

# EXHIBITOR STANDARDS

## Basic Booth Specifications

### ELIGIBILITY FOR EXHIBITING

The exhibits are a vital extension of the education program of the American Public Health Association. To exhibit, the products and services must be related to the field of public health. APHA reserves the right to exclude any company whose products/services are deemed inappropriate.

### BOOTH CONSTRUCTION AND LAYOUT

Booth space for 2012 will be 10' X 10' to include: Eight-foot (8') high back-wall drape; three-foot (3') high sidewall drape (not applicable to island booths); two-line booth sign with booth number, company name, city and state.

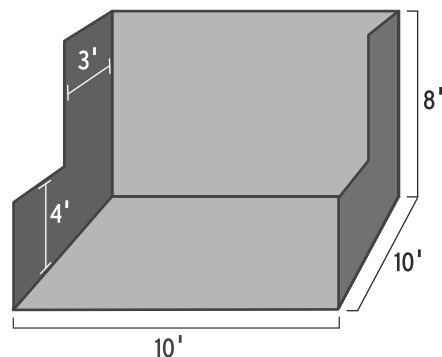
**Exhibitors are responsible for bringing or ordering their own booth furnishings (tables, chairs, etc.) and electrical requirements.**

### CARPETING

**Booths are not carpeted; exhibitors are required to provide carpeting.** If carpeting is not ordered, APHA will order it and charge the fee to the exhibitor. Companies occupying island booths must have carpeting to cover entire booth or contract with the General Service Contractor (GSC) to fill in space with aisle carpeting.

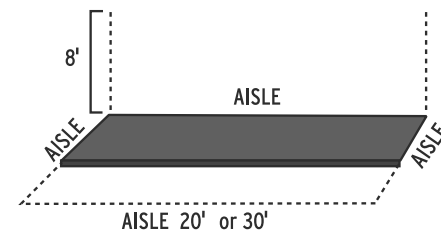
### STANDARD AISLE BOOTH

Displays must not be higher than eight feet (8') behind the booth. The eight-foot (8') back-wall limitation may extend three feet (3') forward into the booth space, but then must drop to four feet (4') unless the exhibitor has a written variance permit from APHA.



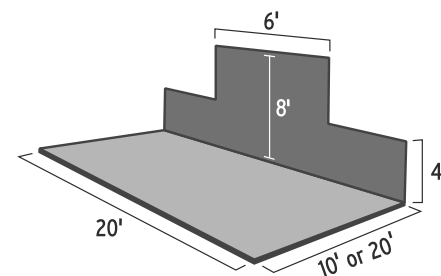
### ISLAND BOOTH

Display may not exceed eight feet (8') in height. APHA management must approve a sketch of the exhibit before installation.



### PENINSULA BOOTH

The maximum height of eight feet (8') along the back wall is permitted to extend three feet (3') from the center, then must drop down to four feet (4').



Exhibitors who want to use any equipment other than standard booth equipment or any signs, decorations or arrangements of display material conflicting in any way with these rules and regulations must submit a detailed sketch of the proposed layout to APHA with the contract and must receive written variance approval from APHA.

There will be no objectionable noise, odor or other disagreeable features allowed by any exhibitor. Each exhibit should be installed so that it will not project beyond the space allotted. No exhibit shall obstruct or otherwise interfere with the other exhibits.

### DEFAULT IN OCCUPANCY

Any exhibitor failing to occupy space contracted for is not relieved of the obligation of paying the full rental of such space, as provided in the signed contract. If not occupied by the opening of exhibits for attendees, such space may be possessed by the Association.

### BOOTH MOVE IN AND MOVE OUT

The Moscone Center will be available for installation of exhibits on:

Friday, Oct 26	1:00 pm – 6:00 pm
Saturday, Oct 27	8:00 am – 6:00 pm
Sunday, Oct 28	8:00 am – 12:00 pm

Please note that double time for all trades starts at 4:30 pm. All shipping containers must be emptied and cleared away for storage by 6:00 pm on Saturday. No freight can be brought in after aisle carpet is laid. Exhibitors may set out materials in their booths on Sunday, October 28, until 2:00 pm as long as their activities do not interfere with the installation of the aisle carpeting.

**Move Out** will begin on **Wednesday, October 31 at 12:30 pm.** Exhibits may not be vacated or dismantled before this time. All booths must be dismantled, packed and ready for shipping by **Thursday, November 1, 12:00 pm.** APHA reserves the right to set up and/or dismantle the booth of any exhibiting company that does not comply with the time deadlines. GES will provide the labor and bill the company accordingly.

### EXHIBIT REPRESENTATIVES

Each person assigned to staff exhibit booths must wear a convention badge and exhibitor ribbon. For each booth reserved, an exhibitor may register a maximum of **three** representatives to receive exhibitors' badges. **These badges permit entrance to the exhibit hall, and serve as full meeting registrations permitting attendance at APHA scientific programs and business meetings.** Exhibitors may purchase a maximum of 3 additional badges (\$75 per badge) for "Exhibit Hall Only" use. All other persons must register at the meeting and pay the appropriate registration fee. **Badges for exhibit personnel will be available for pick-up at the Exhibitor Registration Desk in the Moscone Center. Badges will not be mailed in advance.**

### EOE REQUIREMENT

Only companies certifying that they are Equal Opportunity Employers will be eligible to exhibit at this convention and subsequent conventions held by the American Public Health Association. Please see contract.

### OFF-SITE ACTIVITIES

Exhibitors who plan to have activities outside of the Moscone Convention Center from October 27–31, 2012 agree that such events will not take place unless approved first by APHA. Public notices of such events shall be displayed only in the exhibitor's booth or in the Association's Activity Posting Center. Notices may not be posted in any convention hotel or in the common areas of the Moscone Center. Should you be interested in planning such an event, contact Lynn Schoen at (202) 777-2479.

## Decorator & Material Handling Services

Rental of booth furnishings, special sign service and labor will be handled by GES Exposition Services. Contact information is as follows:

GES National Servicer  
7050 Lindell Road  
Las Vegas, NV 89118  
Phone: 800.475.2098 (in USA)  
702.515.5970 (international)  
Fax: 866.329.1437 (in USA)  
702.263.1520 (international)

Email: [servicer@gesexpo.com](mailto:servicer@gesexpo.com)  
Web site: [www.gesexpo.com](http://www.gesexpo.com)

An exhibitor's Service Kit containing information and rates for decorator and material handling services, including order forms for labor, cleaning and electrical services, will be emailed to exhibitors 60 days before the show by GES. Please note that instructions contained in the exhibitor's Service Kit take precedence over those outlined here.

### BOOTH CLEANING

If you wish to have your booth cleaned after setup or during the Annual Meeting, you must fill out the proper form in the GES Decorator Service Kit. Each exhibitor is responsible for contracting with GES to ensure that your booth is cleaned.

### EQUIPMENT AND HANDLING ON SITE

Equipment required for exhibitors' use will be furnished at exhibitors' expense. Exhibitors having particular problems should contact GES. Exhibitors planning to exhibit machinery or other heavy materials should also forward detailed information and instructions for handling to GES. GES will not be responsible for damage to uncrated materials, materials improperly packed, any concealed damage, loss, and/or theft of materials, after they have been delivered to booths or before GES has packed up for loading out of the exhibitor area.

### LIGHT AND POWER

Sufficient light is provided for adequate general illumination of the entire area, but **individual outlets are not included in the booth price.** If bright illumination is desired, exhibitors should order floodlights. All electrical services must be detailed on order forms provided in the GES Service Kit.

### SHIPPING, HANDLING AND REMOVAL INSTRUCTIONS

All advance shipments must be delivered to GES at least 7 days prior to the setup of the show. Freight shipments should be made on straight bills of lading and should be prepared to show number of pieces, weight, classification, etc. A delivery ticket showing number of pieces, classification, weight, etc should accompany shipments made by other than straight bills of lading. If exhibitors fail to provide accurate weight, GES shall determine the weight and charge accordingly. **All shipments must be prepaid and insured.**

### ADVANCE (WAREHOUSE) SHIPMENTS

GES will receive exhibitors' freight, store **(up to 30 days prior to installation date)**, deliver to booth on installation day, remove and store empty containers and return empty containers to booth for repacking. All warehouse shipments must arrive at warehouse at least one week before installation date. **Uncrated or loose materials will not be received at warehouse.** At end of show, freight will be delivered from booth to dock and located on owners or common carriers/trucks.

### DIRECT (ON-SITE) SHIPMENTS

GES will receive exhibitors' freight at the loading dock, during the installation period only, from outside carrier or owner's truck. Rate includes unloading and delivery to booth, removal, storage and return of empty containers. At end of show, freight will be delivered from booth to common carrier at loading dock.

### SHIPMENTS OR EQUIPMENT REQUIRING SPECIAL HANDLING

Uncrated freight that requires special handling will be charged an additional rate. Any shipment requiring special handling will be handled on a time and material basis. See the Material Handling Rate Schedule in the Exhibitor Service Kit for more detailed information.

Important: **Any shipments arriving at the Moscone Center before move-in will be refused.** For outbound movement, exhibitors must make arrangements by filling out bills of lading, routing or other pertinent materials, at the GES desk any time before departure.

### PAYMENT POLICY

Full payment of charges must be included with each advance order. Orders must be paid in advance or in full at the time of the service. American Express, VISA and MasterCard will be accepted at the GES Service Desk.

Reserve exhibit space now!

Call: 202-777-2479

Fax: 202-777-2530

Email: [lynn.schoen@apha.org](mailto:lynn.schoen@apha.org)

[www.apha.org](http://www.apha.org)





# FLOOR PLAN

Moscone Convention Center

San Francisco, CA

South Building—Halls A/B/C

