



# PARTNERSHIP OPPORTUNITIES



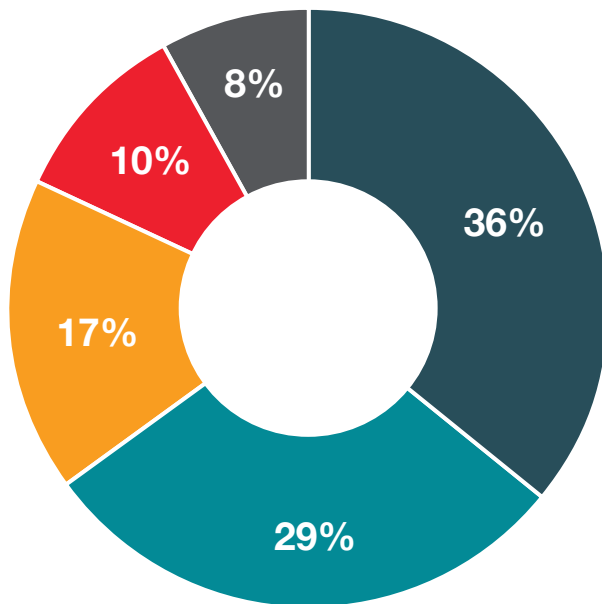
GAYLORD PALMS RESORT & CONVENTION CENTER, ORLANDO, FLORIDA

DEDICATED TO **IMPROVING THE LIVES** OF  
EVERYONE **AFFECTED** BY BURN INJURY

# ABOUT THE ABA



The American Burn Association (ABA) and its members promote and support burn-related research, education, care, rehabilitation and prevention.



- Nurses: 36%
- Physicians: 29%
- Other Medical: 17%
- OTs/PTs: 10%
- Allied Partner: 8%

## Who We Are

The ABA's 2,000 members include physicians, nurses, occupational and physical therapists, researchers, firefighters, and hospitals with burn centers across the United States, Canada, Europe, Asia and Latin America.

By creating a multidisciplinary community of professionals who improve the quality of burn care — from acute care to rehabilitation, the ABA facilitates **partnerships with organizations** that share its vision and achieves common goals unlike any in its field.

As an ABA partner, you will have access to a diverse community of influencers and decision makers who are seeking new information about the latest advances in practice, technology, burn care products and future trends. **You'll be in good company.**

## What We Do

The ABA's primary activities include:

- Stimulating burn injury treatment research
- Educating physicians, burn care professionals, and first-responder personnel
- Fostering burn prevention efforts
- Advocating for disaster preparedness and burn patient care



## Partner with the ABA

To learn more or secure your partnership today, please contact **Scott Narug at 312.673.5974** or email **[narug@ameriburn.org](mailto:narug@ameriburn.org)**.

# ABOUT THE ABA ANNUAL MEETING



At its signature educational event, the ABA brings together members from across the globe for peer and expert knowledge-sharing, discovery of the latest products, services and advances in the field, and recognition of burn prevention and treatment innovators.

The event features in-depth educational sessions, poster presentations, thought-provoking symposia, ample networking opportunities and celebrations, and an exhibit hall with leading manufacturers and providers of products, care and related services.

In 2020, the ABA will host its 52nd Annual Meeting. Help the organization continue its long-standing service to burn care professionals while connecting with those professionals as a partner at the event.

## Annual Meeting Highlights



**1,700+**  
attendees



**75+**  
sessions



**300**  
posters



**14.5**  
hours of exhibition

**98%** of 2019 attendees agreed or strongly agreed the topics and content met their objectives

## Who Should Participate?

Past Annual Meeting exhibitors and sponsors include leading manufacturers and distributors of medical products and devices, institutions that provide care and support to burn patients and survivors, and related organizations.



# EXHIBITOR OPPORTUNITIES



Secure a booth in the exhibit hall to showcase your products and services, generate new leads and build relationships with attendees throughout the event.

You will receive one full conference-registration and one exhibit only registration with each 10' x 10' booth reserved, along with recognition in the program book and event mobile app, an exhibitor identification sign, and 8' high background draping and 3' high draping on each side.

After the meeting, ABA will provide an attendee list (including contact, title, company and mailing address) to continue discussions with that community.

For additional details, to reserve your booth and to view the current floor plan, visit <http://floorplan.smithbucklin.com/fxfloorplan/20aba>.

## Exhibition Hours

**Tuesday, March 17:** 3:00 pm – 7:00 pm  
(Opening Reception)

**Wednesday, March 18:** 9:30 am – 7:00 pm

**Thursday, March 19:** 9:30 am – 2:00 pm

## Exhibit Space Rates:

- Exhibitor Booth 10 x 10 Inline: **\$3,700**
- Exhibitor Booth 10 x 10 Corner: **\$3,950**



# EXHIBITOR OPPORTUNITIES



## Event Sponsorship Levels & Benefits

Through signature sponsorship opportunities, you can increase your brand's exposure to Annual Meeting attendees, create exclusive opportunities to form business partnerships, and demonstrate your support for the ABA and its mission. Based on your total spend in sponsorship and advertising, you will qualify for a Diamond, Platinum or Gold benefit level.

Level Benefits	Diamond \$30,000 +	Platinum \$15,000 - \$29,999	Gold \$5,000 - \$14,999
Preferential space selection for the 2021 Annual Meeting (See number of priority points below each level)	4	3	2
Additional full conference Annual Meeting registration pass (in addition to passes received with purchase of booth space)	1		
Company logo on exhibit hall entrance unit	X		
Logo placement on signage recognizing sponsors throughout Annual Meeting	X	X	X
Recognition on Opening Ceremony walk-in slides	Logo	Logo	Text
Complimentary Passport to Prizes space	X		
Pre-conference email to attendees	X		

## Core Benefits for Diamond, Platinum and Gold Sponsors

Each sponsorship opportunity is designed to provide maximum return on your investment. As a sponsor, you will receive the following added benefits and increased exposure prior to and during the Annual Meeting through recognition in:

- Registration Brochure (if sponsorship secured by 12/6/19)
- On-site Program Book (if sponsorship secured by 2/14/20)
- Sponsor Ribbons (for personnel badges)
- Logo on ABA Annual Meeting webpage
- Mobile App (extended listing with logo in exhibitor section)



# ANNUAL MEETING OPPORTUNITIES



## 52nd ABA Annual Meeting Sponsorship Opportunities

*(2019 Sponsors have first right of refusal until October 31, 2019.)*

### President's Reception

*(Wednesday, March 18)*

**\$25,000**

Directly connect with ABA leadership, and its Board of Directors, members and award winners. Sponsorship benefits include a five-minute speaking opportunity to welcome attendees, logo on signage at the reception.

### Pet Therapy Lounge

**\$20,000 (1 available)\***

Sponsor the experience of connecting attendees with stress therapy pets! The pet therapy lounge will feature therapy pets, handlers, brand ambassadors, signage, attendee survey collection, and photos for take home mementos and social media engagement.

### Attendee Registration Bags

**\$20,000**

Capture the attention of conference attendees as the exclusive registration bag sponsor. Your logo will be prominently displayed on the bags that all attendees receive at registration and carry with them throughout the Annual Meeting and beyond.

### Annual Banquet Entertainment

**\$15,000**

This sponsorship opportunity includes logo recognition on dance floor, a three to five-minute speaking opportunity (to introduce the band and welcome attendees to the banquet) as well as logo recognition on signage around the banquet area.

### Guest Room Key Cards

**\$15,000**

Put your company's logo right in attendees' hands by including it on guest room key cards at the headquarters hotel. This opportunity allows your company to be top of mind throughout the Annual Meeting.

### Wireless Sponsorship

**\$15,000**

This sponsorship opportunity includes logo recognition on signage throughout the Annual Meeting, your company logo and hyperlink on wireless launch page and a push notification to attendees via the mobile app.

### Exhibit Hall Networking Lunches

**\$12,000 each**

Sponsor the exhibit hall lunch on Wednesday or Thursday. Your logo and booth number will be placed on signage diving traffic to your booth during this popular gathering time. Have the opportunity to make an announcement to attendees as they enjoy their lunch.

### Charging Station

**\$15,000 each**

Each charging lounge will include a sofa, chairs and charging tables. Sponsor recognition will include logo on tables and signage.

### Session Recordings

**\$15,000**

Enhance traffic to your booth by being the exclusive sponsor of the session recordings and presentations provided to Annual Meeting attendees after the event. Attendees will need to come by your booth to pick up a printed access card that will have log-in information and your company logo. Sponsorship logo recognition will also be included in promotional emails.

# ANNUAL MEETING OPPORTUNITIES



## Headshot Lounge

**\$12,000**

Attendees will have the opportunity to have professional portraits taken by a photographer during exhibit hall hour. As the sponsor of this area, attendees will have you thank for a new headshot for their professional use. Sponsorship includes recognition on signage and on email to attendees with link to download their headshots.

## Mobile App Sponsor

**\$10,000 each • \$25,000 exclusive**

The app provides meeting attendees with anytime access to details about ABA sessions, abstracts, exhibitors, events, schedule, poster and oral sessions, and notifications of changes or meeting announcements. As an app supporter, you will receive one push notification per day of meeting, your banner, rotating ad or logo will appear and your logo on signage that will be displayed near the exhibit hall and registration. 2019 Mobile App statistics:

- 1,200 logged-in users
- Average of 127 minutes open per user

## Water Bottles and Hydration Station

**\$10,000**

All attendees will receive a reusable water bottle at registration, co-branded with your company's and the ABA's logo, and will have the opportunity to refill it at water stations featuring your logo.

## Attendee Giveaway Items

Provide all Annual Meeting attendees with a giveaway from your company in the registration bags they receive at the start of the event. As an item sponsor, your company's logo will be featured alongside the conference logo on the giveaway item.

- Notepads & Pen: **\$7,000**
- Luggage Tags: **\$5,000**
- Highlighters: **\$4,000**
- Provide Your Own: **\$3,000\***

*\*Does not include cost of items and hotel distribution fees.*

## Booth Cart

**\$7,000 (4 available per day)**

Host a food cart in your booth for attendees to enjoy. Choose from popcorn, specialty coffee, or a sweet treat. Logo recognition on signage and napkins and one push notification included.

## Badge Lanyards

**\$6,000**

Attendees, speakers, sponsors and exhibitors will wear lanyards throughout the Annual Meeting — in conference sessions, networking events, and the exhibit hall. Your logo will be featured on the lanyards and you will receive up to ten lanyards for company use.

## Exhibit Hall Reception Sponsor\*

**\$5,000 (Craft Beer) • \$7,500 (Mixed Drinks)**

A reception will be hosted in the Exhibition Hall Tuesday and Wednesday evenings. Attendees will receive a map with special call-outs for booths with these bars, noting the type of beverage available there. Entertain existing customers and attract new ones by hosting a reception bar in your booth (bartender included). Also included is branded signage at the booth.

*\*One specialty beer or mixed drink per booth.*

## Room Drop

**\$5,000 (3 available; 1 for each day of the meeting)**

Deliver your message directly to attendees by providing marketing collateral for placement in every attendee's hotel room at the Gaylord Palms. This is a great opportunity to invite attendees to your booth and promote a new product. The room drop is subject to ABA approval and will be placed under the attendee's door.

# ANNUAL MEETING OPPORTUNITIES



## Hotel Branding Opportunities

- **Escalator Cling: \$8,000**  
Promote your company on a prominent set of escalators: one leading to registration and session, and the other to the Expo Hall.
- **Floor Decal Directionals: \$6,000**  
Lead attendees to the conference area with ten 2'x2' personalized floor decals. Your branding will show attendees how to get from their hotel room to the conference area.
- **Dolphin Statute Wrap: \$5,000**  
Promote your company on the dolphin statue that attendees will see as they get from their hotel rooms to the conference area.
- **Footprint Decals to Your Booth: \$5,000**  
Lead attendees from the expo hall entrance straight to your booth with your company's logo or message on footprint decals.
- **Banners: \$3,000 (3 available)**  
Make your company stand out in the conference area, and stay top of mind as they enter session rooms with one (1) double-sided hanging banner.
- **Flag Post Banners: \$1,250**  
As attendees make their way to the conference area, be one of the first brands they see as you lead them on their way.



## Mobile Application Push Notifications

**\$3,000 each**

Contact attendees directly during the 52nd ABA Annual Meeting by sending a push notification. Take advantage of this limited-availability opportunity to drive meeting participants to your booth or event. Sponsor can identify date and time of message.

## Registration Bag Insert

**\$3,000**

Your company brochure or flyer can be inserted into each registration bag. All inserts are provided by the sponsor and subject to ABA approval, prior to the meeting.

## Passport to Prizes

**\$500 each**

Attendees must visit all exhibitors participating in the Passport to Prizes program and have their card validated to be included in a prize drawing (exhibitors provide the prizes). Draw attendees to your booth to get their passport stamped and gain additional exposure when the prize you provide is raffled off by a representative from your company in front of all attendees in the exhibit hall.



# ANNUAL MEETING OPPORTUNITIES



## Satellite Symposia Sponsorship Opportunities

**\$20,000**

As a Satellite Symposia Sponsor, you have an exclusive opportunity, in an intimate setting, to gather feedback from and create awareness with and educate a targeted audience of burn care professionals. These in-person meetings are hosted prior to the meeting to create an environment free from competition with other event activities. These 60 to 90-minute sessions can be accredited or non-accredited (Accreditation is the responsibility of the sponsor). Includes standard AV set; screen, projector and microphone. Additional needs are responsibility of sponsor.

The ABA will drive attendees to your symposium through promotion, collect registrations and provide a symposium attendee list prior to the Annual Meeting and deliver an attendee list (including contact, title, company and mailing address) post-event.

## Ancillary Meetings

**\$10,000 (more than 12 people) • \$3,000 (less than 12 people)**

Organizations hosting ancillary functions or those that require function space during the unrestricted dates and times of the ABA Annual Meeting must submit a request and payment for approval.\*

*\*ABA approval required prior to application acceptance.*

## Pre-conference Email

**\$2,500 (5 available)**

Reach registered attendees directly via our dedicated email blast service, before the meeting.\*

*\*Message subject to approval. The ABA will send all messages on behalf of sponsors.*

## Post-conference Email

**\$3,000 (2 available)**

Reach registered attendees directly via our dedicated email blast service, up to ten days after the meeting.\*

*\*Message subject to approval. The ABA will send all messages on behalf of sponsors.*

## On-site Program Book Promotions

Every attendee receives an on-site Program Book that is used as a reference for important information, including session times, tracks, events and speaker information. Promotion in the on-site Program Book will give your company high visibility during the Annual Meeting.

Promotion Location	Rate
Outside Back Cover (4c)	\$4,000
Inside Front Cover (4c)	\$3,000
Inside Back Cover (4c)	\$3,000
Full Page – Internal (B&W)	\$1,200
Half Page – Internal (B&W)	\$800





American Burn Association  
311 S. Wacker, Ste 4150  
Chicago, IL 60606

GAYLORD PALMS RESORT & CONVENTION CENTER, ORLANDO, FLORIDA

## 2020 EXHIBIT SPACE APPLICATION

### 1. Your Contact Information *(List as you would like it to appear in all materials.)*

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

If you are using a third party to plan your exhibit, please provide a name and contact information:

\_\_\_\_\_

### 2. Select Your Booth Type

**Inline:** \$3,700 per 10 x 10 inline booth\*     **Corner:** \$3,950 per 10 x 10 booth\*

**Cost:** # of 10 x 10 booths \_\_\_\_\_ x Rate \$ \_\_\_\_\_ =

**Total Booth Price \$** \_\_\_\_\_

### 3. Choose Your Booth Space

Please select your top-six choices for your booth space.

First Choice	
Second Choice	
Third Choice	
Fourth Choice	
Fifth Choice	
Sixth Choice	

ABA will make its best efforts to assign companies to one of the requested spaces.

A deposit of 50% of the total exhibit space is due with application. Applications submitted after December 15, 2019, must be accompanied by payment in full.

If possible, don't place us near:

\_\_\_\_\_

### 4. Submit Your Payment

*(Applications submitted after December 15, 2019, must be accompanied by payment in full.)*

- Invoice third party\*
- Invoice exhibiting company

Send check payable to:  
**American Burn Association**

American Burn Association  
311 S. Wacker Drive, Ste. 4150  
Chicago, IL 60606

*\*Exhibiting company is liable for contracted total.*

**Cancellation policy:** Our Exhibit Space cancellation policy can be found in Section 2 of the Rules and Regulations.

### 5. Terms of Agreement

- We agree to abide by all rules and regulations governing the American Burn Association 52nd Annual Meeting as printed in the prospectus and which are part of this application. Acceptance of this application by show management constitutes a contract.

Date \_\_\_\_\_

Authorized signature\* (required)

\_\_\_\_\_

Name (please print)

\_\_\_\_\_

Title (please print)

\_\_\_\_\_

*\*Authorized signature must come directly from exhibiting company.*

### 6. Submit Your Contract

Email or fax this application to Scott Narug at [narug@ameriburn.org](mailto:narug@ameriburn.org).

Do not mail contracts.

OFFICE USE ONLY

Booth assigned:

Received:

Price:

Point total:

# RULES AND REGULATIONS



## 1. Agreement

Please complete the agreement, noting your company name, address, and contact person, telephone and fax numbers. Upon receipt of the agreement, ABA will review and approve your booth selection. Booths are available on a first-come, first-served basis. ABA will forward a notice confirming the booth numbers assigned and any remaining balance due to ABA (if applicable).

## 2. Payment/Cancellation Policy

A deposit of 50% of the total exhibit space is required at the time the application is forwarded unless the application is filed after December 13, 2019, when 100% of exhibit cost must be forwarded. Checks should be made payable to ABA and mailed to: American Burn Association 311 S. Wacker, Ste 4150 Chicago, IL 60606

Exhibitors canceling exhibit space prior to May 31, 2019 will be charged a \$250 processing fee. Exhibitors canceling exhibit or meeting space from May 31 – December 13, 2019 will be responsible for 50% of the total fee. Exhibitors canceling exhibit meeting space after December 13, 2019 will be liable for the total fee of exhibit, sponsorship or meeting space reserved. Full payment is due with signed sponsorship and events contracts and companies are liable for the contracted total upon submission. No sponsorship of event cancellation refunds will be granted due to ongoing promotions. Should any contingency prevent holding of the exhibition neither ABA nor SmithBucklin shall be liable for any expense incurred by the exhibitor.

## 3. Assignment of Space

Space will be assigned on a first-come, first served basis. No reservations for booth space will be accepted over the telephone or without a signed contract. Exhibit Management reserves the right to make revisions to the floor plan.

## 4. Set-up and dismantle

Set-up and dismantle hours specified in the exhibitor service manual are subject to change, in which case all exhibitors will be notified in writing. Exhibits are to be kept intact until the closing of the exhibit hall. No part of an exhibit shall be removed during the Showcase without special permission from ABA. Any Exhibitor/Exhibitor that begins dismantling its display before the close of the show will lose priority status in future ABA Conferences and may altogether lose the privilege to exhibit.

## 5. Subletting of Exhibits and Prohibited Uses

Exhibitor/Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character

of ABA, without a written request and approval from ABA. ABA reserves the right to terminate any portion of the exhibit that is not in accordance with these rules without prior approval.

## 6. General Services Contractor

Booth furnishings such as tables, chairs, wastebaskets, carpeting, signs, flowers, and booth services (labor to setup and dismantle spotlights, etc.) may be obtained from the official general service contractor. The service contractor will be available for Exhibitor assistance during all hours of setup, exhibition, and teardown. The contact information for the service contractor along with detailed information on shipping, labor, special fees, and material handling is included in the Exhibitor Services Manual. The Exhibitor Services Manual will be emailed to each company approximately 90 days before the conference or shortly after the Exhibitor/Exhibitor Contract has been received by ABA HQ. Without prior agreement with the ABA show management, the individual company is responsible for any costs incurred as a result of a failure to meet scheduled deadline dates, and will be invoiced accordingly. If you have any questions or special requirements, please contact show management.

## 7. Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited unless given permission by ABA.

## 8. Use of Space - General

All marketing activities of each Exhibitor must be confined to the Exhibitor/Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors/Exhibitors expressly agree not to hold any activity that, in the sole opinion of ABA, creates a material adverse effect on attendance during the conference. If clarification is needed on a specific activity, please submit it to ABA for approval.

## 9. Special Effects

Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of ABA, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring Exhibitors.

## 10. Hotel Rooms and Meeting Rooms

ABA reserves the right to control all rooms and meeting rooms in those hotels which are providing housing for ABA. No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during the ABA Conference activities unless approved by ABA. Companies who are not in

accordance with the stated rules may lose their privilege of exhibiting at this and future conferences.

## 11. Exhibit Construction and Layout

ABA reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height, and layout of exhibits will be included in your Exhibitor Services Manual. These rules and regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these rules and regulations, please contact ABA HQ for a copy. Each Exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations. ABA reserves the right to control the layout of the exhibit hall. Exhibitor/Exhibitor will be bound by the booth construction rules included in the Exhibitor Services Manual.

## 12. Liability

The "Exhibitor" assumes all responsibility for any and all loss, theft, or damage to "Exhibitor's" display, equipment, and other property while on the hotel premises, and hereby waives any claim or demand it may have against the hotel or its affiliates arising from such loss, theft, or damage. In addition, the "Exhibitor" agrees to indemnify, defend, and hold harmless ABA and the Hotel against any liabilities, obligations, claims, damages, suits, costs, and expenses, including, without limitation, attorneys' fees and costs, arising out of or in connection with the "Exhibitor's" occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the "Exhibitor" or its employees or agents.

## 13. Insurance

Each "Exhibitor" shall carry and maintain all liability insurance. Participating "Exhibitors" assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to "Exhibitor's" displays, equipment, and other property brought upon the premises of the hotel or convention center and shall indemnify and hold harmless ABA, the management firm, agents, servants, and employees from any and all damages, claims, and/or destruction including theft or mysterious disappearance to any and all equipment owned by, leased to, or utilized by "Exhibitors."

## 14. Promotions, Contests, Printed Material, Etc.

All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars, and similar items must be submitted for approval to ABA prior to the conference. Sideshow tactics, or other methods, including marketing material, considered by ABA to be objectionable, are expressly prohibited at the ABA conference. Prizes, awards, drawings, raffles, lotteries, or contests may be

permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to ABA three weeks prior to the opening of the exhibition. Distribution of promotional material to ABA conference attendees' hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited without the prior approval from ABA. Use of ABA hotel and conference-related facility communication systems to promote vendors or their products is also prohibited.

## 15. Use of ABA Name

Participation by an Exhibitor in the ABA conference does not entitle the Exhibitor to use the ABA name other than with reference to the Exhibitor's participation as an Exhibitor in the ABA conference without permission from ABA. Participation in ABA does not imply endorsement or approval by ABA of any product, service, or participant, and none shall be claimed by any participant.

## 16. Security

Although ABA will provide security service for the exhibit hall during the length of the conference, neither ABA nor the management firm will accept the responsibility for "Exhibitor's" valuables, tools, or personal items. It is suggested that small carry-type items of value be secured each evening.

## 17. Cleaning

ABA will arrange daily cleaning of the aisle carpets and common areas. "Exhibitors" are responsible for maintaining the cleanliness of their respective exhibit space.

## 18. Press

ABA reserves the right to control all media access and press activity during the ABA conference.

## 19. Name Badges

In an attempt to better secure your investments, all representatives from an exhibiting company must wear an Exhibitor's name badge to gain entrance to, and while in the exhibit hall. Name badges must be authorized in writing by the designated company contact person. All badges included in any sponsorship package or booth purchase may only be used by an employee of the Exhibitor or exhibiting company.

## 20. On-site Name Badges

If additional badges are required on site, an on-site registration form must be completed at the registration desk by the exhibiting company's contact noted on the agreement.

## 21. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold ABA harmless from any consequences of failing to do so.

## 22. Enforcement

The Exhibitor acknowledges that its failure to comply with the rules & regulations set forth herein will cause harm to ABA. The Exhibitor agrees that, if ABA determines that a material violation has occurred, the Exhibitor will lose the privilege of exhibiting at this and future ABA conferences. In addition, ABA reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund.

## 23. General

All matters and questions not covered by the regulations are subject to the decision of ABA. These regulations may be amended at any time by ABA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by ABA to such Exhibitors as may be affected by them.

## 24. Canons of Conduct

In order that ABA may better achieve its purposes, the following Canons of Conduct are adopted and shall govern the conduct of all ABA members, member representatives, and attendees. All such members, member representatives, and attendees in connection with all ABA matters and activities:

- A. Must conduct themselves and their activities in a professional manner marked by integrity and spirit of fair play.
- B. Must refrain from engaging in any activity which would violate proprietary rights of their employers, ABA, or any other ABA member organization (including their representatives).
- C. Must abide by the bylaws and policies of ABA.
- D. Must properly register and display appropriate credentials at ABA activities.
- E. Must not engage in sales activities, including direct or indirect solicitation, or conduct any other activity contrary to purpose or policies of ABA at a ABA-Exhibitor activity without the express consent of the ABA Board of Directors.
- F. Must not distribute any materials or post displays of any kind at ABA activities without prior approval of an officer of ABA.
- G. Must not engage in any form of personnel recruitment or use of ABA facilities or resources to do so.
- H. Must not use the ABA name, other than in the conduct of ABA business, as determined by the ABA Board of Directors.
- I. Must not use the ABA membership list or any part thereof, except in the conduct of ABA business, as determined by the ABA Board of Directors.
- J. Must restrict the use of ABA documents and other data for the purpose defined by the ABA Board of Directors or ABA policies.