm on July 25, 2019. 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 22, 2019 the AHRA Exhibits Manager or his or 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 his or her material from the Gaylord Rockies Resort & Convention Center in accordance with the instructions provided in the Exhibitor Services Manual. All material must be packed and ready for shipment by 12:00 pm on July 25, 2019. Any material not called for by said time and date will be shipped at the exhibitor’s expense, as 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 22, 2019, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

6. **Rates, Deposits and Refunds**

Space will be rented at the rate of $22.50 per square foot in accordance with the application form, with a $125 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 a deposit in U.S. funds in the amount of 50% of the total cost. Space must be fully paid for by February 22, 2019. If assigned space is not paid for by March 1, 2019, it may be reassigned at the discretion of Show Management. Any exhibitor who cancels all or part of purchased booth space on or prior to March 1, 2019, will receive a full refund, less a $100 administrative fee. Any exhibitor who cancels all or part of purchased booth space between March 2-8, 2019 (inclusive) will not receive a refund and AHRA will retain as liquidated damages all monies paid. If cancellation in whole or part is made after March 9, 2019 the exhibitor shall be liable to AHRA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Cancellation request must be submitted in writing to the AHRA Exhibits Manager.

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 installation and dismantle, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor in May 2019. 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 Gaylord Rockies Resort & 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 Manual. 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 exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Manual.

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 tape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor’s expense.

9. **Booth Design**

The regulations herein are not intended to unduly restrict exhibits as to either design or utility, in which the rules are presented 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 Gaylord Rockies Resort & Convention Center, up-to-the-minute information is not always available. With this in mind, we remind all exhibitors that AHRA, the Gaylord Rockies Resort & 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 locations of building columns, 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 IAEE display guidelines. Information will be available in the service kit, released in May 2019.

**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 utilized, (e.g., 10’ x 20’, 10’ x 30’, 10’ x 40’, etc.), display materials must be arranged in such a manner so as not to obstruct sight lines of neighboring exhibiting. The neighboring exhibit’s floor space is allowed only in the rear half of the booth space, with a 4-foot height restriction imposed on all materials in the remaining 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 of 20’ including signage, hanging or stationary, banners, trusses and hanging lighting systems. Any hanging signage will be hung at 20’ from the floor to the top of the sign.

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 similar 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 lighting.

- No lighting fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting should be directed to the inner confines of the booth space. Lighting must not project on to other exhibits or show aisles.
- Lighting that is potentially harmful, such as lasers or ultraviolet lighting, must comply with facility rules and be approved in writing by exhibition management.
- Lighting that spins, rotates, pulsates and other 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 Manual. The Exhibitor Services Manual 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 Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual 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. Suffocating or unsightly displays will be removed from the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Island booths are restricted to 20’ in height. All booths must be carpeted. Exhibiting companies are responsible for furnishing, cleaning and carpeting their booths. Any
10. Subleasing of Space
Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

11. Conduct
All exhibits will be to serve 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 sideshow 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 hall. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified. Each exhibit must be fully operational and installed during the open exhibit hours as defined in rule 1. Booths should be manned by company specialists who are qualified to discuss details of their company’s products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor’s booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms as well as exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

13. Sound Devices and Lighting and other Presentation Devices
Public address, soundproducing or amplification devices that project sound must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors 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 noise-making exhibits in excess of 80-decibels after the first warning, Show Management reserves the right to cut the power of the offending mechanism, or otherwise ensure the noise-making 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 July 1, 2019. No exhibitor may use AHRA name or any of its affiliate organizations distributed by them.

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 Manual.

18. Storage
The exhibitor should 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
Exhibitor distribution of 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 provision 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, injury, 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 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 Gaylord Rockies Resort & 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 Gaylord Rockies Resort & Convention Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AHRA, the Gaylord Rockies Resort & 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 Denver, Colorado; (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 on or before July 25, 2019, which shall include exhibitor's move in and move out. Such insurance 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 2019 Annual Meeting and Exposition. (c) Other insurance: Each exhibitor acknowledges that it is responsible for securing 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 hold harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Gaylord Rockies Resort & Convention Center logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Gaylord Rockies Resort & Convention Center marketing department.

22. Photographing of Exhibits
Each exhibitor has control over the space it has rented and may prevent those considered its competitors 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 above mentioned 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 Gaylord Rockies Resort & 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 the 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 of law, such 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