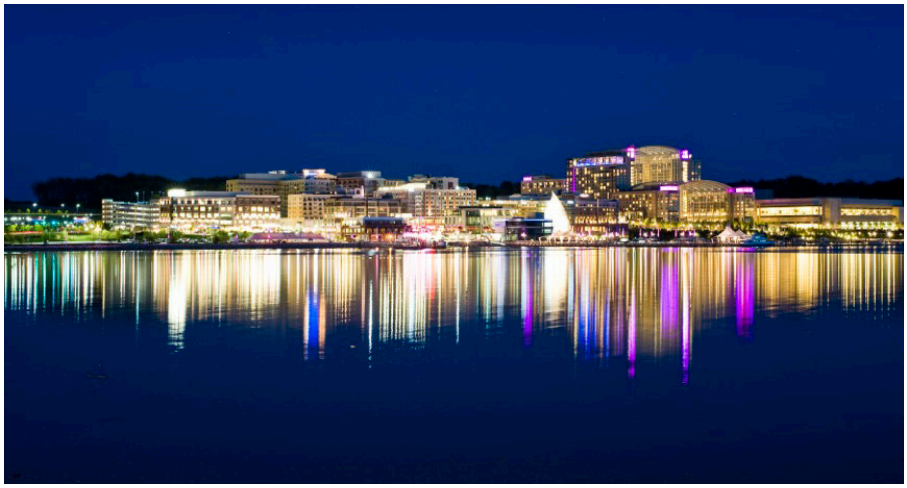
Exhibitor & Sponsor

PROSPECTUS

64th AMERICAN COLLEGE OF NURSE-MIDWIVES Annual Meeting & Exhibition

MAY 18-22, 2019 | WASHINGTON DC

Gaylord National Hotel & Convention Center



JOIN US!

The American College of Nurse-Midwives invites you to join us for the ACNM 64th Annual Meeting & Exhibition, May 18-22, Gaylord National Hotel and Convention Center at the National Harbor, Maryland. The ACNM Annual Meeting & Exhibition is the premier continuing education, networking, clinical, and business meeting for certified nurse-midwives (CNMs) and certified midwives (CMs) nationwide.

ABOUT ACNM

The American College of Nurse-Midwives (ACNM) is the professional association that represents certified nurse-midwives and certified midwives in the United States. ACNM sets the standard for excellence in midwifery education and practice in the United States and strengthens the capacity of midwives around the world.

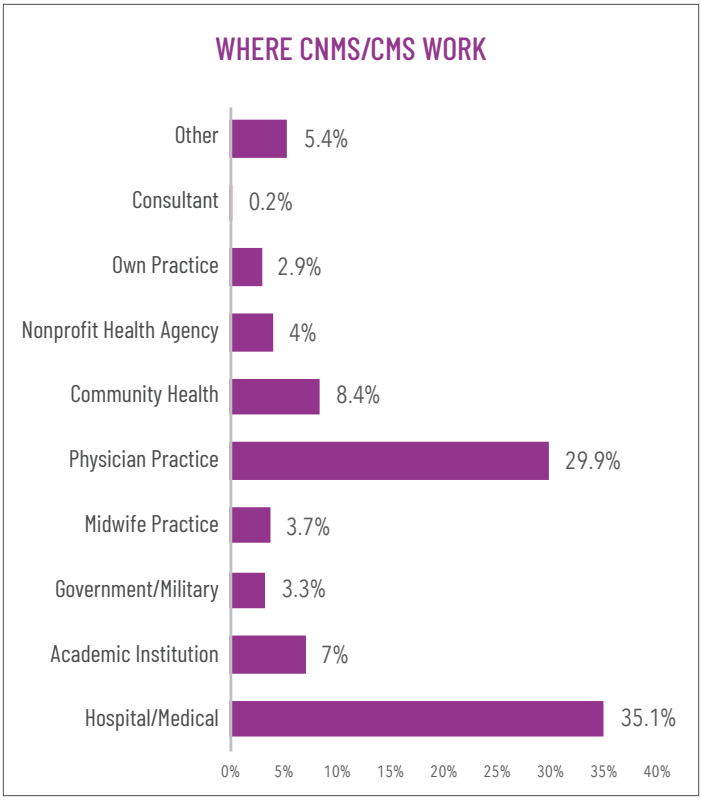
ABOUT CNMS/CMS

Certified nurse-midwives and certified midwives are primary care providers for women throughout their lifespan, with a special emphasis on pregnancy, childbirth, and gynecologic and reproductive health. Over 95% of CNM and CMs attend births in hospitals. Additionally, they are experts in women's health who:

- Are licensed health care providers with prescriptive authority in all 50 states, the District of Columbia, and US territories.*
- Practice alongside physicians and other providers as integral members of the health care team.
- Provide care, support, and advice during pregnancy, labor, and the postpartum period, as well as care for newborns.
- Perform a full range of primary care services as well as gynecologic care including family planning services, Pap tests, perimenopausal care, and breast cancer screenings.
- Prescribe medications including controlled substances and contraceptive methods; admit, manage and discharge patients; order and interpret laboratory and diagnostic tests; and order the use of medical devices.
- Provide health promotion and disease prevention services.
- Focus on helping women make informed decisions, often creating bonds of trust and support that are increasingly rare in health care today.

* Because CM is a newer, equivalent pathway to midwifery, it is not yet reflected in all state legislatures. CMs can practice in New Jersey, New York, Rhode Island, Delaware, Maine, and New York.

Certified nurse-midwives and certified midwives attended 9.3% of all US births in 2015 and more than 12% of all vaginal births. That represents over 339,000 new babies, and the numbers are on the rise!



GAYLORD NATIONAL HOTEL & CONVENTION CENTER

A spectacular waterfront venue with a stunning 19-story glass atrium and sweeping views of the Potomac River, the Gaylord National Resort & Convention Center features a beautifully designed exhibition hall with 24 ft. ceilings, great flow, and plenty of natural light that invites guests to linger. The hall is all in one room and is easy to navigate. Lunch will also be served in the hall, keeping attendees close at hand and refreshed.

66% of ACNM Annual Meeting attendees are the sole decision-maker on the purchase of products and services, or an influencer or recommender.

PARTICIPATE IN OUR 2019 EXHIBIT HALL

Booths were assigned during the 2018 Annual Meeting on a priority point basis. Booth assignments are now being offered on a first come, first served basis.

INCLUDED FOR BOOTHS AND TABLETOPS:

- One 6' table draped and skirted, 2 chairs, wastebasket.
- 10'x10' booths will have 8' high x 10' wide "hardwall" back wall and 3' high "hardwall" side walls.
- 8'x10' booths will have 8' high x 10' wide "pipe and drape" back wall and 3' high "pipe and drape" side walls.
- Tabletops will have 6' high "pipe and drape" backwall.
- Standard 7"x 44" identification sign.
- Overnight security service.
- Product/service listing in Final Program (if received by deadline).
- Exhibit Hall reception, lunches, and refreshments during regular Hall open hours

EXHIBIT SCHEDULE

Move In:

Saturday	May 18	8a - 4p
Sunday	May 19	8a - 1p

Show Hours:

Sunday	May 19	3:45p - 5:45p
Monday	May 20	2p - 6p
Tuesday	May 21	11a - 4p

Exhibitor Move Out:

Tuesday	May 21	4:15p - 8p

Note: Schedule Subject to Change

ABOUT THE FLOORING ...

Carpet MUST BE ORDERED FOR ALL 10x10 and 8x10 BOOTHS.

WHAT KIND OF BADGE DO I NEED?

Full conference badges provide access to all Annual Meeting programming including education sessions and plenaries. Hall Passes provide admission to the Exhibit Hall only, but do include all meals served in the hall (one reception and two lunches).

PAYMENT

Payment is not due when you request your booth or table. After you submit your application, you will receive a confirmation followed by a link to log in and make your payment. ACNM accepts payment via check, Visa, MasterCard, or American Express. A 50% non-refundable deposit must be received at the time of receiving confirmation. Final balance is due within 60 days to reserve your booth of choice. All booths must be paid in full by March 8, 2019. No refunds will be given for space cancelled after that date. After March 8, 2019, all new booth registrations must be paid in full.

DON'T MISS OUT!

We anticipate, once again, that space will be limited—ensure your participation in 2019's 64th Annual Meeting in Washington, DC, and take advantage of reduced rates by signing up early!

Organizational Type	Booth Type	Full Badges	Hall Passes	Early Bird June 15	Advance Rate June 16-Mar 8	Regular Rate after Mar 8
Corporate, Commercial, Company, Hospital	10x10 Prime	1 Comp	2 Comp	$2,500	$2,900	$3,200
Corporate, Commercial, Company, Hospital	10x10 Standard	1 Comp	2 Comp	$2,200	$2,550	$2,700
Government Agency, Non-Profit*	10x10 Standard	1 Comp	2 Comp	$2,200	$2,550	$2,700
Government Agency, Non-Profit*	8x10 Standard	1 Comp	$100 each	$1,550	$1,650	$1,850
Tabletop Exhibit**	6 ft. Skirted Table	Full Price	2 Comp	$1,000	$1,150	$,1350
ACNM Affiliate, ***	6 ft. Skirted Table	Full Price	2 Comp	$1,000	$1,100	$1,350

*501(c)3 or 501(c)6. Proof of non-profit status is required; please forward a copy of incorporation papers when you apply.
**Tabletop exhibits are reserved for companies with 5 or fewer employees and in business for 5 or fewer year.
***Affiliates receive a $200 discount

MIDWIFERY MARKET

The Midwifery Market is for non-midwifery companies selling personal items such as jewelry, art, and clothing. Space in the Midwifery Market (located within the Exhibit Hall) is limited and assigned according to date received and availability.

INCLUDED FOR MIDWIFERY MARKET TABLES

- One 8' table
- 2 chairs
- Overhead sign
- Wastebasket
- 1 Exhibit Hall personnel badge (for Hall access only)

Tabletop Type	Tabletop Size	Advance Registration* until Jan 2, 2019	Regular Registration* after Jan 2, 2019
Midwifery Market Table	One Space	$375	$450
	Two Spaces (side by side)	$725	$775

*ACNM affiliates and non-profit organizations receive a $50 discount for 1 table. *Sales Tax for Midwifery Market tables selling products: It is the applicant's responsibility to submit sales and tax returns to the Comptroller of Maryland. If you have any additional questions concerning sales tax, please contact the Comptroller's office directly. Please allow 2 to 4 weeks for this application to be processed.

MIDWIFERY MARKET SCHEDULE

Move In:

Sunday	May 19	8a - 1p
Monday	May 20	9a - 11:30a

*Additional hours for Monday move-in can be arranged.

Show Hours:

Monday	May 20	2p - 6p
Tuesday	May 21	11a - 4p

Exhibitor Move Out:

Tuesday	May 21	4:15p - 8p

PAYMENT

Payment is not due when you request your table. After you submit your application, you will receive a confirmation followed by a link to log in and make your payment. Payments can be made online with Visa, MasterCard, or American Express. ACNM also accepts checks. Midwifery Market fees must be paid in full within 30 days of receipt of confirmation. No refunds will be given for space cancelled after that date.

BECOME A SPONSOR

Through your sponsorship, you become a valued partner at the 64th ACNM Annual Meeting & Exhibition. It's a win-win relationship that increases your visibility, message, and brand awareness, creates lasting goodwill, and aligns your brand with the mission of women's health. Sponsors receive recognition including the following:

- on the Annual Meeting app and website
- in the printed program
- on monitors around the events
- in our newsletters
- through "Sponsor" signage at your booth
- in signage outside of the event.

SPONSORSHIP OPPORTUNITIES

If you are interested in any of the following exclusive sponsorship opportunities, contact Mark Harvey at 202-210-1044 or mark@stellatosolutions.com.

MARKETING OPPORTUNITIES

AN ATTRACTION IN THE TOWN SQUARE—$4,500

A special attraction in the Town Square will turn what is already a hub of activity into a major draw for conference attendees. The sponsor's name, logo, website, and booth number will appear on signage, and a table with clings will be provided for literature.

REGISTRATION BAG—$6,000

Place your name, logo, and website on the official ACNM 64th Annual Meeting & Exhibition conference bags, which will also depict the ACNM and conference logo. The registration bag is an attendee's first interaction with the conference and is carried throughout the conference. Includes one insert valued at $1,250. Please note: The sponsorship fee does not include the cost to produce the bags. Sponsor will be included in the selection of the bag.

REGISTRATION BAG INSERTS
EXHIBITING COMPANIES—$1,350
NON EXHIBITING COMPANIES—$1,650

Your insert (promotional material) will be included in the official conference bags distributed to attendees at registration. One page may be printed on both sides and should measure no larger than 8 1⁄2" x 11." All items will be subject to approval by ACNM. ACNM is responsible for shipping and handling to the conference. Sponsor is responsible for sending to the ACNM office.

WELCOME BANNER—$4,000

Welcome attendees to the Washington DC area with an ACNM Annual Meeting & Exhibition banner with your company logo displayed. The banner will be placed in a prominent location where all attendees can see and use as a photo op. This fee includes the cost of the banner.

MOBILE APP—$5,000

The mobile app is attendees' most reliable and commonly used source of session and speaker information, handouts and recent updates throughout the conference. This sole sponsorship will provide great exposure through banner ads and front page recognition, and you'll receive a final report showing how often your company information was accessed.

EDUCATIONAL OPPORTUNITIES

In addition to the following opportunities, sponsors may support an already-scheduled workshop, speaker, and/or education session. At a minimum, this includes speaker transportation costs, hand-out materials, hotel accommodations, and speaker honorariums.

OPENING GENERAL SESSION SPEAKER—$4,000 CO-HOSTED WITH ACNM

This sponsorship ties your organization's name with a high-profile guest and helps pay for speaker fees, travel stipends, and honoraria. The Opening General Session is our most attended session and precedes the Exhibit Hall Welcome Reception.

PREMIER SPEAKERS—$3,000 CO-HOSTED WITH ACNM

Nationally known speakers will address major clinical issues in women's health. Sponsors are acknowledged by signage, within the Final Program and on screen. Your company will be acknowledged as the host of the speaker during the session.

EXAM PREP WORKSHOP FOR STUDENT MIDWIVES—$4,000

Student midwives are recognized by the College as an integral and valued element of the membership, representing the future of the profession. These events provide students with an opportunity to discuss issues of importance to them, as well as time to interact with each other and the ACNM Board of Directors.

RESEARCH POSTER PRESENTATIONS—$1,000

These scientific poster presentations are chosen by the ACNM Division of Research. The posters provide invaluable insight and information to meeting registrants on the current and developing technologies and procedures that influence the practice of midwifery.

Additional Sponsorship Opportunities—
DISPLAY YOUR CORPORATE LOGO ON THESE EXCLUSIVE PRODUCTS:
Badge Holders — $4,500
Escalator Clings — $3,500
Hotel Key Cards — $4,500
Official Conference Pens — $1,500

Please contact Mark Harvey at 202-210-1044 or mark@stellatosolutions.com for a quote.

REACH MIDWIVES YEAR-ROUND

Join ACNM's Industry Partner Program!

GOLD LEVEL	**$15,000**
SILVER LEVEL	**$10,000**
BRONZE LEVEL	**$5,000**

Develop a year-round relationship with ACNM and our midwifery community, while you show your support for midwifery and the ACNM mission.

ACNM Industry Partners receive numerous benefits including:

- High visibility at our Annual Meeting
- Recognition on our website and in our publications
- Use of ACNM mailing list
- Membership privileges including members-only access to ACNM Connect, our online community of midwives
- Free and reduced-cost advertising opportunities

GOLD LEVEL benefits include a complimentary 10'x10' booth at the 2019 Annual Meeting and maximize your outreach to our membership.

SILVER LEVEL benefits include a 50% discount for a 10'x10' booth.

BRONZE LEVEL benefits include a 25% discount for a 10'x10' booth.

Contact Hedy Ross, ACNM Director of Membership and Communications, at hross@acnm.org or 240-485-1820 for information about the benefits offered at each level of partnership.

AMERICAN COLLEGE of NURSE-MIDWIVES
With women, for a lifetime®

EVENT OPPORTUNITIES

OPENING RECEPTION—$10,000 CO-HOSTED WITH ACNM OR $5,000 SHARED

Kick off the meeting with your company logo displayed at the Opening Reception. Customized entitlements will be offered for this sponsorship. This event follows the Opening General Session where attendees are guided from the exit of the session directly to the exhibit hall. This is a high traffic opportunity you don't want to miss!

AWARDS DINNER AND MIDWIFERY CELEBRATION PARTY—$10,000 CO-HOSTED WITH ACNM OR $5,000 SHARED

Treat attendees to an evening of letting loose in honor of the midwifery profession. Your corporate logo will be projected on the dance floor and displayed on the giant screens. Imprinted napkins with your logo will be placed at the bar station.

AWARDS DINNER TABLE SPONSORSHIPS—$2,000

Treat attendees to a place of honor and recognition with an Awards Dinner Table Sponsorship. It includes 10 meals, champagne, and signage.

NETWORKING LUNCH—$8,000

Have your corporate logo displayed at the lunch and on napkins in the Exhibit Hall. Attendees take advantage of these lunches as they provide the opportunity to remain in the exhibit hall to network with each other. Includes signs acknowledging sponsor.

ACNM AFFILIATES LEADERSHIP LUNCHEON—$6,000

More than 100 midwives who are state leaders and legislative leaders and who provide clinical education, and have the potential to serve in national leadership positions are offered the opportunity to expand their knowledge and expertise in this program. Includes sponsor logo on sign outside of the door and recognition at the podium.

REFRESHMENT BREAKS—$3,500 TO $5,500

Refresh attendees between events and education sessions with cups or napkins displaying your corporate logo. This sponsorship includes a tabletop display during break for your company and a sign with your logo.

STUDENT RECEPTION—$4,000

Provide refreshments and audio/visual for the student meet-and-greet reception. Student midwives represent the future of the profession. This reception gives them an important opportunity to socialize with each other and with ACNM leadership.

PRESIDENT'S RECEPTION—$6,000 CO-HOSTED WITH ACNM OR $3,000 SHARED

Let the ACNM president acknowledge your company at this special invitation-only event. Your company will receive recognition at the podium, and have your logo placed on signage and in prominent locations.

PRODUCT THEATER AND SYMPOSIUM SESSIONS

Sessions are offered to previous year sponsors on a first-come, first-served basis. If interested in hosting one of these "limited offer" events, contact Mark Harvey at 202.210.1044 to be placed on a waiting list. Fees range from $5,300-$7,500 for Product Theaters and $6,300-$7,500 for Symposia, depending on event, plus food and audio-visual cost.

Includes complimentary mailing list to all attendees and list of registrants to your program. ACNM is responsible for opening registration to Product Theaters and Symposia, and the sponsoring company is responsible for outreach to registered attendees for promotion.

THE A.C.N.M. FOUNDATION, INC.'S 2019 ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

The A.C.N.M. Foundation, Inc. is a 501 (c)(3) charitable organization whose mission is to promote excellence in health care for women, infants and families worldwide through the support of midwifery. As the philanthropic arm of the American College of Nurse-Midwives (ACNM), the Foundation offers companies and organizations an opportunity to support our joint missions and advance ACNM's important strategic goals. At the Annual Meeting, the Foundation offers a variety of sponsorship opportunities for those who seek to support midwifery through tax-deductible donation options.

The following Foundation sponsorship levels are available in 2019 and can be targeted toward the support of one or more of the Foundation's annual meeting events, awards, programs, or initiatives:

Premier Sponsor	$10,000 and above
Platinum Sponsor	$5,000-$9,999
Gold Sponsor	$2,500-$4,999
Silver Sponsor	$1,000-$2,499
Bronze Sponsor	$500-$999

SPONSORSHIP OPPORTUNITIES INCLUDE:

- **Foundation Fundraiser**. A festive event enjoyed by 250-300 annual meeting attendees and ordinarily features entertainment, refreshments, and live auction.
- **Reception to recognize Donors and Industry Partners.** An exclusive reception honoring individual $1000+donors, Midwifery Legacy Circle members, and corporate/organizational sponsors and key leaders.
- **Midwives of Color Reception and Auction.** An exceptional event featuring ACNM's dynamic Midwives of Color Committee combined with fundraising for the Foundation's Midwives of Color Scholarship Fund.
- **Division of Global Health Reception and Auction.** A very popular event highlighting the work of midwives around the globe combined with fundraising for the Bonnie Westenberg Pedersen International Midwife Award.
- **Scholarships, grants and awards** totaling over $65,000-$70,000 are given at the Annual Meeting to midwives of all ages: students, young leaders, researchers, doctoral students, seniors and more. Specific sponsorships are available for these awards and grants at the sponsorship levels above. See: www.midwife.org/Foundation-Scholarships-and-Awards for more details regarding these scholarships and awards.

SPONSORS WILL RECEIVE THE FOLLOWING RECOGNITIONS:

- Official letter recognizing the tax-deductible contribution.
- Recognition in the all printed or online materials and signage that highlight event sponsors, including company/organization name and logo.
- Complementary tickets to Foundation Meeting events according to donation level.
- Opportunity to be acknowledged during the sponsored event(s).
- Special 'sponsor' badge ribbon.
- Company/organization name listed on the Foundation website with link to sponsor's website

FOR MORE INFORMATION CONTACT:

The A.C.N.M. Foundation, Inc.
Lisa Paine, CNM, DrPH, FACNM,
Chief Executive Officer
Email: fdn@acnm.org
Phone: 240-485-1850
Visit: www.acnmf.org

ADVERTISING

ACNM offers advertising options in the Annual Meeting Final Program and *Quickening* (the official member newsletter of ACNM). See pricing and deadlines below:

FINAL PROGRAM

Full-color comprehensive meeting guide that is continually in the hands of an estimated 1,800 attendees throughout the five-day event.

QUICKENING

Quickening, which comes out quarterly, provides CNMs and CMs with midwifery news, features, and updates they rely upon. Exhibitors receive a 20% discount in the Spring or Summer issue, or by advertising throughout the year. Full color available. Digital circulation 7,500+. Email quick@acnm.org for more information.

ACNM OFFERS A VARIETY OF ADVERTISING OPPORTUNITIES

Reach midwives the way to you want through the year via our semi-weekly e-newsletter, ACNM SmartBrief, our quarterly member publications, *Quickening*, and the *Journal of Midwifery & Women's Health*, and via many other opportunities. See all the ways you can reach out to members at www.midwife.org/advertising.

Ad Location and Specs	Final Program To 1,800 attendees		*Quickening* (Select spring or summer issue) To 7500+ members	Discount	Combo Package*
Deadline	3/1/2019		Pre-Meeting 3/1/2019 Post- Meeting 6/3/2019		varies
Back Cover (7.375 x 9.75 inches)	$1500	+	Inside back cover $1250	20% discount =	$2200
Inside Front Cover (7.375 x 9.75 inches)	$1500	+	Inside Front cover $1250	20% discount =	$2200
Full Page (7.375 x 9.75 inches)	$900	+	$1250	20% discount =	$1720
Half Page (7.375 x 4.75 inches)	$450	+	$850	20% discount =	$1040
Quarter Page (3.625 x 4.875 inches)	$300	+	$450	20% discount =	$600

* Special pricing for placing a same-sized ad in 2 or more publications. Combo rates apply to ad of same size in the Final Program and one issue of *Quickening*.

ADVERTISING ORDER FORM

Please complete this agreement and email it to Maura Christopher, senior editor, mchristopher@acnm.org, or mail it to Maura Christopher, 8304 Colesville Road, Suite 1550, Silver Spring, MD, 20912. If paying by check, send check separately to ACNM Annual Meeting & Exhibition, C/O Wells Fargo Lockbox Services, 7175 Columbia Gateway Drive, Columbia, MD, 21046-2634. For questions or to e-mail your ad artwork in PDF format, contact mchristopher@acnm.org; 240.485.1822.

ORGANIZATION NAME

CONTACT NAME | TITLE

STREET ADDRESS

CITY | STATE | POSTAL CODE | COUNTRY

PHONE | E-MAIL

PAYMENT TYPE: ❑ Check ❑ Visa ❑ MasterCard ❑ American Express ❑ Bill to Purchase Order # _____

All payments must be made in full. All checks must be in US dollars drawn on US banks within the continental United States and made payable to the American College of Nurse-Midwives.

CREDIT CARD NUMBER | EXPIRATION DATE | SECURITY CODE

CARDHOLDER'S NAME | CARDHOLDER'S SIGNATURE

SELECT YOUR CHOICE(S) FOR YOUR ADVERTISEMENT BELOW:

Final Program only, deadline 3/1/2018

❑ Back Cover (BC)	$1,500
❑ Inside Front Cover (IFC)	$1,500
❑ Full Page	$900
❑ 1/2 PG	$450
❑ 1/4 PG	$300

Quickening only (choose one)

❑ Spring (SPR) issue, deadline 3/1/2019 **AND** ❑ Summer (SUM) issue, deadline 6/3/2019

Select Ad Size:

❑ Full Page	$1,250	❑ 1/4 PG	$450
❑ 1/2 PG	$850	❑ 1/6 PG	$370
❑ 1/3 PG	$550		

SPECIAL OFFER for Annual Meeting Exhibitors— Sign up to advertise for 1 full year in Quickening and get 20% off standard rates!

Combo Packages, deadline based on package

❑ BC of Final Program and IBC of Quickening	**AND**	❑ Quickening SPR	**OR**	❑ Quickening SUM—$2,200
❑ IFC of Final Program and IFC of Quickening	**AND**	❑ Quickening SPR	**OR**	❑ Quickening SUM—$2,200
❑ FP in Final Program	**AND**	❑ Quickening SPR	**OR**	❑ Quickening SUM—$1,720
❑ 1/2 PG in Final Program	**AND**	❑ Quickening SPR	**OR**	❑ Quickening SUM—$1,040
❑ 1/4 PG in Final Program	**AND**	❑ Quickening SPR	**OR**	❑ Quickening SUM—$600

For additional advertising and sponsorship opportunities with ACNM throughout the year, visit www.midwife.org/advertising.

EXHIBITOR GUIDELINES

The terms "Association" and "ACNM" shall mean the American College of Nurse-Midwives, its officers, committees, agents, or employees acting for it in the management of the Exhibition. The term "Exhibition" shall mean the ACNM Annual Meeting & Exhibition to be held at the Gaylord National Hotel & Convention Center, May 18-22, 2019. The term "Exhibitor" shall mean any person, organization, or other entity that is approved to maintain an Exhibit at the Exhibition. The term 'venue' refers to the Gaylord National Hotel & Convention Center The term 'operator' refers to the Washington, DC. Rules and Regulations may be amended at any time by ACNM Management in its sole reasonable discretion. ACNM Management reserves the right to grant or deny its consent in its sole reasonable discretion and the right to apply, interpret, and enforce these rules in its sole reasonable discretion. Any point not specifically covered in these rules is subject to the decision of ACNM Management, whose decision shall be final.

GUIDELINES FOR PRODUCT PROMOTION: In all cases where products that directly impact the health of women and families are promoted, the promotion must: a) be consistent with available scientific evidence; b) promote the professional image and trusting relationship between women and midwives; c) ensure that attendees receive full disclosure regarding safety of the product; and d) should not conflict with the mission of the College. ACNM reserves the right, without recourse, to absolutely control or prohibit any exhibit or part of any exhibit, which, in its opinion, is not suitable or in keeping with the purpose of the Exhibit Hall. This reservation concerns persons, things, conduct, printed matter, souvenirs, catalogues, etc. Unethical behavior or infraction of the rules on the part of the exhibitor or their representatives will subject the exhibitor/ representatives to dismissal and possible refusal to rent space in the future. Under these conditions, no refund shall be made by ACNM.

ACCEPTANCE AND ASSIGNMENT OF SPACE: This confirmation shall be deemed accepted by ACNM Management upon space assignment.

Booth assignments are generally made on a first come, first-served basis, taking into consideration representation at previous ACNM Annual Meetings, the date a request is received, availability of requested area, the amount of space requested, special needs, and compatibility of Exhibitors. The Association, however, reserves the right in its sole discretion to use other assignment criteria.

Because of the large number of companies exhibiting similar, or related product lines, ACNM cannot guarantee that a company exhibiting similar products or a competitor will not be located in a nearby or adjoining booth space. The Association also reserves the right to reconfigure booth space and relocate an Exhibit as necessary with the understanding that the Exhibitor shall be notified prior to such relocation.

ELIGIBILITY: The Association reserves the right to determine the eligibility of any company or product for inclusion in the Exhibition. The acceptance of a booth for the Exhibition does not carry the Association's endorsement of the equipment, supply, or service displayed there. Exhibits and the conduct of Exhibits are subject to the approval of the Association. The Association reserves the right to require the modification of any Exhibit which, in its opinion, is not in character with the Exhibition. The Association reserves at all times the right to approve the nature of the Exhibits and conditions under which the Exhibits are displayed.

PAYMENTS: A non-refundable 50% deposit of the space rental fee is at time of receipt of the confirmation. All booth charges must be paid in full by March 8, 2019. If paying a deposit to hold a specific booth, the balance must be paid within 60 days and no later than March 8, 2019, to hold exhibit booth location. Confirmations received after this date must be accompanied by full payment, which is nonrefundable. Should Exhibitor fail to remit timely payment, ACNM shall have the right to withhold or cancel a booth reservation without notice and retain any non-refundable amounts paid, unless special arrangements have been made.

CANCELLATIONS: This confirmation may be cancelled by Exhibitor by giving written notice to ACNM, subject to the following fees:

- On or before March 8, 2019 (two spots)—50% of the rental space fee will be refunded
- After March 8, 2019 (two spots)—no refunds

These fees apply in the event of Exhibitor cancellation or failure to participate for any reason whatsoever. Cancellation fees will NOT be applied to any other past, current, or future charges incurred by Exhibitor and are non-transferable. In no event will Exhibitor receive a credit from any revenue later generated by reuse of the reserved space by ACNM Management. Exhibitor may also forfeit all exhibitor privileges, including but not limited to:

- Priority points for ACNM 2019 booth selection
- Booth Personnel and complimentary full conference badges
- Removal of company listing from the Program and Web site

UPSIZING: At any time after signing the original confirmation, Exhibitor may enter into a new confirmation for larger space, subject to availability.

DOWNSIZING: The originally reserved amount of space may be reduced by Exhibitor by giving written notice to ACNM, subject to the following:

- On or before March 8, 2019 (Two spots)—Exhibitor must pay 50% of the original confirmation price, which amount may be applied against the reduced space.
- After March 8, 2019 (Two spots)—Exhibitor must pay 100% of the original confirmation price, which amount may be applied against the reduced space. Any payment in excess of the cost of the new space is nonrefundable.

ARRANGEMENT OF EXHIBITS: ACNM follows International Association of Exhibitions and Events (IAEE) Guidelines. Detailed guidelines will be available upon request, but generally, no Exhibit will be permitted to interfere with the light, space, comfort, or view of another Exhibit. Displays shall comply with the following:

- Back wall shall not be higher than 8 feet overall.
- Side walls shall not be higher than 36 inches.
- All back wall illumination must either be indirect or muted by translucent panels.
- Aisles must be kept clear from flooring to ceiling.

Exposed parts of the display must be finished so as not to be objectionable to other Exhibitors and/or the Association or such parts will be ordered draped by the Association and billed to the Exhibitor. Equipment or products exceeding the height limitation may be permitted for island Exhibitors provided written approval is granted by the association. The Exhibitor must pay all costs incurred in the operation of its booth. This provision specifically covers expenditures incurred for lights, power, water, and other utilities or services in connection with its own booth.

The floor space for all booths must be carpeted or in some other way covered unless the hall is already carpeted, with the cost for this covering being the responsibility of the exhibitor. If such floor covering has not been arranged by the Exhibitor prior to the conclusion of move-in, ACNM Management may order carpeting at Exhibitor's expense. The Association shall provide aisle carpeting, unless already carpeted.

Booth purchase includes standard back wall and side wall, one six-foot draped and skirted table, two chairs, one waste basket, a 7"x 44" identification sign, badges as outlined, and a complimentary listing on the website and in the printed program.

CARPETING: Carpeting is required for all booth spaces (excluding Midwifery Market), unless the area is already carpeted. Carpet will be provided for Tabletop exhibits.

SERVICES: ACNM will select an official confirmationor to provide service to Exhibitors. The confirmationor will provide labor, equipment, and supervision. Complete information, instructions, and schedule of prices regarding shipping and drayage, labor for erecting and dismantling, electrical, furniture and carpet rental, cleaning, etc., will be included in the Exhibitor's Service Kit to be posted at annualmeeting.midwife.org/ approximately 4 months prior to the event. ACNM assumes no responsibility or liability for such confirmationors. Exhibitor must use qualified personnel (union or otherwise) for material handling, installing and dismantling exhibits, and other services as required by the venue's rules and regulations. If applicable, union regulations for the venue will be provided in the Exhibitor Manual.

COMPLIANCE WITH LAWS, RULES, AND SAFETY PRECAUTIONS: Exhibitor is responsible for knowledge of and compliance with all federal, state, and local laws, regulations, orders, and requirements applicable to Exhibitor's participation in ACNM, as well as all rules and regulations of the and all related expenses and taxes. Exhibitor shall take all necessary measures to safeguard persons and property in the venue from any hazards associated with Exhibitor's exhibit equipment. Exhibitor shall comply with applicable industry safety standards. Exhibitor agrees that if notified by ACNM that the condition of Exhibitor's space is unsatisfactory for any reason, Exhibitor will immediately remedy the condition.

INSTALLATION AND DISMANTLING: Until full payment of the space rental fee has been received, Exhibitor will not be allowed to set up, nor will freight be delivered to booth.

EXHIBIT SCHEDULE: Employees manning the booth must have Exhibitor badges. The display area will be closed to Exhibition Attendees except during scheduled Exhibit hours; however, registered Exhibitors will have access at all hours. ACNM shall have sole control over attendance policies at all times. Exhibitor personnel MUST be properly registered in order to staff a display and must wear (non- transferable) registration badges during move-in and Exhibit hours.

SECURITY: General overall 24-hour access control will be provided for the Exhibition period including move-in and move-out. However, ACNM is not responsible for the loss of any material by or for any cause, and urges the Exhibitor to exercise normal precautions to discourage pilferage. Only registered Exhibition Attendees and Exhibitors and registered guests will be authorized to enter during Exhibit periods.

DELIVERY OF EQUIPMENT: Exhibitors will be responsible for delivery of their own equipment and/or display material to the venue and for removal of equipment and/ or display material. The official drayage confirmationor shall control all traffic into and out of the Exhibit area to minimize delays and tie-ups. The Exhibitor assumes full responsibility for the delivery of its materials to the space, which is assigned for the purpose of exhibiting its product, service, or materials. The Association assumes no responsibility for the performance of services by common carrier, express services, the US mail, and telephone companies, or any other service for which the Exhibitor may wish to make a confirmation.

MOVE-IN: Exhibit material cannot be received at the venue prior to the move-in date. Exhibitor must complete installation of its exhibit in its confirmed space no later than Sunday May 19 at 1pm. Should Exhibitor fail to do so, Exhibitor will be deemed a "No Show" and its space shall be subject to reassignment or cancellation without notice (unless ACNM Management has earlier approved Exhibitor's late arrival). Should Exhibitor arrive after this deadline, ACNM Management reserves the right to assign or withhold space, and any new space assigned shall be subject to the terms and conditions of the confirmation as if it were Exhibitor's original confirmationed space.

MOVE-OUT: Exhibitor must not dismantle exhibit nor begin packing before the final closing of the Exhibition on May 21 at 2:45pm Eastern Time. Exhibitors must be clear of the space by 6:00pm on May 21. Permission from ACNM is required for delivery or removal of any portion of an exhibit during the open Exhibition hours shall remove all its property from the Venue by 6:00pm Eastern Time, May 23, 2018. If such property is not removed within the period of time for move-out, ACNM may remove such property at Exhibitor's expense. The advance written approval of ACNM shall be required for any additional move-in and/ or move-out time. Exhibitor agrees that if ACNM should receive, handle, or have in its care or custody Exhibitor's property, of any kind, shipped or otherwise delivered to the venue prior to,

during, or following the Exhibition, ACNM shall act solely for the accommodation of Exhibitor and ACNM shall not be liable for any loss, damage, or injury to such property.

"EARLY TEARDOWN" POLICY: Early teardown or dismantling of booths by exhibitors is strictly prohibited. Early teardown or dismantling disrupts the integrity of the show and endangers attendees still in the exhibit hall. By signing the booth space agreement, exhibitors agree to remain on the exhibit hall floor with their booths fully in place until the official close of the trade show, as stated above. Any exhibitors dismantling their booths prior to the scheduled time will be penalized a $250 fine and loss of priority points. Show Management will monitor and enforce this policy. Please plan your travel accordingly.

RESTRICTIONS: Exhibitor's activities shall be restricted to Exhibitor's booth space only. ACNM reserves the right to restrict, reject, prohibit, or eject any exhibit, in whole or in part, which becomes objectionable due to noise, safety hazards, or other reasons. ACNM reserves the right to deny access to or eject any person whose behavior becomes objectionable. In any such event, no refunds will be issued.

ADVERTISING, CIRCULARS, AND SOLICITATION: ACNM reserves the right to prohibit distribution of souvenirs, advertising matter, or any other materials. Distribution from anywhere other than within Exhibitor's booth is forbidden.

SUBLEASING/SHARING SPACE: Exhibitor shall not assign or sublet this confirmation, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's space. Multiple-company sharing of exhibit space is not permitted. Exceptions shall require advance written permission from ACNM.

COMPETING EVENTS: Exhibitor shall not conduct any competing event during official ACNM hours. Such meetings must be approved by exhibits manager and are subject to a fee.

MUSIC: Due to licensing restrictions, the use of music in presentations, including video presentations, is generally prohibited unless Exhibitor can provide ACNM with proof of Broadcast Music Industry (BMI), American Society of Composers & Performers (ASCAP), or Society of European Stage Authors and Composers (SESAC) certification and licensing.

SOUND LEVELS: Sound levels of presentations must be kept at or below 85 decibels and not interfere with surrounding exhibits.

BOOTH PERSONNEL: Exhibitor must have staff present at booth during all open Exhibition hours. Exhibitor's personnel shall conduct themselves in a professional manner at all times. "Only two additional Hall Passes may be purchased per one 10x10, one 8x10, or one Tabletop.

PHOTOGRAPHY AND VIDEO TAPING: Neither photography nor videotaping are permitted in the venue without the express written consent of ACNM.

CHILDREN: In the interest of safety, no person under 18 years of age will be allowed on the show floor during Exhibition set-up and teardown hours. During open exhibit hours, children 12 years old and under must be accompanied by a supervising adult at all times. Parents of younger children may request an exemption from ACNM. No matter what the age of the child, as a condition of the child's admission to the Exhibit Hall, parents must agree to abide by ACNM's rules regarding children and to be responsible for the child and assume all responsibility for damage to exhibits and equipment.

FOOD AND ALCOHOL: The venue is the exclusive provider of food, beverage, and catering services within the venue. Any Exhibitor offering alcoholic beverages at any event held in conjunction with ACNM must (i) carry a minimum of two million dollars ($2,000,000.00) in liquor liability insurance during the event and (ii) comply with all the rules and requirements of the venue as well as the ACNM alcohol policy, which may be obtained from ACNM upon request.

AMERICANS WITH DISABILITIES ACT (ADA): Exhibitor is solely responsible for ensuring that its booth is in full compliance with the ADA, and for all costs related thereto.

FORCE MAJEURE: ACNM may suspend or terminate this confirmation without penalty in the event the venue becomes unavailable, is destroyed or damaged, or if it becomes inadvisable, impracticable, illegal, or impossible to hold the ACNM Meeting as scheduled due to any event beyond the control of ACNM, including but not limited to the following: strike; lockout; injunction; emergency; act of God; act of war; curtailment of local, national, or international transportation facilities with a significant impact on domestic and/or international travel; and economic factors which make it impractical for ACNM to hold the Exhibit as scheduled or otherwise perform its obligations hereunder (including the unavailability or inadequacy of any venue, headquarters, hotel(s), or necessary expansion space). In such an event, Exhibitor hereby waives any and all damages and claims for damages and agrees that the sole liability of ACNM shall be to refund to Exhibitor all payments made for exhibit space, less a proportionate share of all expenses incurred and committed by ACNM, such as, but not limited to, advertising, venue fees, etc., to the extent any monies remain after payment of such expenses.

INSURANCE: Exhibitor shall carry adequate insurance to protect itself against bodily injury (including death) and property damage claims arising from Exhibitor's participation in ACNM, including but not limited to (i) worker's compensation as required by law and (ii) commercial general liability insurance in such amounts as are adequate, but in no event less than one million US dollars ($1,000,000.00) combined single limit for both bodily injury and property damage. Said insurance shall name ACNM as additional insured's, shall contain an endorsement that such policy shall remain in full force and effect notwithstanding that the insured has waived its right of action against any party prior to the occurrence of a loss, and shall require the insurer to waive all rights of subrogation against ACNM. Further, said insurance shall include a provision for notification to ACNM at least thirty (30) days prior to cancellation. Exhibitor shall furnish ACNM with a Certificate of Insurance verifying such coverage 45 days prior to move in day. Exhibitor shall not do any act or thing in the venue which might violate any insurance policy held by ACNM.

DAMAGE TO VENUE: Exhibitor shall be solely responsible for any and all damage to the venue caused by Exhibitor, its confirmationors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subconfirmationors.

INDEMNIFICATION: Exhibitor agrees to defend, indemnify, and hold harmless ACNM, the venue, the Operator, and their respective officers, directors, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgments, and liabilities (including court costs and reasonable attorney's fees) based upon or arising out of any act, omission, negligence, misconduct, or breach of any material condition of this confirmation by Exhibitor, its confirmationors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subconfirmationors.

NO LIABILITY: ACNM and its agents will use reasonable care to protect Exhibitor against loss. The responsibility of ACNM to Exhibitor does not extend beyond such endeavors; provided, however, that ACNM may choose to provide a refund in an amount up to the fees actually paid by Exhibitor, in its sole discretion. In no event shall ACNM be liable for any indirect, consequential, punitive, or incidental damages, even if advised of the possibility of such damages. Exhibitor is solely responsible for the security of its property and the property of others under its control.

WAIVER: Exhibitor acknowledges that ACNM, the venue, and the Operator do not carry insurance coverage for Exhibitor's property. Exhibitor agrees to bear all risk of any bodily injury (including death) or property damage or loss which Exhibitor or its confirmationors, or their respective officers, directors, employees, representatives, servants, agents, invitees, licensees, or subconfirmationors might sustain as a result of Exhibitor's participation in ACNM. Exhibitor hereby waives any and all rights of recovery, refund, or compensation for bodily injury (including death) or property damage against ACNM, its Sponsors, the venue the Operator, and their officers, directors, employees, and agents based upon or arising out of Exhibitor's participation in ACNM, except such losses as may be the result of the sole gross negligence or willful misconduct of such parties.

LAWS: Exhibitor agrees that the sole jurisdiction and venue for any litigation arising from or relating to this confirmation shall be an appropriate federal or state court located in the State of Georgia. Exhibitor hereby waives trial by jury in any action, proceeding, or counterclaim brought by or against ACNM with respect to this confirmation. In the event that ACNM needs to bring a suit to enforce any of its rights outlined, they shall be entitled to recover all costs from the suit (including attorney's fees) from Exhibitor.

GENERAL: The parties are independent confirmationors with respect to each other, and nothing herein shall create any association, partnership, joint venture, or agency relationship between the parties. Neither party has any right or authority to assume or to create any obligation or responsibility on behalf of the other party except as otherwise provided herein. The parties agree that all rights and obligations provided in this Agreement which do not expressly terminate pursuant to this Agreement shall survive beyond the term of this Agreement and shall remain in full force and effect in perpetuity. This Agreement represents the entire agreement of the parties and supersedes any other understanding of the parties concerning the subject matter herein. This confirmation may be modified only with the written consent of ACNM Management. The waiver of a breach of any of the terms hereof or of any default hereunder, shall not be deemed a waiver of any subsequent breach or default, whether of the same or similar nature, and shall not in any way affect the other terms hereof. No waiver or modification shall be valid or binding unless in writing and signed by the waiving party. All provisions of this Agreement shall be severable and no provision shall be affected by the invalidity of any other provision to the extent that such invalidity does not also render such other provision invalid. All notices required under this confirmation shall be considered given when deposited in the US mail, certified, return receipt requested, addressed to the respective parties as listed on the first page of this confirmation.

SALES TAX: Notice to any booths or tabletops that are selling goods within the exhibit hall. It is the applicant's responsibility to submit sales and tax returns to the Comptroller of Maryland. If you have any additional questions concerning sales tax, please contact the Comptroller's office directly. Please allow 2 to 4 weeks for this application to be processed.