



**IMSH**

Society for Simulation in Healthcare

JANUARY 28-FEBRUARY 1, 2017 | ORLANDO, FL USA

**PATIENTS:  
THE HEART OF  
SIMULATION**

**IMSH 2017**

**January 28-February 1, Orlando, FL**

**Rules and Regulations**



# IMSH

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## IMSH RULES & REGULATIONS

Objective: Designed to be implemented and enforced in a fair, effective and equitable manner, IMSH policies and procedures help insure all exhibitors are good neighbors with the other. Providing a professional and educational environment, exhibitors can demonstrate products and services that improve quality of patient care. These policies and procedures, along with the application for exhibit space, are an integral and binding part of your contract with the Society for Simulation in Healthcare (SSH) and IMSH 2017.

### 2017 Exhibit Hall Schedule

#### Thursday, January 26, 2017

Decorator move in; Freight move in

#### Friday, January 27, 2017

8:00am – 5:00pm Exhibitor Move in

#### Saturday, January 28, 2017

8:00am – 5:00pm Exhibitor Move in

5:00 – 6:30pm Exhibitor “Meet & Greet” Reception (*exhibitors and SSH leadership*)

#### Sunday, January 29, 2017

7:00 – 9:00am All freight and materials must be inside booth ready for opening

11:00am – 1:30pm Grand Opening of Exhibit Hall

3:30 – 7:30pm Exhibit Hall Open

7:30 – 10:00pm Opening Night Party

#### Monday, January 30

8:30 – 9:45am Plenary Session

10:00am – 5:00pm Exhibit Hall Open

11:30am – 1:30pm Lunch in Exhibit Hall

6:00 – 8:00pm Industry Night – Industry Events

### Tuesday, January 31

- 8:30 – 9:45am Plenary Session
- 10:00am – 4:00pm Exhibit Hall Open
- 11:30am – 1:30pm Lunch in Exhibit Hall
- 4:00pm Exhibit Hall Closes – teardown begins
- 4:00 – 10:00pm Exhibitor Move out

### Wednesday, February 1, 2017

- 8:00am – 1:00pm Exhibitor Move Out
- 1:00 – 5:00pm Decorator Move Out
- 5:00pm Remaining freight “forced from floor”

### BOOTH CONFIGURATIONS AND POLICIES

To create and maintain an open atmosphere on the exhibit floor, 100% occupancy (edge to edge) of allowed space is not permitted. In designing booths, good judgment for neighboring exhibitors and attendees must be considered.

- All exhibits must conform to and enhance the professional and educational atmosphere of the meeting.
- **IMPORTANT NOTE:** The exhibit hall in the Hyatt Regency Orlando Hotel is carpeted. However, in order to delineate booths and create a clear traffic pattern, all booths 10’ x 20’ or larger are required to carpet their booths. Booths 10’ x 10’ will not be required to carpet, but back and side pipe and drape rails will be required.
- **Show Colors:** Pipe and drape are gold, red and white. Show management recommends the “tuxedo” carpet (shown) as a good complement to the show colors.



- Exhibitor space furnishings (tables, chairs, any required carpeting), as well as labor, electrical, telephone, internet and other services will be at the expense of the exhibitor.
- Exposed part of any display must be finished.

- Exhibits must render a safe assembly during installation, dismantling and exhibition periods.
- Materials used in the exhibit and in the Exhibit Hall must be flame retardant in accordance with the Orlando City Fire Ordinances.
- Electrical equipment and any display components must conform to the Orlando City Electrical Code.
- Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their booth and assigned space.

### Hanging Signs

- Maximum height of hanging signs for island booths greater than 600 square feet is 24' from top of the sign to the floor.
- For booths 600 square feet or less the maximum height is 18'. In-line and corner exhibits may **NOT** hang signs.
- Renderings of all hanging signs must be submitted for approval to SSH Director of Meetings & Exhibits no later than December 1, 2016.
- Installation of all hanging signs must be arranged through the official rigging company using the order form in the Exhibitor Service Kit.
- Outside rigging companies will not be allowed access to rigging points inside the Hyatt Regency Orlando Hotel.

### Linear (In-Line)

- Exhibits (10'x10' or multiples thereof) and Corner Booths.
- Minimum space is 10'x10'.
- Back of the basic exhibit space is restricted to a height of 8', including signage.
- Hanging signage is **NOT** permitted in Linear or Corner Booths.
- The front one-half of the rented space may be occupied from the floor up to a height of 4', with the exception of equipment that may exceed the 4' height limit, but may not be higher than 8' and must be positioned that the view or sight lines of adjacent exhibits are not blocked or compromised. Exhibit designs varying from this requirement are required to rent a 10'x20' space or larger to accommodate the height and floor space in said design.
- Where an unfinished portion of an exhibit is exposed, the offending surface must be finished off and made presentable.
- Booths are required to be set apart by back and side rail pipe and drape (provided by SSH).

### End Cap/Peninsula Booths

- This booth configuration is 10'x20'.
- Specified peninsula / end cap booths have been pre-identified on floor plan and are back to back with another peninsula / end cap booth. This requirement addresses the issue and concern of blocking views and sight lines of neighboring exhibits.
- All requests for peninsula / end cap booths will be assigned in pre-determined locations.
- These booths, by virtual of the special design, will no longer be restricted to a specific setback and will be allowed to use the full 10'x20' space, providing more square footage dedicated to actual exhibit space and providing more of an island experience. Exhibit designs varying from this requirement are required to rent a 20'x20' space to accommodate the height and floor space in said design.
- End cap / peninsula booths are required to carpet the area at their expense.
- **NOTE** Peninsula/End Caps will be assigned **only** in the predetermined locations – no other booths will be adjusted to accommodate a request for a peninsula / end cap booth. **NO EXCEPTIONS.**

### Island Booths

- Booth is exposed to aisles on all four sides and is 20'x20' or larger.
- The maximum height limit for island booths greater than 600 square feet is 24' including signage.
- Island booth 600 square feet or less have an 18' maximum height allowance including signage.
- Island booths must maintain a reasonable footprint / setback to not completely block sight lines to other booths.
- All booths must comply with height restrictions at their specific location on the floor.

**Elevation and overview drawings, either concept or construction, indicating all dimensions, must be submitted to SSH for approval no later than Thursday, December 1, 2016.** Drawings must be submitted even though they were approved in previous years.

No pipe and drape is provided for island booths. Island booths are required to carpet the area at their expense.

### EDUCATIONAL/NON-PROFIT BOOTHS

Discounted booth space is limited to non-commercial, educational organizations

and simulation centers. U.S. organizations must be designated by the IRS as having 501(c)3 status. Organizations located outside the United States must have comparable designation. Each institution is limited to one 10'X10' booth at this reduced price. Governmental organization may also qualify for one booth at this discounted booth rate. Educational/Non-Profit booth space is limited and will be assigned on a first come/first served basis. SSH reserves the right to assign discounted booths to specific areas to best accommodate the Exhibit Hall.

### **EXHIBITOR IDENTIFICATION**

Exhibitor identification in all IMSH publications, signs and booth graphics **MUST** be the one company name under which the booth(s) is contracted. Use of IMSH or SSH logo may not be used without express written consent of SSH and adhere to SSH brand guidelines.

### **INSTALLATION & DISMANTLING**

Exhibit space and/or freight will not be released to the exhibitor until all conditions as set forth in these policies and procedures are satisfied.

*All exhibit materials must be unpacked and in the booth no later than 9:00am Sunday, January 29* to permit removal of empty cartons from exhibit area. Any exhibit not unpacked by this time will be placed in the booth and uncrated at exhibitor's expense.

*Exhibits cannot be dismantled or torn down prior to the close of the hall on Tuesday, January 31.* Tear down will begin promptly at 4:00pm.

**ALL MATERIALS NOT PACKED AND REMOVED BY 5:00PM, WEDNESDAY, FEBRUARY 1 WILL BE REMOVED AND SHIPPED BY THE DECORATOR AND COSTS ASSESSED TO THE EXHIBITOR.**

All space occupied by an exhibit must be surrendered in the same condition as it was at the commencement of occupation. Exhibitors are responsible for removal of excess debris, bulk quantities of printed material, floor covering, and any items other than those than can be easily swept up. SSH will bill exhibitors for additional clean-up charges incurred by SSH as a result of failure of such exhibitors to properly clean their exhibit space prior to and at the conclusion of the exhibition.

Each Exhibitor must name at least one person to be its representative in

connection with installation, operation and removal of exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the Exhibitor shall be responsible.

Neither the management of the host facility nor SSH shall be liable for the damage, loss or destruction to the exhibits by reason of fire, theft, accident or other destructive causes. Exhibitor shall lease booth(s) at own sole risk. Neither the management of the host facility, SSH nor any of their agents, servants or employees will be accountable or liable for accidents to exhibitors, their agents or employees.

The exhibitor shall be liable to the host facility and or SSH for any damage to the building and/or the furniture and fixtures contained therein which shall occur through acts or omissions of the exhibitor. Exhibitors must, at their own expense, maintain and keep booths and exhibits in clean and good order. Exhibitors and their designated agents shall be responsible for the cost of removing any excess waste, as deemed by the Hyatt Regency Orlando Hotel or by SSH, at prevailing rate charged to SSH.

Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend and hold harmless SSH, the host facility, their officers, employees, and agents against all claims, losses and damages to persons, property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or any part thereof, including any outside exhibit areas.

Exhibitor acknowledges that SSH does not maintain and is not responsible for obtaining insurance covering exhibitor's property. Exhibitors are advised to obtain business interruption and property damage and loss insurance, including fire and theft insurance, if so desired, at their own expense.

No one under the age of 16 will be allowed in the Exhibit Hall unless accompanied by an adult and no one under the age of 16 will allowed in the Exhibit Hall at any time during installation or dismantle.

SSH must approve requests for any distribution of food and beverages that may impede the event during exhibit hours, to include but not limited to distribution



of popcorn, excessively aromatic food/beverage, and inappropriate alcoholic beverages. If you wish to have food service at your booth location, it must be located within your booth space and not located in the aisles. Exhibitors who wish to serve popcorn will be required to order daily vacuuming through the service provider. Due to food safety regulations, all food and beverage must be ordered through the Hyatt Regency Orlando Hotel. A “Booth Catering” form will be provided in the Exhibitor Service Kit. These rules will be strictly enforced.

SSH will employ reputable guards during the course of the Exposition and provide peripheral 24-hour security only. The duty of the guards will be to protect the general exhibit against fire or other catastrophes. SSH, Brede Allied Convention Services, or the owners or lessors of the exhibit premises will not assume any responsibility for exhibitors' personal property. It is suggested that the Exhibitor insure its property against loss and theft. Forms for individual security will be provided in the Exhibitor Service Kit.

Each exhibiting company bringing equipment from outside the United States is responsible for ensuring that all equipment and display items have the necessary documents to meet the Rules and Regulations of U.S. Customs and procedures for admission into the USA. Neither SSH nor their sub-contractors will be held responsible for any errors or omissions or be held liable by the Exhibiting Company in the event that Authorities raise any questions regarding the Entry Forms.

Federal, State and City Laws must be strictly observed. Booth decorations must be flameproof. Wiring must comply with fire department and underwriters' rules. Crowding will be restricted. Exhibits cannot block aisles and fire exits.

Exhibitors must comply with all laws, rules, regulations and ordinances in force. If an exhibit or exhibitor is ejected for violation of these rules, regulations or ordinances, no refund of booth or rental fees will be issued.

Smoking is prohibited in all meeting rooms, exhibit halls and public space (including loading docks) of the Hyatt Regency Orlando Hotel by the City of Orlando ordinances.

## **EXHIBITOR APPOINTED CONTRACTORS (EAC)**

Exhibitors appointing an Exhibitor Appointed Contractor (EAC) for installing and dismantling services for their booth are required to complete and submit the EAC Notification Form that will be included in the Exhibitor Service Kit. This will allow use of union decorating contractor of choice for display installation and dismantling labor and will allow Brede Allied to communicate important information directly to your appointed contractor. All EACs must not interfere with or prejudice the orderly setup, interim services, or dismantling of the exhibition. All EACs shall abide by the SSH policies and procedures. Any violation may, at the discretion of SSH, result in EAC's removal from exhibit floor. All agents or representatives of an exhibitor performing services at Brede Allied directly for an exhibitor and who are not the exhibitor's employees must provide SSH with original certificate of insurance. Admission to Exhibit Hall to provide service will be denied until such proof of insurance is provided.

***Use of Space hours:*** Booth must be manned at all times during official exhibit times. Each representative of an exhibiting company use have an official IMSH exhibitor badge to enter exhibit area and must wear the name badge at all times while in the exhibit area. Exhibit badge allocations are detailed under Exhibit Rates in this document. All exhibitor personnel badges shall be identified with the name of the company contracting the space – ***NO EXCEPTIONS.***

***Storage:*** Nothing may be stored behind booths or back wall drapes. All exhibits are subject to inspection by SSH and the Fire Marshall during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

***Demonstrations:*** Demonstrations must be contained within the booth space. If booth visitors/spectators overflow into the aisles or adjacent booths, or otherwise impede normal traffic flow, SSH has the right to limit, discontinue or move and/or remove the demonstration area causing the problem.

Distribution of samples and printed matter of any kind, or any promotional material, is restricted to the confines of the exhibit booth. Canvassing, "suit casing," or distributing of materials in aisles and meeting area of convention center is strictly prohibited.

Prizes, awards, drawings, raffles, lotteries, or contests of any kind must have prior written approval from SSH. A form will be included in the Exhibitor Service Kit to facilitate request.

***Sound Devices:*** Sound of any kind must not be projected outside the confines of the exhibit booth. If the nature of the equipment or booth demonstration to be displayed is such that a loud noise is part of the performance, the SSH Director of Meetings & Exhibits must be informed. Mechanical or electrical devices, which produce sound, must be operated so as not to prove disturbing to other exhibitors.

Management reserves the right to determine the acceptable sound level in all instances. This will be strictly enforced.

#### **PHOTOGRAPHY/CAMERA/RECORDING EQUIPMENT**

Exhibitors are allowed to photograph, videotape or mechanically record their company's booth during regular floor access hours. This must be done without the use of electrical lighting. Exhibitors are allowed to have independent film crews videotape their booth under the same guidelines and restrictions contained in this section. Videotaping and photography are permitted Sunday through Tuesday only and must be arranged 30 days in advance and approved by SSH Director of Meetings & Exhibits. Exhibitors must refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown.

***UNDER NO CIRCUMSTANCES can an exhibitor enter the booth or take photographs or video of another exhibitor's booth or area.*** Only exception is if invited and accompanied by said host exhibitor. Each exhibitor has control over the space it has rented and may prevent others (including other exhibitors) from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations from within its space. Contact an SSH staff member or notify the IMSH Exhibitor Service Desk if you experience problems with another exhibitor photographing or videotaping your exhibit (if possible, photograph or videotape the inappropriate activity for proof and ease of reference). Violators risk following penalties, including, but not limited to, not being invited to future IMSH meetings, up to and including expulsion from IMSH 2017 exhibit floor.

### *Penalties for Unauthorized Use of Cameras*

- 1st Violation: Confiscation of film/digital disk, camera or both. Deduction of 25% total Priority Points associated with future meeting participation.
- 2nd Violation: Confiscation of film/digital disk, camera or both. Deduction of 50% total Priority Points associated with future meeting participation, and person taking unauthorized pictures will be removed from the show floor.

***Suitcasing/Outboarding:*** SSH considers the practice of “suitcasing” and/or “outboarding” to be unethical business conduct and strictly prohibits both practices. Suitcasing refers to the practice of companies or persons who go to expos as attendees but “work the aisles” from their suitcase (briefcase), soliciting business from other attendees and exhibitors.

Outboarding refers to non-exhibiting or non-sponsoring companies that set up exhibits or events at off-site locations, such as hotel hospitality suites or nearby restaurants and encourage attendees to leave the exhibit floor and spend time with them.

To preserve the integrity of the IMSH Exhibition, the only legitimate place to conduct business during expo hours is within a contracted exhibit space on the exhibit floor. Only official contracted exhibitors and sponsors are allowed to conduct other hospitality events during non-expo hours. All violations will be subject to penalties and sanctions against the violating company or persons. Exhibiting companies are encouraged to protect their investment and report any violations to the SSH Director of Meetings and Exhibits.

All exhibit matters and questions not covered by these policies and procedures are subject to the decision of SSH. These policies and procedures may be amended at any time by SSH, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these policies and procedures, a written notice will be given by SSH to exhibitor who may be affected.

### **FREQUENTLY ASKED QUESTIONS**

***Will my booth be furnished?*** Booths are not furnished. Order information will be provided in the Exhibitor Service Kit provided by Brede Allied Exposition Services.

The kit will be available online mid-September.

*Does electricity come with my booth?* No. You will need to order electricity separately and information will be found in the Exhibitor Services Kit.

*Do I have to order carpet?* Yes, carpet for the exhibit space is mandatory and at the cost of the exhibitor. As the Hyatt Regency Orlando Hotel exhibit space is already carpeted, 10' x 10' booths will not be required to carpet their booth; however, they will be required to offset the booth by back and side rail pipe and drape – provided by SSH.

*Where do I ship my booth materials?* Specific and detailed shipping information will be in the Exhibitor Service Kit.

*I am unable to stay for the full exhibition. What is SSH's policy on early break-down?* Our policy is simple: we don't allow early breakdowns – it is a safety issue with attendees and other exhibitors moving about. Also, attendees have paid a conference registration fee that includes access to the Exhibit Hall. We want to ensure their experience is a positive one. Additionally, it's unprofessional to your fellow exhibitors to leave an empty space in the middle of the row. Should an emergency arise that forces you to leave early, speak directly with the SSH Director of Meetings & Exhibits on site. Arrangements can be made for your exhibit to be dismantled and shipped to your destination upon close of the Exhibit Hall. There will be a charge for this service.

*I have customers and colleagues in the area that would like to stop by my booth while we are in Orlando. Do they need to buy a conference registration?* Guests who want only to view the exhibits may register onsite for daily Exhibits Only Registration at a fee of \$250, which includes the Exhibit Hall lunch.

*How many exhibitor personnel can I have in my booth?*

Five (5) Exhibitor Badges for each 10x10 booth unit up to a **MAXIMUM** of 30 badges. Additional hall badges are \$395.00. There is no limit to number of additional hall badges at the rate of \$395.00. All exhibitor personnel badges shall be identified with the name of the company contracting the space – **NO**

**EXCEPTIONS.**

Educational Booths are limited to two (2) Exhibitor Hall Badges.

Exhibitor registration does not include the conference. Your exhibitor booth manager will be able to register your booth staff directly through an online link with Online Registration – IMSH's official registration provider. Each contracted exhibitor will be personally contacted by an Online Registration manager.

The exhibitor badges permit access to plenary sessions, Serious Games & Virtual Environments Arcade & Showcase and Professor Rounds. Badges also allow access to didactic sessions, workshops and panel presentations courses is on a space available basis, also at no charge.

Those requesting CME credit must register as an attendee as SSH cannot provide complimentary CME credits. Contact Judy Larson at [jl Larson@ssih.org](mailto:jl Larson@ssih.org) for information on special pricing for exhibitor meeting registration.

*How does membership in the SSH Corporate Council benefit us for IMSH 2017?*

Immediate benefits are the 5% discount (to a maximum of \$500) on the cost of the booth space, additional priority points and priority booth assignment. For additional benefits, visit <http://ssih.org/about-ssh/corporate-council> or contact Judy Larson at [jl Larson@ssih.org](mailto:jl Larson@ssih.org).