

**COMPLETION OF THE ONLINE BOOTH REGISTRATION PROCESS ACKNOWLEDGES YOUR ORGANIZATION'S ACCEPTANCE AND WILLINGNESS TO COMPLY WITH THE FOLLOWING VIRTUAL CONFERENCE AND EXHIBITION POLICIES:**

**Virtual Format for ACMA's 2020 National Conference**

ACMA's 2020 National Conference was originally scheduled to be held in April in Chicago. Due to the COVID-19 pandemic, the live conference was cancelled and will now be held as a virtual event. ACMA's 2020 Virtual National Conference has been designed to recreate certain aspects of a live conference and exhibition. Educational content will be presented both live and recorded for on-demand viewing.

ACMA is providing an exponential increase in exposure available to exhibiting companies by giving access to the virtual exhibition to both paid conference registrants AND its 9000+ members.

The event will open in Summer 2020 (launch date TBA) and will be accessible for attendees and exhibiting companies for up to six months.

**Marketing / Booth Traffic Facilitation by ACMA**

In order to drive traffic into the virtual conference environment, ACMA will host a minimum of one live stream educational session and exhibition networking event per month to facilitate traffic into the virtual conference. Dates for live presentations/networking TBA. If you are interested in presenting one of these live stream educational sessions (or a recorded session), please contact the ACMA Exhibit Sales Team.

In addition to live stream sessions, we are also creating a number of other strategies to drive traffic to your virtual booth, including door prizes. If you have creative ideas and/or have experienced unique traffic drivers at other virtual events, let us know as we want to make this as valuable to you as possible.

**Marketing / Booth Traffic Facilitation by ACMA**

We encourage you to help us promote the 2020 Virtual National Conference. ACMA's marketing team will provide a toolkit with graphics and social media posts that you can push out through your distribution channels. We also recommend that you consider hosting your own live networking events throughout the virtual conference. Prior to launch, we'll share creative ideas with you so that you can plan your live events.

**Exhibit Eligibility / Right of Refusal**

ACMA expressly reserves the right to refuse virtual exhibit space, without notice or hearing to any applicant for virtual exhibit space at all events sponsored by ACMA. ACMA also reserves the right to prohibit any company or any of its officials, officers, directors, employees, agents, contractors, subcontractors, representatives, patrons, guests, or invitees from exhibiting virtually at ACMA's discretion. ACMA reserves the right to remove or modify virtual exhibits that, because of use of logos, placement of logos or for any other reason, become objectionable to ACMA. ACMA reserves the right to require an exhibiting company to modify or remove virtual exhibits, even after they are confirmed in the virtual exhibit hall. In such event, neither ACMA nor ACMA's virtual conference provider shall be liable to an exhibiting company for any refund of exhibit fee, expenses incurred by the exhibiting company, or any cost, or loss of revenue. The acceptance or rejection of any company or product for virtual exhibit space does not constitute or imply endorsement of or judgment about the merit of the company or its product(s) or service(s). If applicable, ACMA will return paid exhibit fees at the time of refusal. Any expenses incurred prior to, during or after refusal by ACMA are the sole responsibility of the applicant.

**Use of Virtual Exhibit Space, Restrictions & Conduct**

- No exhibiting company shall permit any other organization, or its representatives, to use the virtual exhibit space allotted to them, nor shall display articles and/or marketing collateral not manufactured or sold normally by them in their assigned virtual exhibit booth.
- Co-participation by any other corporation or firm or its representatives in virtual exhibit space assigned to the original applicant may do so only with written permission from the ACMA and shall be subject to additional charges.
- Any exhibiting company failing to occupy reserved virtual exhibit space during ACMA's published booth hours, shall forfeit the virtual exhibit space without reimbursement.
- ACMA shall have the right to use any unoccupied virtual exhibit space beginning at the end of ACMA's published virtual exhibit booth set up to suit its own convenience, including relocating a virtual exhibit or selling the space to another company without any rebate or allowance to the defaulting Exhibitor. ACMA assumes no responsibility for having included the name of the defaulting exhibiting company, or description of company products/services in any printed or electronic materials related to the event.
- Solicitation of business by non-exhibiting firms is prohibited.
- Photographing and/or examining another company's materials, attendees and/or conference events without permission from the company and/or ACMA is prohibited.
- Demonstrations are permitted only within the confines of the individual virtual exhibitor's assigned booth.
- Representatives of exhibiting companies must refrain from any conduct that would be viewed as detrimental, offensive and/or disruptive to attendees or the virtual conference, including, but not limited to: verbal harassment, lascivious behavior, unauthorized use of another exhibitor's product or product concepts.

**Marketing Program Implementation/CAN-SPAM Compliance**

Exhibiting companies agree that they shall ensure compliance with all applicable laws and regulations including those related to privacy, unsolicited e-mail and data protection of the U.S. (including the CAN-SPAM law) and any applicable foreign country.

### Direct Selling

Direct selling from your virtual booth is prohibited except where specifically authorized in writing by ACMA in advance. This includes, but is not limited to, monetary transactions in exchange for goods/services. In the event that an exhibiting company is approved by ACMA to engage in direct selling, the exhibiting company will be solely responsible for complying with all federal, state, and local laws regarding sales taxes and laws that may pertain to such sales.

### Attendance of Platinum Sessions by Exhibiting Companies

We ask that our exhibiting companies exercise professional courtesy and not attend Platinum Sessions without an invitation to do so from the presenting Platinum company. ACMA will audit session attendance lists for compliance.

### Notice of Disability

In compliance with the Americans with Disabilities Act of 1990, ACMA will make all reasonable efforts to accommodate persons with disabilities at the conference.

### Display Guidelines & Requirements

Virtual booth guidelines and specs will be provided to by ACMA to exhibiting companies via email and via the conference website. The online virtual exhibitor booth guidelines may also be requested via email to [exhibits@acmaweb.org](mailto:exhibits@acmaweb.org)

### Exhibitor Badges & Virtual Conference Access

A conference registration will be required to participate in the ACMA virtual conference events. For your convenience, ACMA offers the following virtual conference registrations to our exhibiting companies:

- Only representatives who are employed directly by the exhibiting company are eligible for staff badges.
- Conference registrations are to be used by one individual for the duration of the online conference and are non-transferable during the virtual conference. Each booth rep will be required to provide a valid cell phone number and email address for use by ACMA to communicate announcements and reminders during the online virtual conference.
- Exhibiting companies may purchase extra registrations for \$300/ea.
- Registrations are "all-access" meaning your booth reps have access to the online exhibition and all recorded & live educational sessions and may receive CE/CME credits upon request.

### Exhibitor Access to Exhibit Hall During Conference Hours

Booths must be staffed by at least one company representative during live networking events as published by ACMA.

### Payment / Additional Fees / Release of Booth Space

- Companies who have elected to transfer registration fees paid for participation in the ACMA 2020 national live conference to the ACMA 2020 virtual conference will not be required to register again.
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- Once exhibition registration opens, all balance due amounts will be required to be paid for inclusion in the virtual exhibit hall.
- Your company will not be listed in conference materials or receive inclusion in the virtual exhibit hall, until full payment has been received by ACMA. If full payment is not received, your booth will be released unless prior arrangements have been made.
- **Exhibiting companies with an outstanding balance will not be included in the virtual conference.** Please ensure that all fees for miscellaneous items (registrations, marketing opportunities, etc.) have been paid prior to inclusion in the virtual conference.

### Cancellation Policy

All monies paid to ACMA for virtual exhibit space and advertising are non-refundable.

### Terms of Registration / Statement of Liability Waiver

Exhibiting companies are expected to comply with federal, state, and local laws.

Conference attendees, exhibitors, sponsors and guests in the ACMA National Virtual Conference agree to indemnify, defend and hold harmless ACMA and the officers, directors, and agents against all claims arising out of their own actions or omissions at or in connection with the ACMA National Virtual Conference except for ACMA's own negligence or willful misconduct. ACMA agrees to indemnify and hold harmless conference attendees, exhibitors, sponsors and guests against all claims arising out of the acts of omissions of ACMA, the officers, directors, and agents in connection with the ACMA Case Management Virtual Conference except for conference attendees, exhibitors, sponsors and guests gross negligence or willful misconduct.

In case the meeting facility shall be damaged or destroyed, or if the ACMA event fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, the contract may be terminated by ACMA. In the event of such termination, the exhibiting company waives any damages and/or claims for damages and agrees that the sole liability of ACMA shall be to return paid booth fees or issue a credit of monies paid towards a future ACMA event. Any incurred expenses will be the responsibility of the exhibiting company.

ACMA's conference policies may be updated at any time. ACMA's Virtual Conference & Exhibition policies have been formulated in the best interest of all concerned and become a part of the contract between the exhibiting company and ACMA. All matters/questions not covered by these policies are subject to the decisions of ACMA.

**ACMA RESERVES THE RIGHT** to make changes to event rules, policies and guidelines. ACMA will note revision date and ensure that current rules, policies and guidelines are publicly available via the conference website.

**FAILURE TO COMPLY** with event guidelines on the part of exhibiting company, its employees, or agents may result in ACMA's termination of the exhibition contract, removal of exhibiting company and display from the conference and exhibit hall, and/or forfeiture of all fees paid to ACMA. ACMA shall be the sole judge as to whether event guidelines have been violated and all decisions of ACMA are final.