



## **2012 EXHIBITOR RULES & REGULATIONS**

**1. AGREEMENT TO THE COLORADO VISION SUMMIT EXHIBIT RULES AND REGULATIONS** – Each exhibitor, for him or herself and his/ her employees, agrees to abide by these rules and regulations and by subsequent amendments and additions thereto adopted by Colorado Vision Summit, hereinafter referred to as CVS.

**2. APPLICATION FOR EXHIBIT BOOTH SPACE** – Each exhibitor may register for a maximum of four (4) exhibit spaces, except that CVS will consider, on an individual basis and at its sole discretion, any request for additional space in excess of the four (4) allotted. Any such request for additional space must be received by March 31, 2012.

**CVS CANNOT GUARANTEE ANY SPACE TO AN EXHIBITOR.**

**3. NUMBER OF REPRESENTATIVES PER BOOTH** – Each booth may have a maximum of five (5) company representatives per booth. If more than one booth is purchased, additional company representatives may occupy the additional booths, again, a maximum of five (5) representatives per booth.

### **APPLICATION DEADLINE for booth exhibitors is March 31, 2012.**

**APPLICATIONS are accepted via hard copy or on-line.**

**All hard copy applications must be accompanied by a check and postmarked on or before this date.**

**Applications completed on-line require payment by credit card and must be processed by this date.**

**4. ASSIGNMENT OF BOOTH SPACE** – The character of proposed exhibits, exhibitors' preference as to location, and the calendar date of receipt of each APPLICATION form for exhibit space will be considered by CVS in assigning exhibit spaces, but CVS reserves the right of final decision as well as the right to rearrange floor plans or relocate exhibits or booths.

**Booth assignment date is April 15, 2012.**

**Space will be assigned on a first-come, first-served basis.**

**5. PAYMENT** – Payment in full is required to reserve a booth. Payments may be processed on-line or made by check. Payments made by check must be accompanied by APPLICATION form.

**6. CANCELLATION BY EXHIBITOR** – Should an exhibitor notify CVS at least thirty (30) days prior to the opening date of the Summit that it, for any reason, desires to cancel its booth(s), a refund of 75% of the exhibit fee will be made. No refund will be made if notice of cancellation is received less than thirty (30) days prior to the opening date of the Summit.

**7. CANCELLATION BY THE SUMMIT** – CVS may cancel with or without cause any exhibitor's right to exhibit and may remove from the hotel's premises any or all of the property of the exhibitor. The liability of CVS for such cancellation shall be limited to the proportionate amount of the exhibit fee, which the canceled exhibition hours bear to the total hours originally available for exhibition. If the right to exhibit is canceled for violation of these rules and regulations or for any other good and sufficient reason, CVS shall not be liable for failure to deliver the space assigned to any exhibitor, or alternative space, if such failure is caused directly or indirectly, in whole or in part, by the actions of such exhibitor, or persons for which such exhibitor is responsible if such failure is due to destruction of or damage to the building or the exhibit hall area by fire or act of God, acts of a public enemy, strikes, governmental action, or any cause beyond CVS's control; or if the entire conference is canceled. However, CVS will refund exhibit fees to exhibitors, pro rata, to the extent such fees exceed promotional and administrative expenses previously incurred by CVS in connection with the Summit.

CVS reserves the right to cancel the Summit prior to the opening for any other cause; in the event the Summit is canceled for any such other cause, CVS's liability shall be limited to refunding all exhibit fees in full.

**8. LIABILITY** – Neither CVS, its agents, employees or representatives nor the hotel assumes any responsibility for the protection and safety of exhibitors or their representatives, agents, or employees or for the protection of exhibits or other property of exhibitors or their representatives. Small and easily portable articles should be properly secured or removed after exhibition hours and placed in safekeeping. Any guard service, security room, or other protective measures CVS may take shall be deemed to be purely gratuitous on its part, and CVS shall have no responsibility for the effectiveness or failure of such measures or for the conduct of personnel involved therewith.

Each exhibitor agrees to indemnify CVS and hold them harmless from all claims that such exhibitor or its representatives, agents, employees, contractors, or insurers may assert against CVS in connection with any injury to person or property caused by the actions or negligence of such exhibitor or its representatives, agents, employees or contractors, including all court costs, attorney's fees, and other expenses incurred CVS in defending against, satisfying or compromising any such claim.

**9. INSURANCE FOR EXHIBITORS** – Exhibitors wishing to insure their exhibits or carry liability insurance must do so at their own expense. CVS provides no such insurance.

**10. PROTECTION OF HOTEL PROPERTY** – Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors or other parts of the exhibit hall or hotel without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the CVS exhibits co-chairperson, the convention center manager or their representatives.

**11. BOOTHS** – Booths shall consist of back and sidewall draping, 8' x 10', with a company identification sign, one (1) draped six-foot table, two (2) chairs, one (1) wastebasket. **One (1) five amp (500 volts) electrical outlet will be provided by CVS.** If an exhibitor plans to install a display of such a character that the exhibitor will not require or desire the use of standard booth equipment, no part of the exhibit shall project as to obstruct the view of adjacent booths. No exhibit shall exceed a height of eight (8) feet on the back wall, nor be higher than 36 inches on the side wall, nor project forward more than 24 inches from the back wall, except with the specific permission of CVS exhibits co-chairperson. The sides of any display projecting forward from the back wall must be finished in such manner as will present an unobjectionable appearance to exhibitors and viewers of adjacent displays.

**12. SERVICE CONTRACTOR FOR BOOTH EXHIBITORS** – Freeman Decorating Company has been selected as the official service and decorating contractor. Exhibitor information kits will be provided after the booth assignment on April 15, 2012. Exhibitors may arrange with the official service contractor to obtain local labor for assembly and dismantling of exhibits or similar purposes; any independent labor must be approved by the official service contractor in order to avoid potential jurisdictional or other labor disputes. Exhibitors are responsible for notifying the official service and decorating contractor of any special requirements for furnishings prior to the opening of the Summit.

Freeman Decorating Company  
4493 Florence Street  
Denver, CO 80238-2479  
Phone: 303-320-5100 • Fax 303-329-6710  
E-mail: freemandenverES@freemanco.com

Additional or special electrical service needs will be billed and coordinated by the Hotel through the exhibitor's use of their electrical form.

In no event shall CVS be responsible for the conduct, or failure to perform of the official service contractor, the Hotel, or its' employees.

**13. BOOTH INSTALLATION AND DISMANTLING** – Installation of displays may commence at 8:00 a.m., July 14<sup>th</sup>, 2012 and must be completed by 12:00 noon, Saturday, July 14<sup>th</sup>, 2012. The CVS exhibits co-chairperson will make an inspection at that time. The exhibit area opens at 12:00 noon on Saturday, July 14<sup>th</sup>, 2012.

Dismantling may commence at 6:30 p.m. to 9:00 p.m. on Saturday, July 14<sup>th</sup>, 2012. All exhibits and displays must be removed from the exhibit area by 9:00 p.m. on Saturday, July 14, 2012. If extra time is needed for booth dismantling, special arrangements can be made in advance by contacting the exhibit co-chairperson.

**14. BOOTH EXHIBIT HOURS** – Saturday, July 14th, 2012, Noon to 2:30, closed from 2:30- 4:15 and open from 4:15-6:30.

**15. OBJECTIONABLE BOOTH EXHIBITS** – Exhibits shall not be unduly obtrusive, noisy or otherwise objectionable nor shall they violate municipal, state or federal laws, rules or regulations, including safety codes. Only nonflammable display materials may be used. CVS shall have the final authority to determine whether any display is objectionable.

**16. ACCESS TO EXHIBIT HALL** – For entrance to the exhibit hall, each representative will be provided with a badge. These badges will be nontransferable and will permit designated exhibitor representatives to enter the exhibit hall area during the scheduled hours of operation. Each exhibiting company will be required to complete an APPLICATION form and a badge will be prepared for and worn by each representative in the exhibit hall. Optometrists registered as exhibitor representatives may attend educational sessions only if they have completed a Summit registration form, paid the appropriate attendee registration fee and received an optometrist badge from the CVS registrar. Entrance to the exhibit hall at any time other than scheduled exhibit hours shall be totally at the discretion of the CVS exhibits co-chairperson. CVS may from time to time make known or announce, officially and formally, such regulations governing the hours of access to exhibit hall and eligibility for admission.

**17. PERSONNEL** – All personnel employed by exhibitors, including temporary help, must conform to standards of dress and conduct in keeping with the high standards of the exhibition and the Summit. Each booth exhibitor shall have one (1) person on duty at the booth at all times unless exempted by the CVS exhibits co-chairperson.

**18. USE OF SPACE** – Exhibits shall be shown only in those areas established for that purpose by CVS. No exhibitor shall display, distribute, sell, and exchange articles or equipment or sponsor seminars in private suites or unsanctioned rooms during the Summit. Exhibitor representatives may only take orders for products or equipment and must not sell and distribute products or equipment. The exhibitor agrees not to assign, sublet or portion any of its exhibit space. No exhibitor shall permit any other corporation or firm to use the space allotted to such exhibitor or exhibit articles not manufactured or normally sold by such exhibitor in the regular course of their business.

**19. EXHIBITOR ADVERTISING** – No exhibitor shall host any seminar, social function, or event that conflicts with educational programming or other critical CVS events. The CVS Committee must approve all seminars, social functions or events. Function space for all seminars or social functions will be scheduled and confirmed in writing by the CVS 2012 chairperson. Specific information regarding advertising opportunities is outlined in the advertising brochure. Any questions regarding advertising should be directed to Tara Peterson, O.D. at 303-979-4505 or tpeterson22@hotmail.com.

**20. DISTRIBUTION OF PRINTED MATTER, ETC.** – Exhibitors shall not distribute to the Summit delegates printed matter, samples, souvenirs and the like, except from within their exhibitor spaces. Special distribution of such material elsewhere must be approved by the CVS exhibits co-chairperson. CVS reserves the right to refuse permission to distribute anything that it may consider objectionable. CVS does not allow any distribution of materials, free or otherwise, unless the distributor of the materials is registered as an exhibitor at the Summit.

**21. POLICY ON EXHIBITOR DRAWINGS** – Exhibitors are permitted to have drawings of merchandise or services at their booth if so desired. The drawing must be completed at the booth and the exhibitor must deliver the prize directly to the winner.

**22. AMERICANS WITH DISABILITIES ACT** – Each exhibitor shall be responsible for compliance with the American with Disabilities Act (ADA) within its booth and assigned space.

**23. POLICY ON PLAYING OR PERFORMING OF MUSIC IN BOOTH** – Audiovisual and other sound and attention-getting devices and effects are permitted only in those locations and in such intensity as, in the opinion of the CVS exhibits co-chairperson, does not interfere with the activities of the neighboring exhibitors. The exhibitor is responsible for any and all fees that may be due for the use of copyrighted music.

**24. GENERAL** – These rules and regulations are subject to reasonable revision or modification. CVS and all matters not specifically provided herein are subject to final determination by CVS.



## **Special Considerations about shipping**

Please follow these shipping policies in order to ensure your materials are delivered to your booth space:

1. ALL MATERIALS **MUST BE SHIPPED TO FREEMAN** AND WILL BE DELIVERED TO YOUR BOOTH.
2. Do **not** ship materials to the Sheraton Hotel. The hotel will charge your company dryage and handling fees and cannot guarantee delivery to your booth space in time for the show.

You will receive detailed information about shipping from Freeman, after the booth assignment date of April 15, 2012.

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Thank you.