

# ISPOR 2024

May 5-8  
Atlanta, GA, USA



## ISPOR 2024 RULES AND REGULATIONS FOR EXHIBITING COMPANIES

### ELIGIBILITY

Only a company or organization identified and approved by ISPOR via an Application for Exhibit Space, submitted online, may exhibit at the ISPOR 2024 Meeting. The Application for Exhibit Space must be complete and accompanied by deposit outlined in the Terms & Conditions according to the payment schedule. When the application is accepted by ISPOR, it shall become binding upon both ISPOR and the exhibitor with respect to space assigned and the use thereof and all other matters included in the contract and the Rules and Regulations for the Exhibit Companies. ISPOR will confirm display space to the exhibitor when the application is accepted and assign exhibit space according to the timelines provided.

ISPOR reserves the right to determine the eligibility of any company or product to participate in the show at any time. ISPOR may refuse to accept an application for rental of exhibit space from, or terminate an already executed contract with, any company determined by ISPOR to be in competition with ISPOR or whose goods and/or services are not in its sole discretion, compatible with and complimentary to the show, ISPOR 2024, membership, or the industry. In the event of such termination or refusal, ISPOR shall refund, in full, all payments, including deposits, received from the Exhibitor.

### CANCELLATION/REDUCTION POLICY

Exhibit space and/ or sponsorships may be cancelled via written notice to ISPOR.

#### EXHIBITS:

Exhibit space may be cancelled via written notice to ISPOR. Reducing booth space (downsizing) is subject to the same cancellation policy and refund schedule as provided below.

- On or before January 15, 2024 – 50% of remaining booth fee
- After January 15, 2024 – No refund

*Note: Exhibitors that change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by ISPOR.*

### ASSIGNMENT OF SPACE

ISPOR assigns exhibit booths giving priority to event sponsors, symposia hosts, multiple booths, and then in date order of booking with payment. Requests for separation are also given consideration. Exhibitor booth assignments will not be distributed, published, or issued to exhibitors until receipt of full payment.

Occasionally, an exhibitor's location may need to be reassigned after space has been confirmed due to unforeseen situations either before the event or onsite. Every effort is made by ISPOR to accommodate the exhibitor. ISPOR will provide written notification of any changes.

### HEALTH AND SAFETY

ISPOR is committed to the health and well-being of its conference attendees. We are closely monitoring the Centers for Disease Control and Prevention (CDC) guidance and working with the Georgia World Congress Center to develop and execute our health and safety plan. For more information, please visit the ISPOR 2024 Health & Safety webpage.

## EXHIBITOR CONDUCT

Any Exhibitor who violates Exhibitor Conduct regulations may be ineligible to participate in future ISPOR conferences.

- Exhibits must be staffed during Exhibit Hall hours
- Exhibitors may install and dismantle only during official move-in and move-out times
- Exhibitors expressly agree not to begin packing or dismantling displays until the official move-out time. Exhibitors failing to comply with this rule may be penalized, including, but not limited to, prevented from exhibiting in future shows, or moved to the back of the exhibit hall.
- Distribution of promotional or educational materials may be conducted and circulated only within the booth assigned to the exhibitor.
- Aisles may not be obstructed at any time because of excessive crowding in the exhibit booth.
- Exhibitors may not sublet, assign, or share any booths, or any part of allocated exhibit space with another company or organization and all exhibit benefits are non-transferable.
- No one under 18 years of age will be allowed in the Exhibit Hall at any time.

## ACCESS TO THE EXHIBIT HALL

Access to the Exhibit Hall by registered Exhibitors will be granted for booth installation based on the schedule below. Exhibit setup hours are for exhibitors only and restricted to "Exhibitor" and "Exhibit Hall Only" badges, no exceptions. Each representative issued an exhibitors' badge must be employed by the exhibitor. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as exhibitors.

**PLEASE NOTE: Access will not be provided to attendees for entry before the opening or after the closing of the Exhibit Hall.**

### ***Installation/Move-in Schedule\****

Saturday, May 4	12:00PM – 5:00PM
Sunday, May 5	8:00AM – 5:00PM** show ready

### ***Exhibit Hall Hours\* Hall A-1***

Monday, May 6	9:30AM – 7:00PM
Tuesday, May 7	9:30AM – 7:00PM
Wednesday, May 8	8:30AM – 11:30AM

### ***Dismantle/Move-out Schedule\****

Wednesday, May 8	11:30AM – 7:00PM
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***\*Subject to change***

ISPOR allows ample time before the event for exhibit booth installation. All Exhibitors and their independent contractors are required to adhere to the ISPOR schedule for exhibit booth installation and dismantle and to follow all ISPOR procedures. Exhibits must always be staffed during official show hours. All exhibitors are expected to make travel arrangements in accordance with this policy. Any exhibitor found to leave prior to the end of the show will not be invited to participate in any future ISPOR Meetings.

## Exhibit Hall Meeting Room Access

Exhibit hall meeting rooms will be available for use from 9:30am on Monday, May 6 through 11:30am on Wednesday, May 8, during open exhibit hall hours ONLY. No Exhibit Hall Meeting Room access will be provided to attendees (non-exhibitors) for entry before the opening or after the closing of the Exhibit Hall. All Exhibit Hall meeting room attendees must have an official conference badge in order to access the exhibit floor and exhibit hall/exhibit hall meeting rooms.

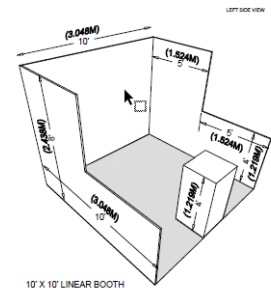
## Failure to Occupy Space

All booths must be setup and 'show' ready by 5:00 PM Sunday, May 5, 2024. ISPOR Show Management will do a walk-through inspection. All booths must be finalized at that time.

## EXHIBIT SPACE AND DÉCOR GUIDELINES

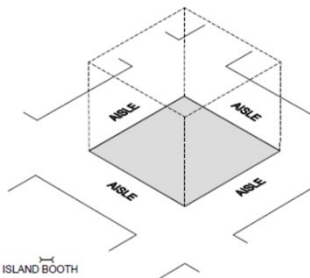
ISPOR strictly follows the IAEE Exhibit Height and Space Guidelines regarding booth height and size. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Future location penalties will be assessed for exhibitors who violate the rules.

**Linear or In-line Booths:** Linear or in-line booths are 10' × 10' units arranged in a straight line. The back wall of any construction in a linear booth shall not exceed 8' in height including signage. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.



**Premium Booths:** These booths are exposed to aisles on three sides and comprised of two booths. Each are 10' deep x 20' wide. All guidelines for Linear Booths apply.

**Island Booths:** Island booths are any size booth exposed to aisles on all four sides and is 20' × 20' or larger. The following applies to island booths only:



- Island booths including signage may not extend over 16 feet in height
- Island booths must adhere to a 50% see-through effect for the first 8' in height, so as not to block the view of adjacent exhibits.
- Demonstrations, catering, etc. may not be on or close to the aisle line of your exhibit
- Booth space with furnishings, equipment, etc. must be large enough to accommodate all booth activities and traffic
- Hanging signs are not permitted

## Booth Appearance

Exhibitor shall keep assigned space neat and clean at all times. All exposed parts of displays and/or equipment must be finished or covered by Exhibitor in a professional manner, so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Where it deems necessary, ISPOR show management may order masking drape at Exhibitor's expense, without prior consent or knowledge of the Exhibitor.

## Carpet

The exhibit hall in the Georgia World Congress Center is NOT carpeted. All booths must be carpeted at the expense of the exhibiting company. Carpet may be supplied either by the exhibitor or ordered through Freeman, the official General Service Contractor. ISPOR Show Management will instruct Freeman to install carpet at the exhibitors' expense in any booth without carpet installed by Sunday, May 5 at 3PM. The main aisles of the exhibit hall will be carpeted.

## Furnishings

Furnishings are not included in your booth space fee. Information on renting furnishings including tables, chairs, etc. will be included in the Exhibitor Service Kit.

## **Booth Rendering Submission Instructions**

All booths 200 square feet or larger are required to submit a digital drawing or rendering including heights and dimensions to ISPOR Show Management via email to [exhibit@ispor.org](mailto:exhibit@ispor.org) for approval by Friday, April 5, 2024. Drawings must include a top, front, and side view of the exhibit and indicate all dimensions. Any changes that occur after initial submission must be resubmitted to ISPOR Show Management for approval prior to the meeting. Any exhibitor attempting to build a booth greater than 200 square feet without ISPOR approval will not be permitted to set-up or will be forced to close their space until the design has been approved. Should booth construction at the conference deviate from the actual submitted and approved floor plans, ISPOR Show Management reserves the right to ask the exhibitor to make modifications onsite at the exhibitor's expense.

## **Fire Regulations**

No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All fabrics, films, draperies, curtains and similar furnishings must be flame resistant as demonstrated by testing in accordance with NFPA 701 Standard Methods of Fire Tests for Flame Propagation of Textiles and Film. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. For more information, please reference the fire and safety codes provided by Georgia World Congress Center in your Exhibitor Service Kit.

## **Storage of Crates and Boxes**

Fire regulations prohibit storing products, literature, empty packing containers, or packing material behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or products within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibit materials will be available from Freeman for a fee. Detailed information regarding accessible storage will be available in the Exhibitor Service Kit.

## **Electrical Safety**

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate state, county, city, and the Georgia World Congress Center. This applies to construction, not pre-wired equipment.

## **Americans with Disabilities Act (ADA)**

The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities as required by the US Americans with Disabilities Act. It is understood that ISPOR will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the US Americans with Disabilities Act. Further information regarding ADA compliance is available at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

## **BOOTH ACTIVITY GUIDELINES**

Any activity within the exhibits must conform to the educational and professional nature and character of the conference. All booth activities must be contained within the exhibit space, not spill out into the aisle or block traffic. The noise level from any demonstration or sound system should be kept to a minimum. To request permission for a booth activity, please submit via email to [exhibit@ispor.org](mailto:exhibit@ispor.org) by Friday, April 5, 2024.

## **Giveaway/Raffle Guidelines**

Any activity within the exhibits, including without limitation, distribution (for free or otherwise) of any literature, product or any other item must conform to the educational and professional nature and character of the conference. Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of ISPOR. In conducting any pre-approved contest, lotteries, raffles, or games of chance, Exhibitor shall warrant that it has complied with all state and local laws and regulations for such activity. Exhibitor booth raffles are permitted; however, we request that the exhibitor notify the raffle winner of their prize at their discretion and arrange for shipping to the winner. Prizes, drawings, raffles, etc. must be equally offered to all attendees, and only promoted within Exhibitor's assigned booth. Exhibitor is responsible for security and storage of give-away items. The noise level from any demonstration or sound system should be kept to a minimum. To request permission for a giveaway or booth raffle, please submit via email to [exhibit@ispor.org](mailto:exhibit@ispor.org) by Friday, April 5, 2024.

## **Food and Beverage**

Food and Beverage must be purchased and coordinated through Levy Catering, the official catering service in the Georgia World Congress Center. Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from the convention center.

Alcoholic beverages are permitted to be served and consumed in the exhibit booth providing this is in accordance with conference facility rules. Exhibitors with alcohol service must refrain from serving until **5:00PM**. If an alcohol violation does occur, venue security will confiscate all alcohol and the exhibitor will immediately be removed from the exhibit floor. In addition, the exhibitor will be banned from the exhibit floor for one whole year.

## **Photography and Video Recording**

Any videography/photography is strictly prohibited in the exhibit hall unless ISPOR grants written permission in advance.

## **EXHIBITOR APPOINTED CONTRACTOR (EAC)**

An Exhibitor Appointed Contractor (EAC) is a company (other than the official service contractor, Freeman) that provides a service (for example, display and installation/dismantling of a booth) at Exhibitor's request and needs access to Exhibitor's booth during the installation and/or dismantling period. Official EAC Forms are available in the Exhibitor Service Kit and are due by April 5, 2024.

All exhibitors utilizing an EAC, must notify their EAC's to not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EAC and all exhibitor rules apply to this subcontractor of the exhibitor. The EAC must provide worker names for each day to the convention center security checkpoint upon arrival to receive installation/dismantling wristbands to access the exhibit hall.

Exhibitor Appointed Contractors must send a copy of their General Liability Insurance Certificate no later than April 5, 2024, or they will not be permitted to service your exhibit. Certificates should be emailed to [exhibit@ispor.org](mailto:exhibit@ispor.org).

## **INSURANCE**

The Exhibitor understands that neither ISPOR nor the Venue Parties maintain insurance covering the Exhibitor's property. Commercial liability insurance from RainProtection is included with the purchase of exhibit space. Each exhibitor will receive commercial liability insurance with a combined single limit of at least \$1,000,000.00/\$2,000,000 aggregate each occurrence for bodily injury and property damage. Such insurance shall name the following: ISPOR, Georgia World Congress Center, Atlanta, GA and their respective members, officers, agents, and employees.

## **SECURITY**

Exhibitors are responsible for the security of their exhibit and its contents. Security personnel contracted directly by ISPOR are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. ISPOR and the Georgia World Congress Center are not responsible for the security of Exhibitors' property. Protection, both security and insurance coverage, of Exhibitors' property is the sole responsibility of the Exhibitor.

## **AFFILIATE EVENT SPACE**

Any Affiliate Event that includes attendance by ISPOR conference delegates regardless of the hosting organization status (exhibitor, sponsor, and symposia host) is considered an Affiliate Event and is required to complete a Submission Form for review and approval by the ISPOR Global Events Team. All Affiliate Events and Private meetings held in conjunction with ISPOR 2024 must adhere to the official request process and established criteria, located on the conference website.

## **USE OF ISPOR LOGO AND MEETING NAME**

No company may use the ISPOR logo, which is a registered trademark, or likeness on any promotional materials (i.e., signage, direct mail piece, etc.), without the express written consent of ISPOR. Meeting graphics in multiple sizes will be made available for Exhibitor use in promotional materials announcing their participation at ISPOR 2024. These banners should be hyperlinked to the ISPOR website [www.ispor.org](http://www.ispor.org).

## **ATTENDEE DATA AND LEAD RETRIEVAL**

ISPOR respects the privacy of all its customers. ISPOR does not sell, rent, publish, or otherwise share contact information for its attendees, speakers, or exhibitors.

Lead Retrieval is available to Exhibitors through a third-party provider. The lead retrieval form is available in the Exhibitor Service Kit. ISPOR registration badges will contain a QR Code. By allowing an Exhibitor or Sponsor to scan their badges during the conference, Attendees are consenting to provide their contact information (Name, Title, Organization, Country, and Email only).

## **AMENDMENT OF RULES**

ISPOR reserves the right to make changes, amendments, and additions to the terms and conditions, the Exhibitor Rules and Regulations, or other show requirements or rules at any time, and all changes, amendments, and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised in writing of any such changes. Any matters not specifically covered are subject to the discretion of ISPOR.