

Exhibit Rules and Regulations



The American Physiology Summit Exhibit Rules and Regulations are a binding and integral part of the exhibitor's contract with the American Physiological Society (APS). The health and safety of our attendees, exhibitors and personnel remain our top priority. APS will follow recommendations issued by the Centers for Disease Control and Prevention, the World Health Organization, and state and local health authorities. If any requirements are implemented to adhere to these guidelines which effect the American Physiology Summit 2027 Exhibit Rules and Regulations, the appropriate regulation will be modified, and each exhibiting company will be notified in writing of the modified regulation. The policies and procedures may differ from other meetings or conferences. We encourage you to read them in their entirety.

Agreement to the Rules and Regulations

The American Physiology Summit Exhibit Space Contract/Application Form must be signed by an official of the exhibiting company indicating that APS Exhibit Rules and Regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the signed contract and a confirmation letter.

Enforcement of the APS Rules and Regulations

APS Exhibit Rules and Regulations serve to:

- protect the integrity of the exhibition;
- ensure compliance with laws, codes, ordinances and contracts with the exhibition facility; and
- ensure all exhibitors are treated fairly.

Meeting Schedule

The American Physiology Summit commences on Thursday, April 1, 2027, at 9 a.m. MDT, and adjourns on Sunday, April 4, 2027, at 4 p.m. MDT. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward APS meeting professional registrants other than as part of the APS scientific program or as a part of an approved partnership program with APS.

Exhibit Hours

The exhibit hall will be open to meeting registrants and must be fully operational and staffed Friday, April 2, 2027, at 8 a.m. MDT, through Saturday, April 3, 2027, at 7 p.m. MDT. Exhibitors must be present throughout the duration of the following hours and are not permitted to dismantle their exhibits before 7 p.m. on Saturday, April 3, 2027. While exhibitors must be present during these times, the exhibit hall may be open for additional hours outside of these time frames and booth spaces and exhibit areas must remain clean and presentable.

- **Friday, April 2, 2027:** 11 a.m.–7 p.m.
- **Saturday, April 3, 2027:** 11 a.m.–7 p.m.

Exhibitor Eligibility

The American Physiology Summit's exhibit program is designed to educate the physiological science community on the latest technology and services available to advance research and education. APS



2027 exhibits must be educational in nature and emphasize instruments, products or services for use in teaching or research.

Exhibition at APS 2027 is subject to approval by APS. APS reserves the right to refuse applications from entire categories of exhibitors, including, but not limited to, the consumer products and journal publication industries. At any time, APS reserves the right to refuse exhibitor applications not meeting standards required or expected, and the right to curtail or to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Shipping Materials Directly to the Colorado Convention Center

The Colorado Convention Center cannot accept, unload or store any shipment of show freight, materials or equipment unless arranged with the Business Center. If items are shipped directly to the Colorado Convention Center, the Licensee or General Service Contractor must be available to accept the delivery. Deliveries can only be done through the loading dock area and must be during the Licensee's contracted date and during times listed in the exhibitor service manual.

Exhibitor Installation

The exhibitor may not occupy exhibit space until meeting all conditions as set forth in these APS Exhibit Rules and Regulations. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by Occupational Safety and Health Administration or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders and other power equipment may not be setup and/or operated in aisles or unprotected areas. The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor. High work, including the use of cranes and hydraulic lifts, is prohibited.

Permittee and Exhibitors are responsible for the proper and safe construction, materials and maintenance of their exhibits/displays. Materials used in the construction of displays, e.g. draping, table coverings, banners, props, scenery, evergreen trees, shrubs, etc., must be fire resistant. All exhibits and/or displays are subject to inspection by the Denver Fire Department. Exhibit structures that utilize upright trussing over 5 feet in height must have a square steel base plate affixed to the bottom for safety and stability.

Hanging of Signs and Lighting Truss

Hanging signs or banners requiring rigging are not permitted. Lighting truss is prohibited.

Move In

Exhibitor freight will be delivered, and installation will begin Thursday, April 1, 2027, at 8 a.m. local time. Move in will continue through Thursday, April 1, 2027, at 5 p.m. Please note that booths may not be setup on Friday, April 2, 2027.

Final Exhibit Setup

If setup of any exhibit has not begun by Thursday, April 1, 2027, APS may order the exhibit to be setup and the exhibitor billed for all charges incurred. APS will not be responsible for any



damage incurred. All exhibits must be substantially completed by Thursday, April 1, 2027, at 5 p.m. MDT, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

Opening Day

All exhibits must be fully operational by 8 a.m. MDT on Friday, April 2, 2027. After this hour, no installation work will be allowed without special permission from APS. No installation will be allowed during the published hours of the American Physiology Summit Exhibits.

Entering and Exiting the Colorado Convention Center

The Colorado Convention Center requires that exhibitors enter and exit the building using the rear marshaling yard or other approved route during move-in/out times of an event when transporting items that require a cart or cannot be carried by hand. Fees for door guard personnel during move-in/out may apply and will be included on the Permittee's master invoice. Exhibitors may enter through the front lobbies during approved move-in/out times with small hand-carried items only. Exhibitor move-in/out route and hours should be included with instructions to exhibitors.

The Colorado Convention Center may restrict vehicle access to streets in front of the building during move-in/out times as deemed necessary. Contact the Event Coordinator for more information on move-in/out procedures.

Roll-up doors may not be opened for surface lot access during show hours. Roll-up doors leading to the docks and pedestrian doors may be utilized during show hours for product restocking, storage access, etc.

Elevators at the Colorado Convention Center

Passenger elevators and escalators are provided for use by the public and may not be blocked or used to transport equipment or freight. Freight elevators are not available for the public, but arrangements may be made to use freight elevators for Permittee, General Service Contractor and/or exhibitor move-in/out. In an effort to reduce and minimize power usage, escalator operating hours will be based on the schedule of events in the building.

Dismantling/Exhibit Removal

Each exhibitor will complete arrangements for removal of its material from the Colorado Convention Center in accordance with these rules, and the instructions provided in the Exhibitor Service Kit.

All materials must be packed and ready for outbound shipment by 11 p.m. on Saturday, April 3, 2027. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the general contractor. All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering, all fixing/anchoring material including adhesives, carpet tape, physical anchors and any item other than that which can be easily removed by broom sweeping. Fixing/anchoring material, excessive booth materials and/or literature left in the booth at the end of the published exhibitor move-out date that are not labeled for outbound shipment will be considered abandoned and deemed as trash. The exhibitor will be charged for the removal and disposal of these items. Charges may include labor and dumpster fee assessed by the general contractor.



Contractor Services

Official Contractors

APS will designate official service contractors to provide all services to the exhibitor other than supervision. Electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the exclusive service contractor. The general service contractor will have control of the dock and loading facilities and will receive direct and advance shipments and van loads, handle freight and provide all rigging labor and equipment. Full-time employees of an exhibiting company may deliver materials to Colorado Convention Center via the designated self-unloading/loading docks. Please see the APS Personal Vehicle Policy found inside the APS Exhibitor Service Kit available December for complete guidelines.

Exhibitor-appointed Contractors (EAC) Request to Use an EAC

Exhibitors using contractors other than the official APS contractors for labor, supervision, or any other service, must submit an EAC Request on or before Friday, March 5, 2027. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors (not EACs) will be considered.

EAC Terms and Conditions

A request will be approved only if it will not interfere with or prejudice the orderly setup, interim services or dismantling of the exhibition. Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by APS in any contract with official service contractors or in its lease with Colorado Convention Center. All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors.

Violation of any rule or regulation may, at the discretion of APS, result in removal of the appointed contractor from the exhibit floor.

Storage of Crates and Boxes

The designated general service contractor is responsible for all event crate storage. Exhibitors and EACs may arrange for storage with the designated general service contractor. All crates and containers must be stored either offsite or inside trailers, which should remain in the assigned loading dock(s). Boneyards are prohibited. Storage of flammable or combustible materials, mixtures, liquids, gases, hazardous waste, or medical waste without approved certified containers is prohibited. All approved materials and containers must remain outside in the loading dock area.

Exhibit Design

The regulations listed herein are presented to create and maintain an open atmosphere on the exhibit floor. To this end, 100% occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be primary objectives. Booths are subject to on-site review and modification, where necessary, will be at the exhibitor's expense. Exhibits built in noncompliance of the APS regulations are subject to a fine of up to \$25,000.

General Requirements

All exhibits must conform to and enhance the professional, educational and instructional atmosphere of the meeting. Avoid overstatement in the design. Exhibitors are required to



provide floor coverings for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense. If location of columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations. Every effort has been made to ensure the accuracy of all information distributed by APS; however, up-to-the-minute information is not always available. APS, Colorado Convention Center and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exhibition.

Signage

Exhibitor identification in all APS publications and on all signs and booth graphics must be the company name submitted and approved by APS on the application/contract.

Where product/brand names are used in the primary identification, product/brand names may not appear in type larger than that of the company name. Wholly owned subsidiaries of the exhibiting company may, however, be identified if the principal identification is the parent company name and logo. Inline and peninsula exhibits are not permitted to hang signs or banners.

Supplemental Overhead Lighting

Overhead lighting systems, attached to the facility building structure, are not permitted. Lighting instruments, regardless of type, must be positioned inside the perimeter boundaries of the purchased floor space and cannot affect other exhibitors. Projecting light beams or images outside the perimeter boundary of the booth, including external aisles, is prohibited. Special effects, such as spinning or rotating, must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

Exhibit Elements Not Permitted

Balloons, flashing lights and strobe lighting of any kind are prohibited. Any changes required to bring an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to APS. Miscellaneous Requirements:

- Glitter and confetti are prohibited in the Center.
- Smoke or fog machines must be water-based and must also be pre-approved by the Center.

Inline Exhibits (10-by-10 feet or multiples thereof)

The minimum exhibit space is 10-by-10 feet. The back 5 feet of the basic exhibit may be occupied up to a height of 8 feet. The front 5 feet of the rented space may be occupied from the floor up to a height of 4 feet. Live or video demonstrations must be confined to the back 5 feet of the rented space. APS shall, at its own expense, provide basic furnishings such as side and back wall drape and a standard booth sign.

Peninsula Exhibits (10-by-20 feet, "end cap")

Only a 10 feet wide back wall can be built within a peninsula exhibit. No part of the back wall may exceed a height of 8 feet from the floor of the exhibit hall. Live or video demonstrations



must be confined to the back 5 feet of the rented space as not to impede aisle traffic. APS shall, at its own expense, provide basic furnishings such as side and back wall drape and a standard booth sign.

Care of Exhibit Space

APS will provide aisle cleaning service. The exhibitor must, at its own expense, maintain and keep its exhibit clean and in good visual and working order in accordance with these APS Exhibit Rules and Regulations and all other applicable rules and ordinances.

Exhibit Hall Attendance/Exhibitor Registration

Exhibition hall attendance is limited to qualified exhibitors, professional registrants and registered guests of attendees. Exhibitor badges are produced using only the company name submitted on the application/contract. The official APS badge is not transferrable and must be worn at all times while in the exhibit hall. Do not deface badges by inserting company business cards or applying novelty items. Defaced badges will be confiscated, and the wearer escorted off the exhibit floor. A fee will be assessed for each badge produced over the exhibitor complimentary allotment. No refunds will be issued for badges purchased but not used. Exhibitor representatives must remain in the rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining exhibitor's permission. Be considerate of other participating companies. Exhibitor personnel are strictly prohibited from entering an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Exhibitors are strictly prohibited from soliciting or conducting business outside their booth.

Security

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times. Perimeter guard service will be provided by APS for the exhibition period, but neither the guard service nor APS will be responsible for loss of or damage to any property.

Exhibitor Function Space

Exhibitor-sponsored meetings may be conducted in conjunction with the annual meeting subsequent to APS approval and according to the following guidelines:

Entertainment/Social Events

Receptions or dinners, where there is no educational or promotional programming, held in hotels, restaurants, private clubs, or other facilities, are limited to a predetermined guest list of not more than 100 guests, including physiologists, their guests, other registered participants of the annual meeting unless the event is held in partnership with APS. (Employees or agents of the host company shall be considered over and above this number.) The same guest limitation policy applies to cultural events, concerts, theater productions and museum events. These events may not conflict with the official APS scientific program or exhibit hours. Product and/or equipment demonstrations are prohibited.

Focus Groups

Meetings that target a specific group of attendees to obtain specific data must not exceed 50 persons and may not conflict with the official APS scientific program or exhibit hours.



Staff/Company Meetings

Attendance is limited to exhibiting company staff and should not include professional attendees. Date and time restrictions are not applicable.

Booth Activities

All activities of each exhibitor, its employees and/or agents during the Summit, which are directed toward APS meeting registrants, other than approved sponsored educational opportunities and exhibitor functions permitted under Exhibitor Function Space, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of physiology.

Crowd Control

As a matter of safety and courtesy to others, all presentations, demonstrations, and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. APS reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

Drawings and Raffles

Drawings and raffles may be conducted according to the following guidelines:

- The selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation.
- Winners do not have to be present to win.
- The total prize awarded for the Summit's entirety must not exceed \$1,500 in retail value.

APS reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition. With the exception of drawings and raffles, contests and games of any kind in conjunction with exhibitor activities are prohibited. All drawings and raffles must be approved by APS in advance of the annual meeting. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

Food and Beverages

Exhibitors are permitted to serve food and beverages within limits of the following guidelines:

- Bite-sized snacks and beverages may be distributed to meeting attendees in the exhibitor's booth and cannot be displayed as a promotion or to attract attendees.
- All food and beverages must be coordinated through the convention center official caterer and provided in generic cups or glasses supplied by the official convention center caterer.
- Alcoholic beverages are strictly prohibited.

Exhibitor Badge Allotments

Exhibitors receive the following registration badge allotments based upon the exhibit package level purchased:



	Partner Level	Leader Level	Innovator Level
10x10	2	4	6
10x20	4	6	8

Please note additional badges are available for purchase at a cost of \$150 per badge.

Giveaways

Handout materials are to be straightforward, professional, and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket are acceptable and may be distributed from the exhibitor's booth without prior approval. It is the responsibility of the exhibitor to receive prior approval for any handout or novelty item that may be questionable in nature. In lieu of a physical giveaway, exhibitors are permitted to donate in the name of the attendee for visiting the booth.

Market Research

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is strictly prohibited unless conducted through an APS partnership program.

Presentations

Demonstrations, product literature and handout materials are to be straightforward, professional and noncombative in nature and must avoid the use of sideshow or theatrical gimmicks. Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the APS meeting. Live presentation and product demonstration areas should be positioned well within the booth setback requirements as outlined in Section 9. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. To preserve the anonymity of patients and research subjects, exhibitors must remove all potentially identifying information—including patient likenesses, identification numbers, names, initials, etc.—from images, charts, graphs, tables and text before being displayed at the Summit.

APS will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. Show management understands the sensitivity of these issues; however, APS is not a judge, jury, regulator or police officer, and its enforcement or protection options are limited. It is the responsibility of the exhibitor to receive prior approval from APS for any product demonstration or presentation that may be questionable in nature.

Selling of Products/Services

Order taking and sales of exhibited products are permitted. Purchased items taken out of the hall must be small enough to be easily hand-carried. Signs or advertising of product pricing will not be allowed. It is the responsibility of each exhibiting company that sells items on the exhibit floor to contact the Colorado Department of Revenue regarding state sales tax collection. Please contact the Colorado Department of Revenue at cdor.colorado.gov at least six weeks before the meeting. Merchandise sales may require a Transient Merchant License. For further information and application forms, please visit denvergov.org or call 720.913.1311.



Sound

Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by APS from any adjacent aisle) and presentations must be done in a manner that does not encourage congregation of attendees in aisles. Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in APS' opinion, the sound level or presentation is objectionable to attendees or adjacent exhibitor.

Photography

Photography and video recording will be used throughout the Colorado Convention Center. By registering, you acknowledge the possibility of being photographed or filmed and give APS consent to potentially use your image for marketing or promotional purposes.

News Media

During exhibit hours, members of the media with APS press badges may photograph, videotape or mechanically record the exhibit floor for news reporting purposes only. News media must have advance consent of exhibitors before photographing or taping in their booths. All registered members of the press sign an agreement to abide by these rules.

Professional Attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle.

Exhibitor

Registered exhibitor employees are allowed to photograph and film or video record their own company's booth during exhibitor personnel access hours. Exhibitors may request to use a third-party photographer or film or video crew for internal marketing purposes during published exhibit hours.

Each exhibitor is responsible for controlling access to its booth and may prevent nonqualified people, including exhibitor personnel, from gaining access to, photographing, and/or video recording contents of its exhibit or its presentations inside the boundaries of its rented space. Contact an APS floor manager or the APS Exhibitor Service Center if you experience problems with another exhibitor videotaping your exhibit (if possible, photograph or video record the inappropriate activity for proof and ease of reference).

Marketing and Promotion

The list of APS exhibitors shall not be published, in whole or in part, other than in APS official publications and on APS official websites. APS does not sell its exhibitor or attendee lists, and no third-party is authorized to distribute or sell any lists related to the APS annual meeting. Please be aware of any communications from sources not affiliated with APS and its annual meeting. Exhibitors distributing any form of printed material, display or demonstration of equipment, services and product presentations to APS registrants or guests, outside of the exhibitor's assigned booth space, is strictly prohibited. Advertising, signs, placards and banners displayed in hotels are prohibited. APS strongly discourages exhibiting companies from displaying marketing and promotional information in the public domain (within 30-mile radius of the event) via means outside of APS official promotional opportunities,



e.g., banners, billboards, signage or other activities.

Violations and Penalties

Violations such as, but not limited to, late payments, unauthorized giveaways and misuse of exhibitor badges, may result in loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or change of preferred exhibitor status. APS may, at its discretion, deem an exhibitor ineligible for preferred exhibitor space rate for the next year due to violations of current year APS Exhibit Rules and Regulations. Any company that has exhibited at the APS annual meetings in the last five years has been found in violation of APS Exhibit Rules and Regulations at the most recent APS meeting at which it participated, will be charged the standard exhibit space rental rate, which is 50 percent higher than the preferred exhibit space rental rate. Written notifications of violation(s) and exhibitor status will be sent to the official representative. The exhibitor can reestablish eligibility for preferred exhibitor status by remaining in compliance with all APS Exhibit Rules and Regulations the next year. Substantial violation of any APS Exhibit Rules and Regulations by the exhibitor or its employees or agents may, at the option of APS, result in forfeiture of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to APS all monies paid or due. Upon evidence of substantial violation, APS may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that APS may incur through the enforcement of this rule.

Procedures for Identifying and Managing Violations

All facets of the exhibition are managed by APS according to policy established by APS show management. Floor managers and the General Service Contractor will assist with supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 p.m. the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.

Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting participation are forfeited, and exhibitor is subject to a fine of up to \$25,000.

Further failure to correct the violation will result in loss of Preferred Exhibitor status for subsequent meeting participation.

In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, the APS Exhibit may, in addition to penalties described in paragraphs 2 and 3, expedite enforcement of the additional penalties described in Violations and Penalties. Exhibitors should contact APS exhibits management with questions concerning procedures for identifying and managing violations of the APS Exhibit Rules and Regulations.



APS Logo Use

The names American Physiological Society and American Physiology Summit and the letters “APS” are registered trademarks of the American Physiological Society. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kinds prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws. The Summit logo is also a registered trademark of APS. However, APS will grant permission to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor’s or advertiser’s participation at the Summit. Samples of the proposed use of the Summit meeting logo should be submitted for approval to the APS Marketing Department by email at marketing@physiology.org.

Amendments/General Supervision

All exhibit matters and questions not covered by these APS Exhibitor Rules and Regulations are subject to the decision of APS. These APS 2027 Exhibit Rules and Regulations may be amended at any time by APS and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these Rules and Regulations, written notice will be given by APS to such exhibitors as may be affected. The abbreviation “APS” used in the Rules and Regulations shall mean American Physiological Society, a not-for-profit corporation, and, as the context may require, its directors, officers, agents and/or employees duly acting for APS in the management of the exhibition.