



Welcome ACA Exhibitors!

Thank you for planning to exhibit at 2023 Annual Clinical Assembly. We are looking forward to welcoming you to Chicago and appreciate your support of ACA's meeting and mission!

The Exhibitor Service Manual is designed to help you have a successful and hassle-free experience at the meeting. Please read this Exhibitor Service Manual thoroughly, as it contains all the information you will need to plan your exhibition participation, as well as multiple opportunities to expand your outreach and visibility to ACA attendees. Please pay close attention to deadlines and use the order forms for each service included.

If you have any questions that have not been covered in the Service Manual, please feel free to contact us at any time. You may also contact the official show contractors concerning their services, as outlined on the following page.

Once again, thank you for your support - we look forward to seeing you there!

Sincerely,

Michelle Wescott
ACA Exhibits & Sponsorship Manager
ACOS@discoversb.com
301-200-4616 ext. 113

Megan Postlethwait
ACA Exhibits & Sponsorship Operations Manager
ACOS@discoversb.com
301-200-4616 ext. 144

YOUR BOOTH INCLUDES

- One 10' X 10' booth
- Two (2) full conference registrations (includes access to all educational sessions and meal functions, CE credit not included)
- Additional representatives may purchase exhibit hall-only passes for a \$250 fee
- 6' draped table and 2 side chairs
- 8" high booth back wall, 36" high side rail dividers
- One (1) Identification Sign with the company name and booth
- Exhibitor acknowledgment in ACA e-communications, programs, signage, mobile app, and conference website
- Online Exhibitor Resource Center on Conference Website
- Company Name and Description
- Company Logo and Website Link

Please Note: Exhibiting companies are responsible for carpet, furnishings, cleaning, electricity, and all other services for their booth space. Forms for these services are included in the Exhibitor Service Kit.

EXHIBIT HALL HOURS

Wednesday, September 20th	2:00 PM – 5:00 PM	Exhibitor Setup
Thursday, September 21st	8:00 AM – 10:30 AM	Exhibitor Setup

Thursday, September 21st	11:30 AM – 3:00 PM	Exhibit Hall Open
	11:30 AM – 1:00 PM	Lunch in Exhibit Hall
	12:30 PM – 3:00 PM	Poster Presentation & Judging
	2:30 PM – 3:00 PM	Afternoon Break

Friday, September 22nd	7:00 AM – 8:00 AM	Exhibit Hall Open
	10:00 AM – 3:30 PM	Exhibit Hall Open
	7:00 AM – 8:00 AM	Coffee w/ Exhibitors
	10:00 AM – 10:30 AM	Morning Break
	12:00 PM – 1:00 PM	Lunch in Exhibit Hall
	3:00 PM – 3:30 PM	Afternoon Break

Friday, September 22nd	3:30 PM – 6:00 PM	Exhibitor Dismantle
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** This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing.*

EXHIBITOR REGISTRATION

For each 10'x10' booth space rented, an exhibitor receives 2 complimentary full meeting registrations. This registration includes access to all meeting educational sessions and to the receptions and meal functions that are open to ACA attendees. It does **not** include CME credits.

Once an exhibiting company has used the allotted complimentary full meeting badges, additional exhibit hall-only passes may be purchased for a \$250 fee.

Login to your [EXHIBITOR PORTAL](#) to assign complimentary badges.

[CLICK HERE](#) to purchase additional full conference registrations. **Early bird deadline is July 31,2023!**

Full Meeting Registration Includes:

- Discipline Programming
- Keynote Addresses
- Access to the exhibit hall
- Poster presentations
- ACOS conclave reception
- AND MUCH MORE!

2023 ACA EXHIBITOR PORTAL

Login to the [2023 ACA Exhibitor Portal](#) to:

- Upload your company logo, description, and resources for digital company listing on the website and event app.
- Register staff for badges
- Make booth payments/ view receipts
- Upload Certificate of Insurance
- View/ Purchase Additional Marketing Opportunities

ADDITIONAL MARKETING OPPORTUNITIES

Accelerate your impact 2023 ACA attendees in Chicago! Download the [2023 ACA Prospectus](#) now to secure your branding, communication, signage, educational content, networking or online marketing opportunities to boost your presence. Please contact [Michelle Wescott](#) with any questions about exhibiting or advertising at ACA.

Michelle Wescott, HMCC

Sales Manager – Exhibits and Sponsorships

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acos@discoversb.com

HOUSING INFORMATION

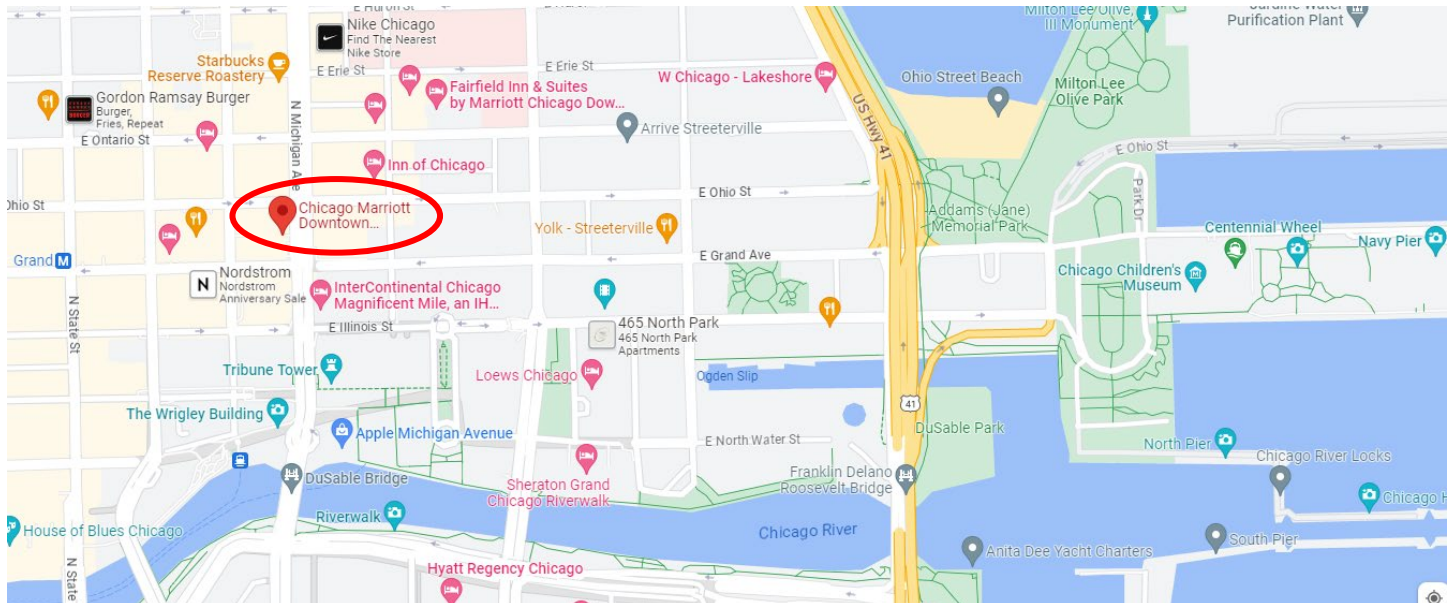
Beware of Unauthorized Hotel Solicitations

Please note that the hotel listed below is the only official hotel associated with our event. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the conference. Beware that entering into financial agreements with non-endorsed companies can have costly consequences. The hotel will not solicit you to make a reservation.

The 2023 ACA official hotel is the Marriott Downtown Chicago Magnificent Mile.

[CLICK HERE](#) to make your reservation. ACA group rate - \$279/ night based on availability until Wednesday, August 30th.

MAP OF HOTEL AND SURROUNDING AREA



IMPORTANT DEADLINES

DATE	TASK	VENDOR
Monday, July 31, 2023	Registration Early Bird Discount Deadline	ACOS
Monday, July 31, 2023	Lead Retrieval Early Bird Special Deadline	American Trade Show Services
Tuesday, August 15, 2023	AV Advanced Deadline	CCR
Monday, August 21, 2023	Catering Order Deadline	Marriott Downtown Chicago Magnificent Mile
Monday, August 21, 2023	Advanced Warehouse Begins Accepting Exhibitor Shipments	Alliance
Wednesday, August 23, 2023	Discount Deadline for the following services: <ul style="list-style-type: none"> • Furnishings • Flooring • Event Graphics • Labor Services 	Alliance
Friday, August 25, 2023	Lead Retrieval Standard Discount Deadline	American Trade Show Services
Thursday, August 31, 2023	Discount Housing Deadline – *based on availability*	Marriott Downtown Chicago Magnificent Mile
Friday, September 15, 2023	Internet/ Electrical Order Deadline	Encore
Friday, September 15, 2023	Upload Exhibitor Certificate of Insurance	2023 ACA Exhibitor Portal
Wednesday, September 13, 2023	Advanced Warehouse Deadline before Additional Fees Apply	Alliance

OFFICIAL VENDORS

SERVICE	PROVIDER	CONTACT INFORMATION
Registration	ACOS	meetings@facos.com
Hotel	Marriott Downtown Chicago Magnificent Mile	Click HERE for reservations
Electrical/ Internet	Encore	Click HERE to order
Audio Visual	CCR	Jasonk@ccrsolutions.com
General Services Contractor	Alliance	Click HERE to order
Lead Retrieval	American Tradeshow Services	orders@american-tradeshow.com
Booth & Marketing Opportunity Sales	SB Expos & Events	acos@discoversb.com

INSURANCE

While all possible care will be exercised by Alliance and its agents, exhibitors are responsible for ensuring the safety of their personnel and exhibit materials from theft, damage, accident, fire, and other such causes. Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Illinois; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before September 20 - 24, 2023 which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the 2023 Annual Clinical Assembly. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

We also offer an Exhibitor Liability Insurance Program. If you want to purchase insurance for the duration of the meeting you can do so with this program. For more information you can view the Exhibitor Liability [Insurance](#) Program [HERE](#).

ACA, Alliance, and the Marriott Downtown Chicago Magnificent Mile assume no responsibility for products left unattended at the end of 2023 ACA.

EXHIBITOR APPOINTED AND/OR INDEPENDENT CONTRACTORS

Independent contractors must conform to the International Association of Exhibitions and Events (IAEE), Exhibit Designers and Producers Association (ED&PA) and Exposition Service Contractors Association (ESCA) display guidelines and must be signatory to a current local collective bargaining agreement.

Exhibitors using Exhibitor Appointed and/or Independent Contractors must provide a copy of an insurance certificate naming ACA as the policyholder and Show Management and Alliance as additional insurers.

RULES AND REGULATIONS

Exhibitors should read and be familiar with the general rules and regulations and Terms & Conditions on the application and contract in the [exhibitor portal](#). It is the exhibitor's responsibility to ensure their personnel and agents are familiar with these rules and regulations. A copy of the General Rules & Regulations and the Exhibit Construction Guidelines are included.

These rules and regulations are a bona fide part of the contract for exhibit space with the American College of Osteopathic Surgeons, hereinafter referred to as ACOS, for the 2023 Annual Clinical Assembly, hereinafter referred to as the Event. ACOS reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Event. Each exhibitor agrees to abide by these regulations and by any amendments or additions hereafter made by ACOS.

ACOS reserves the right to decline, prohibit, deny access or remove any exhibit, which in its sole judgment is contrary to the character, objectives and best interests of the event or suitable for its attendee audience.

This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products and conduct. ACOS reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. ACOS' decision and interpretation shall be accepted as final in all cases.

UNION JURISDICTION

As the official General Service Contractor, Alliance Nationwide Exposition will exclusively manage all logistical functions pertaining to the movement of freight for the duration of the event, to include supervision, labor, receiving, and oversight of the loading dock and/or designated receiving areas of the facility during all published event hours. In this capacity, Alliance Nationwide Exposition will be designated as the official and sole provider of Material Handling services for the event, including advance warehousing, direct to show site deliveries made by commercial vehicles, and empty container storage. In order to ensure a safe and efficient work environment and event floor, utilization of mechanical equipment, including forklifts, pallet jacks, lift gates, dock plates, carts and moving/furniture dollies will be limited to the employees and agents of Alliance Nationwide Exposition for all freight activity occurring on the event floor, loading dock, and designated receiving areas. Alliance will abide by and employ union labor as required by local union jurisdictions.

EXHIBIT CONSTRUCTION GUIDELINES – LINEAR BOOTH

LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

LINEAR BOOTH

The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

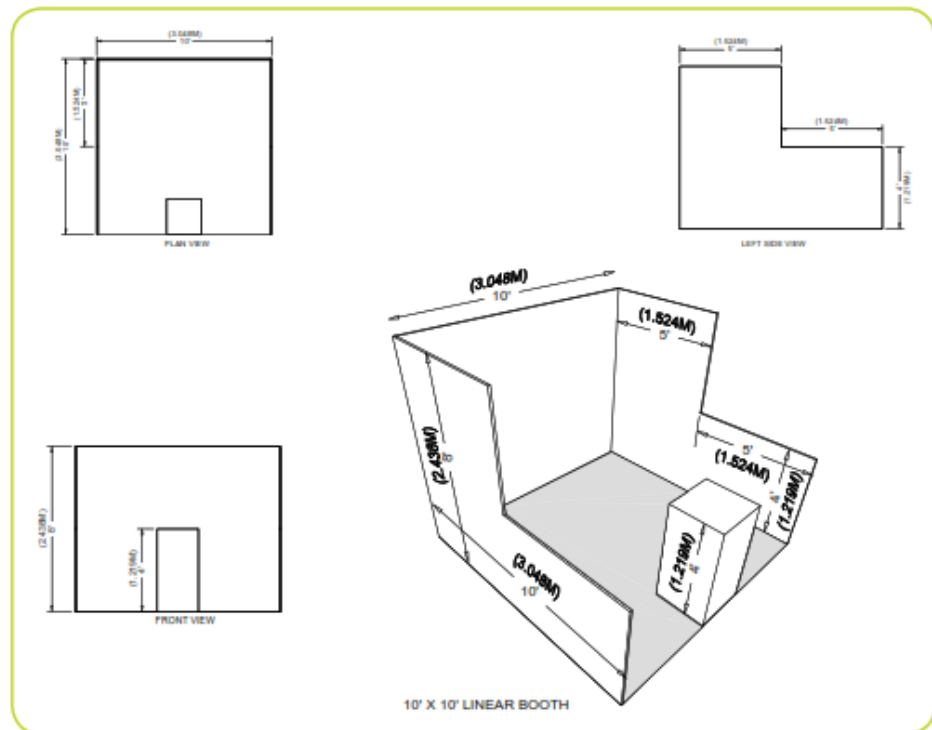
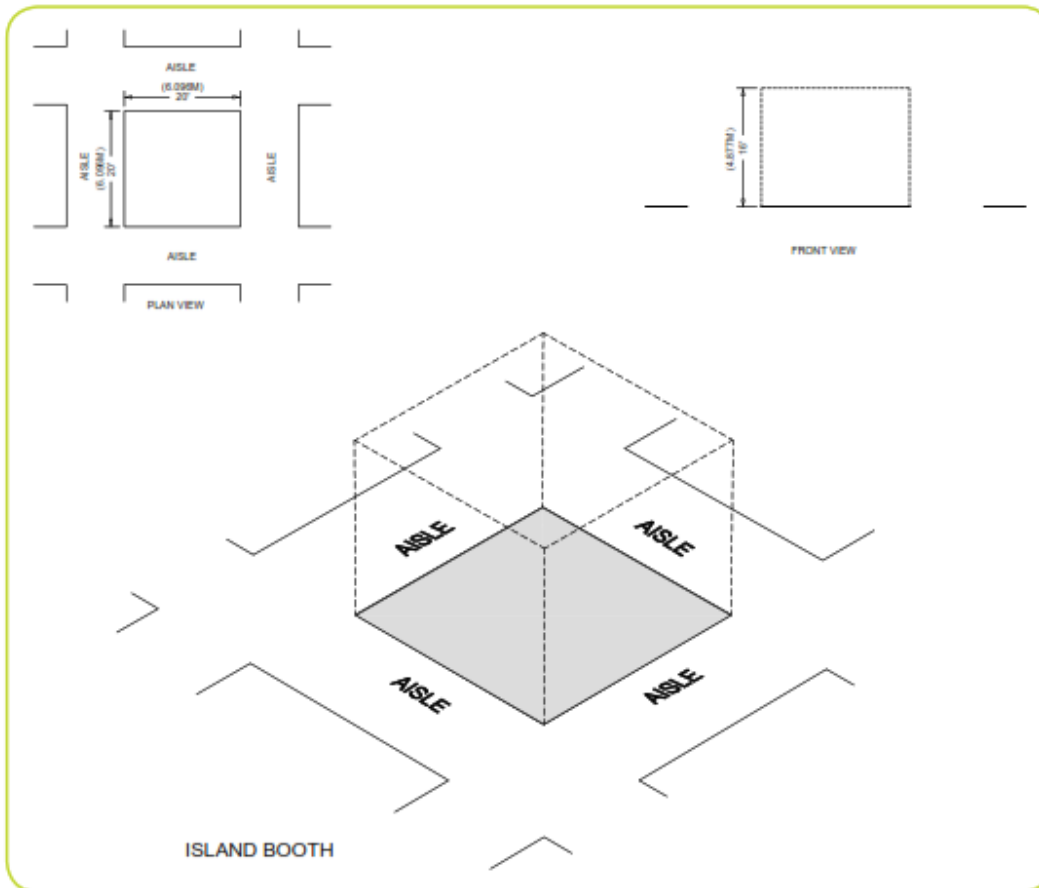


EXHIBIT CONSTRUCTION GUIDELINES – ISLAND BOOTH

ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.



Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.