

# EXHIBITOR RULES AND GUIDELINES



31ST ANNUAL PHOENIX WORLD BURN CONGRESS  
Hilton Anaheim + Anaheim Convention Center  
Anaheim, CA  
**October 2-5, 2019**



## Phoenix World Burn Congress Exhibitor Opportunities

### WHY EXHIBIT?

Phoenix World Burn Congress 2019 is your opportunity to unite your company with the largest gathering of burn survivors in the world!

Exhibitors will have the opportunity to:

- Meet burn center staff, burn survivors, and fire fighters from across the nation and internationally who are actively involved in burn care support and prevention at their local level
- Display current advancements in burn care, rehabilitation, and prevention
- Network with attendees in the exhibit area and at social events
- Attend the educational and inspirational sessions throughout the conference
- Gain inspiration and knowledge from our community

### BOOTH EXHIBITS

*As a Signature, Lead Event, Diamond or Platinum sponsor, you enjoy complimentary booth space.*

- Standard exhibit booth rates for non-sponsors is \$1,000 US.
- All other sponsors receive a specially reduced rate of \$750 US.

To assist your marketing efforts, exhibitors will receive the following included with each 8' x 8' exhibit space:

- One (1) full-access registration for the conference and social events—includes provided meals.
- Two (2) exhibit-only registrations for booth personnel
- A company profile in our conference program

### ON-SITE SPECIAL EVENTS

Several special events and attractions are planned to offer maximum exposure for exhibitors and to drive traffic through the exhibit hall, including:

- Exhibitor acknowledgement during the general sessions
- Designated exhibit times
- Events within exhibit area
- Drawing for attendees that visit all exhibitor booths
- Meal functions on site
- Closing Celebration event on Saturday night







#### AREAS OF ACKNOWLEDGEMENT:

Exhibitors are acknowledged in the following areas:

- In the conference program
- During the General Sessions

#### TRAFFIC GENERATORS:

To encourage traffic in the exhibit area, the following will occur:

- Meal functions on site
- Designated exhibit times
- Events within exhibit area
- Drawing for attendees that visit all exhibitor booths

#### SOCIAL ACTIVITIES:

- Walk of Remembrance on Wednesday evening
- Closing Banquet on Saturday night

## Exhibition & Contract Information

### BOOTH RENTAL FEE: \$1,000 US

- One complimentary full registration for the conference, social events and two exhibitor-only registrations. Other exhibitor guests must register separately if they would like full access to the conference. The complimentary full registration will include provided meals.
- Space is assigned on a first-come, first-serve basis and cannot be guaranteed until payment is received.
- For your convenience, payment may be made by check or credit card (Visa, MasterCard, Discover, and American Express).
- No refunds will be granted after August 1, 2019.

### BALANCE DUE

**Due to limited space full payment must be submitted with the contract.** In the event that full payment is not received with the contract, the Phoenix Society for Burn Survivors reserves the right to release space back into general inventory.

### BOOTH SPACE

Each booth space is 8' x 8' and will be equipped with one six foot table with skirting and two chairs.

### CARPET AND CLEANING

The Anaheim Convention Center function space is carpeted. Exhibitors are responsible for keeping their exhibiting area clean.

### HOTEL ACCOMMODATIONS

Accommodations are at Hilton Anaheim.

Please refer to our website for information on hotel accommodations. Our conference hotel is the Hilton Anaheim. [Book Hotel Room](#)

### QUESTIONS?

Please contact Martha Boks  
development@phoenix-society.org  
or 800.888.2876

## Exhibition Guidelines

### BADGE POLICY

Admission to the conference will be by badge only. Exhibitor badges will be available for pick-up during registration hours and will be held under the onsite exhibitor's name.

All exhibitor booth personnel, as well as meeting attendees, are required to wear their official Phoenix WBC badge. Each booth is entitled to (1) complimentary conference badge. Any additional company representatives planning to attend conference functions and social events (including meals) must register at the full conference rate.

### SECURITY

Exhibitors are strongly encouraged to remove all items of value after exhibit hours. Phoenix Society will have closed storage space available, if needed.

### EXHIBITOR CONDUCT

Phoenix Society for Burn Survivors will monitor all exhibits during the show schedule.

### DISTRIBUTION OF ADVERTISING MATERIALS

Canvassing any part of the exhibit hall or meeting rooms by anyone representing or connected with a non-exhibiting company is strictly forbidden. Anyone so doing will be escorted from the Phoenix World Burn Congress.

Canvassing or distribution of advertising material by an exhibitor will not be permitted outside of the exhibitor's allotted booth space.

Distribution of any literature throughout the hotel is only permitted with approval from the Phoenix Society for Burn Survivors. Exhibitors may not use Phoenix Society for Burn Survivors logos in connection with any product or advertising materials.

### AUDIO VISUAL EQUIPMENT

Open sound systems are not permitted. Sound "leakage" must not interfere with any other exhibitor. Phoenix Society for Burn Survivors requires compliance and reserves the right to take any

necessary corrective action. No microphones/PA systems are to be used in booth space.

### DEMONSTRATIONS, INTERVIEWS, SUBLETTING

Demonstrations by exhibitors should contribute to the attendee's knowledge in a professional way. Demonstrations and adequate space for interviews should be available within the confines of the individual exhibitor's booth. No interference with normal traffic flow and infringement on neighboring exhibits is permitted. Subletting or sharing of exhibit space is not permitted unless it is within corporate divisions.

### PRODUCTS

Phoenix Society for Burn Survivors reserves the right to prohibit exhibition or advertisement of any product it deems unsuitable for the exposition. No Phoenix Society for Burn Survivors endorsement, express or implied, may be connected with any product exhibited or advertised. For example, words such as "our" and "we" or references to the Phoenix Society are not permitted as part of your exhibit as they suggest a personal endorsement. The Phoenix Society reserves the right to prohibit any information or material displayed in violation. No Phoenix Society for Burn Survivors.



Only products which have been approved by the FDA or other appropriate governmental agency shall be exhibited or advertised, unless approval is pending and a notice to that effect is prominently displayed with the product, or unless the product does not require such approvals.

### GIVEAWAYS

Educational promotions, novelty gifts, or souvenirs must be submitted to the Phoenix Society for Burn Survivors for approval (written description acceptable). Requests must be submitted no later than September 13, 2019. Promotions not approved by the Phoenix Society for Burn Survivors are not permitted.

Exhibitors may not sell, serve, or dispense any food or beverage on the exhibit floor, unless authorized by the Phoenix Society for Burn Survivors.

Following are suggested items for distribution and are subject to approval:

Calculators, calendars, candy (small pieces, individually wrapped), desk accessories, educational materials, key chains, luggage tags, note pads, pens or pen lights.

### SELLING IN THE EXHIBIT SPACE

In order to protect its tax-exempt status, the Phoenix Society for Burn Survivors will not allow selling in the exhibit hall.

### PHOENIX SOCIETY FOR BURN SURVIVORS RESTRICTIONS

The Phoenix Society for Burn Survivors reserves the right to restrict exhibits which for any reason are objectionable, and also prohibit or evict any exhibit which may detract from the general character of the exposition.

In the event of such restrictions or eviction, the Phoenix Society for Burn Survivors will not be liable for any refunds, rentals, or other exhibit expenses.

## Booth Information and Schedule

### EXHIBITOR LOAD-IN

**Wednesday, October 2, 2019**

2:00 - 5:00 pm

### EXHIBITION HOURS

**Thursday, October 3, 2019**

8:00 am - 5:30 pm

**Friday, October 4, 2019**

8:00 am - 2:00 pm

Times are subject to change as program changes are needed.

### EXHIBITOR LOAD-OUT

**Friday, October 4, 2019**

2:00pm - 4:00pm (*Exhibitions must be dismantled by 4:00pm*)

### EXHIBITOR DRAWING

All attendees have the opportunity to enter a drawing by visiting each exhibitor booth and collecting signatures. We ask that exhibitors staff their exhibits during exposition hours. The Phoenix Society for Burn Survivors reserves the right to remove any booth left unattended for an extended period of time.

The exhibition area is open to those whose products or services are directly related to the needs of the burn community. Phoenix Society for Burn Survivors reserves the right to reject applications for exhibit space from those companies whose products or services do not meet this criteria.

## General Exhibition Rules and Regulations

### SHIPPING, STORAGE, HANDLING

Please refer to your exhibitor information regarding shipping your items to Anaheim Convention Center. Due to physical limitations in dock space and on-site storage facilities, storage of items before this date is not available.

### PUBLIC SAFETY

Each exhibitor is charged with the knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this event. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

Helium-filled balloons are not permitted. All bunting, draperies, or other fabrics must be fireproofed before use in the exhibit booth, with a certificate of fireproofing present in the exhibit booth during both installation and show hours. All inflammable materials and fluids are to be kept in safety containers. Open flames, butane gas, etc., are not permitted without permission of the Phoenix Society for Burn Survivors, Anaheim Convention Center and Anaheim Fire Department.

#### PHOENIX SOCIETY FOR BURN SURVIVORS CONTACT:

##### **Martha Boks**

525 Ottawa Ave. NW  
Grand Rapids MI 49503  
Toll-free: (800) 888-2876  
Fax: (616) 458-2831  
development@phoenix-society.org

##### **Hotel Information:**

Hilton Anaheim  
777 Convention Center Way  
Anaheim, CA 92802

##### **Exhibit Hall Location:**

Anaheim Convention Center  
800 W Katella Ave  
Anaheim, CA 92802

Only 3-prong, grounded extension cords will be permitted in the exhibit hall. No zip cords are allowed for electrical connections

Smoking in the exhibit hall is prohibited. Aisles must be kept completely clear and unobstructed. Fire exits, extinguishers, alarms, pull stations, and fire hose connections must be kept clear at all times. No hazardous display of any nature will be permitted.

Special illumination, such as bare spotlights, must be indirect or adjusted so the beam does not offend neighboring exhibitors or guests. The use of neon signs, laser, strobe, or neon lights or flashing lights of any kind as "eye-catchers" are prohibited.

### EXHIBITOR APPOINTED CONTRACTORS

Exhibitors may employ the service of independent contractors to install and dismantle their display, providing the exhibitor and the exhibitor-appointed contractor comply with these requirements regarding exhibitor appointed contractors.

The exhibitor shall provide evidence that the exhibitor-appointed contractor has a proper Certificate of Insurance with a minimum of \$1,000,000 liability coverage, including property damage, to the Phoenix Society for Burn Survivors, Inc. at least 10 days before show opening.

### PROPERTY CARE

The exhibitor is not to affix, nail, or otherwise attach anything to walls, doors, floors, or columns except where a nailing strip is provided. If there are any special requirements in this respect, the exhibitor should call Anaheim Convention Center.

### LIABILITY

The exhibitor agrees to protect, save, and hold the Phoenix Society for Burn Survivors, Anaheim Convention Center, and all agents, volunteers, Board Members, and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed



for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save, and hold harmless the Indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the hotel or any part thereof.

Exhibitors must provide a certificate of insurance for \$1,000,000 of General Liability Coverage with Phoenix Society for Burn Survivors Inc listed as additional insured. Additional details will be emailed to you as requested and upon confirmation as an exhibitor.



## MANY THANKS TO THESE 2018 EXHIBITORS!

Alisa Ann Ruch Burn Foundation  
 AlloSource  
 Always Wired Bead Lady  
 American Burn Association  
 Angel Faces  
 Bio-Concepts  
 Community Tissue Services  
 Dr. Shortee's  
 Exsurco Medical  
 Healthcare DME  
 Home Fire Sprinkler Coalition  
 The Thermal and Vascular Physiology Laboratory at the IEEM  
 Integra LifeSciences Corporation  
 Johns Hopkins Medicine  
 "LIBRE - Boston-Harvard Burn Injury Model System & Boston University School of Public Health"  
 Lumenis  
 Model Systems Knowledge Translation Center (MSKTC)  
 National Fire Protection Association  
 National Fire Sprinkler Association  
 PolyNovo North America LLC  
 Shriners Hospitals for Children  
 Torbot Group, Inc.  
 Varnum Law  
 Vericel Corporation



## EXHIBITOR FORM

### SIGN ME UP!

Name \_\_\_\_\_ Phone \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Exhibitor Booth Contact \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

### PLEASE SELECT YOUR EXHIBITOR LEVEL

#### Exhibitor

Booth Cost: \$1,000 US

☐ (No sponsor discount)

☐ Sponsor discount  
booth cost: \$750

☐ Sponsor comp booth cost: \$0  
(Upper Tier sponsor levels only)

Notes & Recognition \_\_\_\_\_

### PAYMENT SELECTION

☐ Invoice Me ☐ Check (made payable to Phoenix Society Inc.)

☐ Credit Card:

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Type: ☐ VISA ☐ MasterCard ☐ Am. Exp.

### AMOUNT DUE

Booth Cost: \_\_\_\_\_

Sponsorship: \_\_\_\_\_

**TOTAL DUE:** \_\_\_\_\_

Sponsor and Exhibitor Agreement: To secure your sponsorship, a 50% deposit of the sponsorship amount must be received by Phoenix Society along with this completed form. Exhibitors must submit payment along with this completed form to secure space. Final payments must be received by August 1, 2019. Due to the nature of sponsorships and the benefits received, sponsorship cancellations are not accepted.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Questions about the Phoenix WBC or sponsorships? Contact us  
at 800.888.2876 or [development@phoenix-society.org](mailto:development@phoenix-society.org).