

**EXHIBITOR SERVICE KIT FOR
The Advanced Emergency and Acute Care Medicine Conference
Sheraton Atlantic City Convention Center Hotel
September 13, 2017 – September 14, 2017**

Exhibitor Registration and Pricing:

The price for a booth is \$950.00. This includes continental breakfast and lunch daily for up to two representatives, and access to our nightly hospitality suite. Additional representatives may be added at a cost of \$65.00 per person, per day – to offset the additional food and beverage expenses incurred from the venue. Please register at www.bestemconference.com by clicking on the Conference Registration link **AFTER MAY 1, 2017**.

Important Dates and Times:

August 28, 2017 (Monday)

Last day to book hotel rooms at the special conference rate. Reservations made after this date are subject to availability and prevailing room rates.

September 7, 2017 (Thursday)

Last day to order electric and Internet from the Sheraton Hotel at the advance discount price. Same day electric orders cannot be accommodated.

September 8, 2017 (Friday)

First day that advance show freight may arrive at the Sheraton Hotel. Due to the limited freight storage space at the venue, the hotel may refuse shipments arriving before this date.

September 12, 2017 (Tuesday)

Please join us in our Hospitality Suite for refreshments the night before the exhibit hall opens. For time and location on this important networking event, please contact Ed Kocher (edward.kocher@emcare.com) the week prior to the conference.

Note: Exhibitor Setup is not possible on Tuesday evening.

September 13, 2017 (Wednesday) [times subject to change]

7:00am – 9:30am – Exhibitor Setup

9:30am – 3:30pm – Exhibits Open:

- 10:00a – 10:30a – Attendee break in the Exhibit Hall
- 12:00n – 1:30p – Attendee luncheon served in the Exhibit Hall
- 2:30p – 3:00p – Attendee break in the Exhibit Hall

September 14, 2017 (Thursday) [times subject to change]

7:30am – 1:00pm – Exhibits Open:

- 7:30am – 9:30am – Attendee Breakfast served in the Exhibit Hall
- 10:00am – 10:30am – Attendee break in the Exhibit Hall
- 11:30am – 12:30pm – Attendee luncheon served in the Exhibit Hall
- 1:00pm – 4:00pm – Exhibitor Breakdown

Exhibit Hall Location:

All exhibitors will be in the Sheraton's Crown Ballroom, and this will be the same room used for all attendee Food & Beverage functions on Tuesday and Wednesday during exhibit hours. The Food & Beverage setups will be at the center of the ballroom.

Exhibit Booth Information:

Each 8-foot x 8-foot booth will contain a 6 foot skirted table (typically maroon colored skirting with a white topper), two chairs, and a wastebasket. **THIS IS PRIMARILY A TABLETOP EVENT.** However, we can accommodate a limited number of 10-foot backdrop booths, subject to space availability, and only if we are notified of your needs no later than 9/1/17. Please note that **THE BALLROOM IS CARPETED AND BOOTH PIPING AND DRAPING WILL NOT BE UTILIZED FOR THIS SHOW.**

Electricity for your Exhibit Booth:

ELECTRIC SERVICE IS NOT AUTOMATICALLY PROVIDED. For those exhibitors requiring electrical outlets at their booths, please note that electric is provided by the hotel at a nominal cost of \$50 + tax for the two exhibit days, and the price includes a Power strip. If you require electric outlets at your booth, you will need to apply for electric service from the Sheraton Hotel. Please see the Exhibitor Power and Internet Order Form on the last page of this Exhibitor Service Kit for details. We strongly encourage you to order electric well in advance. **LATE ELECTRIC ORDERS ARE 25% MORE THAN IF ORDERED IN ADVANCE, AND SAME DAY ORDERS CAN NOT BE ACCOMODATED.** Please note that if you order electric outlets for your booth, then your booth will be located along the permanent perimeter walls of the ballroom.

Wireless Internet for your Exhibit Booth:

It is our intention to provide your booth staff with complimentary wireless Internet while on the show floor, subject to change with or without notice.

Booth Location and Number Assignments:

BOOTH LOCATION/NUMBERS ARE NOT ASSIGNED IN ADVANCE. Booth locations/numbers will be assigned the day prior to the conference. When ordering electric or sending shipments to the hotel, please use your company name as the primary reference – booth numbers are not required for electric orders, Internet orders or shipments to the venue. See shipping information on the following pages. The hotel staff will be provided with a complete list of vendor names and their booth assignments the day prior to the conference.

Special Hotel Room Rates:

A special rate of \$139.00 (plus applicable taxes and resort fees) has been secured for attendees and exhibitors of the Conference. A one-night deposit is required when booking, and **this rate is fully refundable until 72 hours prior to your arrival.** Rooms at this special rate are limited and **should be booked well in advance of the conference.** **THIS SPECIAL GROUP RATE IS ONLY AVAILABLE FOR BOOKING UNTIL AUGUST 28, 2017.** Reservations made after this date are subject to prevailing room rates, and all bookings are subject to availability. To secure your hotel reservation, use the following web address:

<https://www.starwoodmeeting.com/Book/ema2017>

Other Booth Decorating Requirements not listed in this ESK:

If you have any special needs for your booth that are not specifically listed within this Exhibitor Service Kit, please contact Ed Kocher for assistance. We will be happy to accommodate your requests within the confines of our obligations to the venue, conference sponsors and fellow exhibitors:

Ed Kocher
Associate Conference Director
edward.kocher@emcare.com
732-616-1035 (cell)

Show Freight:

WE HIGHLY RECOMMEND THAT ALL SHOW FREIGHT BE SHIPPED DIRECT TO THE SHOW SITE IN ADVANCE. Doing so will avoid delays in getting materials to your booth on the morning of setup.

Show Freight can be handled one of two ways:

- **Shipped Direct to Show Site in Advance:**

Please label all packages as follows. **Failure to include all this information on your labels can result in loss or delay of your shipment to the exhibit floor:**

Your Company Name and on-site contact name

(Example: ABC Corp/John Jones)

EMA Annual Conference - Attn: Sharon Garrison

Crown Ballroom – Sept 13 & 14, 2017

c/o Sheraton Atlantic City

Two Convention Boulevard

Atlantic City, NJ 08401

Box ____ of ____ (*Multiple boxes MUST be numbered*)

IMPORTANT NOTES for advance shipments:

- **All shipments to the show site must arrive on or after 9/1/17.** The hotel may refuse shipments arriving prior to this date.
- If you will be shipping any large crates or pallets to the hotel, please notify Ed Kocher (edward.kocher@emcare.com) **IN ADVANCE.**
- The hotel will charge a **NOMINAL PACKAGE HANDLING FEE** for all advance shipments (prices subject to change with or without notice):
 - 0-5 pounds \$5 per piece
 - 6-20 pounds \$10 per piece
 - 21-50 pounds \$15 per piece
 - Over 50 pounds \$25 per piece
 - Each Crate \$50
 - Each Pallet \$75
- Please provide your own labels and shipping supplies for any return shipments. The hotel will not be able to provide labels or packing materials. There is a \$5 (per piece) charge for each outbound box handled by the hotel.
- Please contact Sharon Garrison at the Sheraton to **MAKE ADVANCE ARRANGMENTS FOR FREIGHT HANDLING CHANGES.** Sharon can be reached via email at Sharon.Garrison@sheraton.com or on her office phone at 609-441-2938.

Show Freight: (cont.)

- **Delivered via your own automobile to the Hotel on the morning of 9/13/17:**

ALL FREIGHT DELIVERED TO THE SHERATON VIA PRIVATELY OWNED VEHICLES SHOULD BE BROUGHT TO THE CONVENTION SERVICES LOADING DOCK ON BALTIC AVE.

THERE ARE NO DRAYAGE OR PACKAGE HANDLING FEES FOR SAME DAY DELIVERIES VIA THE LOADING DOCK. However, tipping the hotel employees who assist you will be greatly appreciated.

SHERATON BELLMEN ARE NOT REQUIRED TO HANDLE SHOW FREIGHT AT THE HOTEL'S FRONT ENTRANCE. They may choose to do so only after other hotel guests have been assisted and the hotel is not experiencing a large volume of check-ins or checkouts. For this reason, we ask that you please utilize the hotel's loading dock on Baltic Avenue.

Directions to the loading dock:

- Take the Atlantic City Expressway eastbound towards AC and follow the Expressway all the way into the city.
- Proceed to the second light (Arctic Avenue) – make a left onto Arctic Avenue. Proceed to the second light (Michigan Avenue). Make a left onto Michigan Avenue.
- Take left at Next Light onto Baltic Avenue and make an IMMEDIATE right turn into the Loading Dock.

Questions:

Should you have additional questions or concerns regarding any aspect of the 2017 Advanced Emergency and Acute Care Medicine Conference, please do not hesitate to contact us:

Vendor related and logistical questions should be directed to:

Ed Kocher
Associate Conference Director
732-616-1035 (cell)
edward.kocher@emcare.com

Booth sales and all other questions to be directed to:

Scott Serbin
Conference Director
973-251-1075 (office)
scott.serbin@emcare.com

RULES AND REGULATIONS

These rules and regulations (“Rules and Regulations”) are an integral and binding part of the on-line and/or written application for exhibit booth space (“Application Agreement”) for the 2016 Advanced Emergency and Acute Care Medicine Conference (“Event”) at the Sheraton Atlantic City Convention Center Hotel (“Hotel”). By signing the Application Agreement, or by registering for exhibit space via the conference website (www.bestemconference.com), the exhibitor (“Exhibitor”) agrees to comply with the Rules and Regulations, Exhibitor Service Kit, and any policies, terms, rules or regulations that may hereafter be adopted by EmCare/Emergency Medical Associates (“EMA”) regarding the Event. These Rules and Regulations, as may be amended, shall be incorporated into the Application Agreement between Exhibitor and EMA as if fully set forth therein.

Use of Event Space and Permits. Exhibitor will obtain EMA’s advance written approval before using items at the Event that could create noise, noxious odors or hazardous effects including, but not limited to, loud music, smoke or fog machines, dry ice, confetti cannons, candles, or incense. Exhibitor will obtain any required Fire Marshall or other safety approvals, and will pay any expenses incurred by Hotel as a result of such activity, such as resetting smoke or fire alarms or unusual clean up costs. Exhibitor is responsible for any fees that may be due for the licensing of copyrighted music used in its presentations.

Apart from Exhibitor’s booth at the Event, no signs, banners or displays may be erected or displayed by Exhibitor in any part of the Hotel without the written approval of EMA. In addition, no sign, banner or display may be affixed to any part of the Hotel. Exhibitor will be held responsible for any damage it causes to the building, equipment or decorations of the Hotel.

Promotional Activities and Giveaways. Prize drawings are only permitted during specific time periods as specified by EMA. It shall be the Exhibitor’s responsibility to notify EMA in writing as to Exhibitor’s intent to have a prize drawing during the Event. Any rules for such drawings must include a stipulation that the winner need not be present to win.

Laws and Policies. Exhibitor will comply with all applicable federal, state and local laws (including, without limitation, the Americans with Disabilities Act and fire, safety and environmental laws, ordinances and regulations) and Hotel rules and policies.

Insurance. Exhibitor will maintain insurance sufficient to cover any claims or liabilities which may reasonably arise out of or relate to Exhibitor’s obligations under the Application Agreement and will provide evidence of insurance upon request.

Liability. Exhibitor hereby agrees to indemnify, defend and hold harmless EMA, BA Associates and Hotel from any loss, liability, cost or damage arising from or relating to actual or threatened claims resulting from (i) its breach of the Application Agreement, (ii) the negligence, gross negligence or intentional misconduct of Exhibitor or its officers, directors, employees, agents, contractors, members or participants or (iii) the transportation, placing, removal or display of Exhibitor’s exhibits.

It is understood and agreed that the sole liability of EMA to Exhibitor for any breach of the Application Agreement shall be the refund of all amounts paid by Exhibitor to EMA pursuant to the Application Agreement, as an exclusive remedy.

Security. Exhibitor acknowledges that Hotel does not provide security at the Event and function space and all personal and other property left in the Event or function space is at the sole risk of the owner. This limit of liability includes items shipped to and stored at the Hotel prior to the conference date.

Enforcement of Rules. EMA reserves the right to modify or remove any exhibit that does not comply with these Rules and Regulations. All matters not specified in these Rules and Regulations shall be resolved in the sole discretion of EMA. In all interpretations and application of the Rules and Regulations, EMA's decision shall be final.

Force Majeure. If acts of God or government authorities, natural disasters, or other emergencies beyond a party's reasonable control make it illegal or impossible for such party to perform its obligations under the Application Agreement, such party may terminate the Application Agreement upon written notice to the other party without liability.

Cancellation. Notification of an Exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. Written notice of a space cancellation or reduction must be received by EMA on or before July 1, 2017, in which case EMA will issue a refund. After July 1, 2017, Exhibitor will remain liable for the full cost of the original exhibit space.

Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of New Jersey, without giving effect to New Jersey's conflict of laws principles. Any dispute arising out of this Agreement shall be brought in a court whose jurisdiction includes Morris County, New Jersey and Exhibitor agrees and submits to the jurisdiction of the state and federal courts in such county.

Miscellaneous. These Rules and Regulations, together with the Application Agreement and Exhibitor Service Kit contain the entire agreement between the parties on this matter. Any amendment to the Application Agreement shall be in a written agreement executed by the Exhibitor and EMA.



**Sheraton Atlantic City Convention Center Hotel
2017 EMA Exhibitor Power and Internet Order Form**

Group Name: EMA **Exhibitor Contact Phone:** _____

Exhibitor Contact Name: _____ **Exhibitor Company Name:** _____

Business Address: _____ **City/State/ZIP** _____

Set-up Date/Time: 9/13/17 @ 7:00am

Removal Date/Time: 9/14/17 @ 1:00pm

Meeting Room: Crown Ballroom

Credit Card: **Card #:** _____ **Exp. Date:** _____

CC Billing Address: _____ **City/State/ZIP** _____

Email address (required for all credit card orders): _____

Electrical

Quantity	Equipment	Charge	Late Fee*	Total Charges
	110 Outlet with Extension Cord and Power Strip	\$25.00 Daily	\$31.25 Daily	

Phone/Data

	Internet <i>(please contact Ed Kocher at EMA prior to ordering)</i>	\$50.00 Set up Fee	\$75 Set up Fee	
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Sub Total	---->	
6.875% State Sales Tax	---->	
TOTAL	---->	

***SPECIAL NOTES: Orders placed within 72 hours of the First Day of the Event are considered LATE ORDERS and will incur a 25% Increase to Regular Prices.**

Mail or Fax Completed Form to: **Convention Service Department**
 (609) 348-4336 Sheraton Atlantic City - Convention Center Hotel
 sharon.garrison@sheraton.com Two Convention Blvd
 Atlantic City, NJ 08401

cc: Accounting / Engineering / F&B

Customer Signature _____

Customer Email Address: _____