

# NASS2024

## Exhibitor Rules and Regulations

### GENERAL MEETING RULES

All exhibitors must adhere to the following rules and regulations and other rules and regulations that may be promulgated by the North American Spine Society (NASS), all of which are incorporated by reference as part of all exhibit space rental agreements.

#### 1. Interpretation of Rules

NASS shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. Issues and questions not covered by the regulations shall be subject to the final judgment and decision of NASS. NASS may amend these rules and regulations at any time, and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the 2024 Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

#### 2. Purpose of Exhibits

The North American Spine Society, a nonprofit scientific and educational association, sponsors the NASS Annual Meeting. The purpose of the technical exhibits, an integral part of the Society's educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies and services that are relevant to spine care. NASS does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the Annual Meeting.

#### 3. Eligibility to Exhibit

The Technical Exhibition is designed for the display, demonstration, and sale of products and services relating to the practice and advancement of the art and science of spine care and the professional education and support of the members of NASS. NASS reserves the right to refuse space to any company who has failed to meet prior financial commitments to NASS, or whose products or services, in the opinion of NASS, do not meet the educational, scientific, or practice needs of NASS members. NASS reserves the right to limit the number of exhibitors in a given product or service category.

#### 4. Insurance and Liability—Certificate of Insurance Requirement

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend NASS, its officers, directors, agents, members and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of NASS, its officers, directors, agents or employees.

A Certificate of Insurance is to be submitted to NASS by July 18, 2024. Exhibitors should maintain general public liability insurance against claims of personal injury, death or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover NASS as an additionally named insured.

The COI should indicate the policy will be in effect over all installation and dismantling dates, September 20–September 29, 2024.

The COI is necessary even if the exhibitor is using an Exhibit Appointed Contractor (EAC) to provide booth services.

Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against NASS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the North American Spine Society and its agents, employees, representatives, successors and assigns, arising out of the oral or written publication of any statement made in connection with the Annual Meeting by anyone not an employee of NASS concerning the exhibitor or their exhibit.

If any part of the exhibit hall is destroyed or damaged, preventing NASS from permitting an exhibitor to occupy assigned space during part or all of the exhibition, or in the event occupation of assigned space during part or all of the exhibition is prevented by strikes, Acts of God, national emergency or other causes beyond the control of NASS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against NASS, its directors, officers, agents, members or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against NASS being a refund of rent paid for the period it was prevented from using the space.

## 5. Space Selection/Priority Points

The priority point application deadline is March 8, 2024. Applications for exhibit space must be submitted online. Include three preferred zone locations. Companies will not be limited to these zones and can change their booth preference (based on availability) at the time of the selection appointment. Space is selected via an online booth selection process. This will allow you to select your booth from those available in real time. Space selection will take place the week of April 3–7, 2024. Your appointment time, determined by priority points, will be sent to you via email on March 26, 2024 with more detailed instructions on the process. For companies with the same number of priority points, the appointment time will be based on the date of receipt of the application. (Applications received after April 5 will be assigned as they are received after the initial booth assignment.) Appointment times cannot be changed or rescheduled. **If a company is unable to make the appointment, NASS will select the booth based on the locations listed on the application. If those booths are not available, NASS will assign the best available booth.**

### Priority Points

Priority points are awarded by past participation based on booth size at a rate of one point per 10'x10' space and the number of consecutive years of participation in the previous five NASS Annual Meetings. Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from either company, whichever is more favorable, but not the combined history of both companies. Priority points are nontransferable and may not be used by parent or subsidiary companies. A loss of priority points can occur should a company violate the NASS rules as outlined in rule #66. Submission of an application does not guarantee space availability, nor does it guarantee size or location.

## 6. Booth Payments

Regular Rate exhibit space rents for \$41.00 per net square foot, plus a \$300 per corner fee. Premium fees of \$2,000 apply to island Booths. A 50% deposit must be received before the application can be processed and space assigned. Payments may be by credit card, by check or wire transfer. Credit card payments may be completed online during the application submission process.

Check payment is requested for booth fees over \$25,000. Checks payable to NASS in US Funds may be mailed to: NASS 2024 – Exhibits, North American Spine Society, 7075 Veterans Blvd., Burr Ridge, IL 60527.

Contact NASS exhibit staff for wire transfer or ACH payment details. Check or wire transfers must be received within 10 days of application submission or reserved space will be released. No company will be allowed to take possession of booth space unless full payment for exhibit space is received.

Badges will not be assigned until booth space is paid in full.

## 7. Space Relocation

NASS reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the Annual Meeting, the deposit and/ or full payment for exhibit space will be fully refunded. NASS reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of NASS. NASS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor producing activities, or engaging in any other activity NASS deems, in its sole discretion, to be a nuisance or distraction to others, to an area where the noise, aroma, or activity will not interfere with other exhibits.

## 8. Subletting of Space

The subletting, assignment or apportionment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business. Should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately, lose all priority points for that year.

## 9. Cancellations or Reductions in Space

Cancellations or Reductions in Space Cancellation of exhibit space must be made to NASS in writing. Notify rbacon@spine.org. Full refund of fees paid through April 5, 2024. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by June 3, 2024. Any company canceling after June 3, 2024, will pay a 100% penalty. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and available space will be assigned according to the wait list process. All reductions in space require the approval of NASS and may result in space reassignment. Cancellation of space waives the privileges granted to exhibiting companies, ie, registration lists, exhibitor badges, etc. The cancellation fee may not be used to defray the cost of new orders such as Commercial Business Interest badges.

Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above including the ability to rollover your fee to NASS 2024 only. The number of complimentary badges will be modified to meet the revised booth size.

Companies may not sublet per rule 8; should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately and lose all priority points for that year. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and will be assigned according to the wait list. In all cases, the decision of NASS shall be final and binding on all parties.

## 10. Cancellation of 39th Annual Meeting by NASS

In the event that the 39th Annual Meeting is cancelled, shortened or moved because of circumstances beyond NASS' control, including but not limited to acts of God, labor disputes, acts or threats of war, acts or threatened acts of terrorism, natural disaster, unavailability of McCormick Place, or any other event which would make it impractical for more than 25% of the registered attendees to attend, NASS reserves the right - in its sole discretion - to cancel its agreement with Exhibitor. In such an event, Exhibitor expressly waives any claims it may have against NASS, including, but not limited to, any damages for fees paid by the Exhibitor for exhibit space or other terms in connection with its exhibit space or other items in connection with its planned appearance at NASS 2024. In the event that NASS 2024 is canceled NASS will refund to the exhibitor all payments.

## 11. Wait List

In the event that NASS runs out of available exhibition space, a wait list will be formed. The wait list will be operated on a first-come, first-served basis, based on time/ date receipt of application, regardless of size requested, priority points, past participation, contributions or relationships to other companies.

## 12. Exhibit Hours

Wednesday, September 25: 8:30 a.m.–5:00 p.m.

Thursday, September 26: 8:30 a.m.–5:00 p.m.

Friday, September 27: 8:30 a.m.–1:30 p.m.

NASS requires all exhibits to remain open, with at least one representative in the booth, during the specified exhibit hours. Hours are subject to change. Any meetings in the exhibit hall with medical professionals or non-exhibitors can only be held during the official exhibit hours with properly badged individuals. On show days, properly badged exhibitor personnel will be permitted onto the exhibit floor one hour before show opening and may remain one half hour after the daily closing of the exhibit hall.

## 13. Installation & Dismantle

The complete installation and dismantle schedule will be included in the Exhibitor Service Kit available June, 2024. Move in begins Saturday, September 21 at 8:00 a.m. Note: Any space not claimed and occupied for which no special arrangements have been made in writing to NASS prior to 5:00 p.m. on Tuesday, September 24, 2024, shall revert to NASS to be relet and occupied in any manner and for such purposes as NASS may see fit.

## EXHIBITOR REPRESENTATIVE RULES AND REGULATIONS

## 14. Exhibitor Personnel Registration

Registration will be via an online system. The link to the online system will be sent to you in June. Exhibiting companies may register up to three employees free of charge for each 10' x 10' booth space reserved. Additional registrants will be charged \$575.00 each. Exhibit badges should only be used for booth staff personnel.

## 15. Badge Distribution

Badges will be printed and distributed from the exhibitor registration area at the convention center. Representatives without badges will not be admitted to the exhibit hall. Badges are personal and nontransferable and must be worn in the exhibit area at all times. Defacing badges, photocopying or attaching ribbons or other items to badges is prohibited. Should a registered Exhibitor Representative be unable to attend the meeting, his/her badge fee may be transferred to another person unless the badge has been printed and picked up. Only the Designated Company Contact can authorize this transfer in person at the registration counter or in writing prior to the deadline.

## 16. Defacing or Forgery of Exhibitor Badges

Defacing or forgery of exhibitor badges by representatives of a company will be considered a violation of show rules by the company and will be treated as a violation by that company.

## 17. Admission to General/Scientific Sessions and Receptions

Exhibitors may attend the General and Scientific Sessions held at the convention center free of charge once all attending doctors have been seated. This does not include the hands-on courses, or the after hours hands-on labs which require a separate registration payment.

## 18. Exhibitor Representative Conduct/Access to Other Booths

NASS reserves the right to expel or refuse admittance to any representative whose conduct is, in NASS' sole opinion, not in keeping with the character and/or spirit of the Annual Meeting. Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting attendees is strictly prohibited. NASS, its representative and employees, shall have free access to any exhibit at any time. Exhibitors and their representatives must also, at all times, conduct themselves in a manner to ensure a harassment free experience for all that attend NASS' event. Harassment includes offensive verbal comments related to gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, national origin, religion, age, marital status, military status or any other status protected by law; deliberate intimidation; stalking; following; harassing photography or recording; sustained disruption of talks or other events; and inappropriate physical contact. Those asked to stop harassing behavior are expected to comply immediately.

## 19. Unbadged Persons in the Exhibit Hall/Use of Non-contracted Exhibit Space

Any persons found within the exhibit hall without their badges will be asked by security to provide picture ID. Those persons will then be asked to leave the hall. Persons unable to provide picture ID will be subject to arrest for trespassing. If that person is found to be a badged representative for an exhibiting company, that company will be subject to the violations policy laid forth in the Exhibitor Prospectus. Companies are responsible for the behavior of their badged representatives whether they are independent representatives or company employees. Any person, company, or organization not having contracted with NASS for booth space in the Exhibit Hall, will not be permitted to display or demonstrate any products, processes, services, or solicit orders in the NASS contracted convention facilities. Those found violating this rule will be escorted from the meeting.

## 20. Purchasing Badges for Doctors

Exhibiting companies may not purchase badges, provide airfare or hotel rooms to any US or International physicians. The only exception is if those physicians are full-time employees of that company. Consultants are not considered full-time employees and must purchase their own badges, air fare and hotel rooms.

## 21. Sales and/or Solicitation of Orders

Sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, businesslike manner, in accordance with NASS guidelines, and the exhibitor complies with all federal, state and local laws and tax regulations. The exhibitor is responsible for permit and paying sales tax. No signage or advertising of product pricing will be allowed. NASS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

## 22. FDA Disclosure

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the Food and Drug Administration must contain only objective statements about the product, contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. All products that are not FDA approved for a particular use in humans or which are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate the product's FDA clearance status. Signs are to be provided by the exhibiting company and text must be at least 18 pt. size and clearly legible.

Signs must be visible, near devices (clearly legible) and contain the following or similar statement: This product is not cleared by the FDA for distribution in the United States This product is intended to be used in the United States as described in the product's labeling. All exhibitors are advised to take heed of the FDA's prohibition on promotion of cleared devices for unapproved uses. For more information, visit [www.fda.gov](http://www.fda.gov) or contact: FDA/CDRH/Office of Device Evaluation at (800) 638-2041 or (240) 276-3993; FDA Division of Drug Marketing at (301) 796-1200.

## 23. Security

NASS will provide uniformed security guard service in the exhibit hall beginning with the delivery of freight to the exhibit hall through completion of move-out on Sunday, September 29, 2024. Neither NASS nor McCormick Place will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against theft, damage, or other hazards.

## 24. Children

No children under 18 years of age will be permitted to enter the exhibit hall during the installation or dismantling of exhibits.

## 25. Official Service Contractors

NASS will designate official service contractors to provide all services to exhibitors other than supervision. These official contractors will be listed in the Exhibitor Services Kit. Drayage, rigging, cleaning, catering, electrical and plumbing must be provided by the designated official contractors. The General Services Contractor is T3 Expo.

## 26. Exhibitor Appointed Contractors

Exhibitors who plan to use a service contractor other than the official service contractors must complete and return the Exhibitor Appointed Contractor Authorization "EAC" form to NASS by July 18, 2024, with the company name, address, telephone number, name of supervisor scheduled to be in attendance at the Annual Meeting and a statement that such contractor will comply with all rules and regulations of the show. The form will be available on the NASS website and in the Service Kit. Independent contractors must perform all services in a timely and professional manner, in accordance with the Annual Meeting's established deadlines, not engage in solicitation of business on the exhibit floor for present or future conventions, provide a Certificate of Insurance to NASS no later than July 18, 2024.

The EAC also agrees to comply with the authorization and insurance requirements of the General Contractor, T3 Expo and McCormick Place. McCormick Place registers all EAC companies working in the facility on an annual basis. EAC companies that are not registered will not be allowed to work in the convention center. More details will be included in the Exhibitor Service Manual.

## Identification Badges and Wristbands

All Contractor, EAC and Service Provider personnel, including supervisors must possess and visibly display a photo ID issued either by the employer or the appropriate labor union. Failure to produce or display such identification will result in removal of such employee from the Facility. EAC employees must obtain a Temporary ESCA Badge from the McCormick Place Security Department if they do not already wear an ESCA Photo ID badge.

Contractors, EACs and Service Providers will also be issued colored wristbands that are color-specific for move-in, event, and move-out periods. Information as to these colors will be provided to the Operator in advance of the first move-in day.

## 27. Exhibitor Service Manual

An Exhibitor Service Manual containing complete show information and order forms for all show services will be available to each exhibiting company in June 2024. All forms should be completed and submitted in advance of the meeting to ensure adequate labor, equipment, etc. is available for a smooth setup. Forms will be included for the following services to be provided by the official service contractors: labor, material handling, electricity, furniture rental, signs, rental displays, utilities, photography service, audiovisual, telephone, florist and cleaning.

## DISPLAY REGULATIONS

### 28. Standard Inline Booth Package

All booths are 10' x 10' or multiples thereof. Inline booths will be equipped with an 8' high back drape, 3' high side rails and a 7" x 44" identification sign displaying the exhibitor's name and booth number. The backwall height of Inline booths must not exceed 8' in height unless located along the hall perimeter—such booths may be 12' in height. Display material must be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors. Hanging signs are not permitted above a linear booth. All lighted or electronic booth fixtures are required to be powered using electricity ordered through the in house electrical vendor.

The maximum side height of 8' is allowed ONLY 5' forward from the back wall of the booth space, with a 4' side height restriction imposed on all materials in the remaining space forward to the aisles. When three or more linear booths are used in combination as a single exhibit space, the 4' side height restriction is applied to that portion of the exhibit space which is within 10 ft. of an adjoining booth.

### 29. Island Booths

An island exhibit is an open area of exhibit space with aisles on all four sides. Island exhibits may occupy 100% of the rental space, but must provide access to the booth from all four aisles. A 50% see-through effect on that portion of the booth from the floor up to 8' in height is required so as not to totally obstruct booths located on any side of the island. There is a 25' height limit. Conference rooms or office enclosures must be constructed of materials that provide at minimum partial see-through visibility or light penetration.

All lighted or electronic booth fixtures are required to be powered using electricity ordered through the in house electrical vendor. Important: Booth rendering for island booths (single story and multi-story) must be submitted to the NASS Exhibit Manager for design approval by June 26, 2024. A form will be included in the Service Kit with details.

Drawings should include all display components including hanging signs, with their dimensions. If the design is not submitted and the construction is determined to be in violation of the above restrictions, NASS has the right to prohibit assembly of the booth, or to order disassembly when and if a violation becomes apparent. To avoid potential issue on site, a floor plan should be submitted for review. In addition, you must meet the McCormick Place guidelines for two story booth and covered areas, including the design and use of:

1. Second levels
2. Staircases
3. Smoke detectors
4. Fire extinguishers
5. Fire retardancy
6. Certified approval by a structural engineer

Submission of stamped blueprints from a US licensed structural engineer for review by McCormick Place is required at least 90 days (June 26, 2024) before the show opens to allow sufficient time for any needed corrections.

McCormick Place has established guidelines regarding acceptable booth configurations. All booths with a single-level covered exhibit or multi-level exhibit are required to submit structural engineer stamped floor plans.

Questions on island booths, multi-story booths or guidelines for McCormick Place:

Fire Safety Manager  
301 E. Cermak Road  
Chicago, IL 60616  
Phone: 312-791-6079  
Email: dcozzi@mccormickplace.com

### 30. End-cap or Peninsula Booths

End-cap booths (a 10' x 20' space spanning two aisles) or peninsula booths (a 20' x 20' booth or larger attached to an in-line row) are not permissible

### 31. Booth Arrangement and Construction

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan and all equipment, products or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within the said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. The exposed portions may be draped at the exhibitor's expense. All tables used in an exhibit space must be skirted. No pins, tacks or adhesives of any kind may be attached to the convention center structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises. Exhibitors are responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their booth space.

More information regarding the ADA compliance can be found by contacting (800) 514-0301 or at <https://www.ada.gov/>.



## 32. Multi-Level Booths & Covered Booths

Two-story booths will be permitted in the exhibit space that is 600 sq. feet or larger. All guidelines that apply to island exhibits (see rule 29) also apply to multi-level booths.

### Multi-Level Booths or Covered Exhibits (Including Tents)

**Note: Special approval required.**

**Multi-level exhibit:** A booth that has two levels, where the second level is designed to hold people. In addition to Show Management approval, all multi-level exhibits must also be approved by McCormick Place and the fire marshal.

Submit construction plans stamped by an engineer certified in the state of Illinois, along with a rendering of the booth itself, to Show Management in PDF format as early as possible.

Plans can be submitted online using the link below and will be passed on to McCormick Place for review and approval. Be sure that plans show dimensions and a graphic rendering of the exhibit. Please refer to the McCormick Place Safety Guidelines for more information on the regulations governing the use of these exhibits in the facility.

**Covered exhibit:** Any booth with a portion of exhibit space 300 square feet or greater that is covered by a material that prevents the building's fire sprinkler system from discharging water unobstructed to the floor. These booths are not required to have stamped plans but do need special approval from McCormick Place and the Fire Marshal. Plans in pdf format can be submitted online using the link below and will be passed on to McCormick Place for review and approval. Be sure that plans show dimensions and a graphic rendering of the exhibit.

Please refer to the McCormick Place Safety Guidelines for more information on the regulations governing the use of these exhibits in the facility.

Two Story booths will be permitted in the exhibit space that is 600 sq. feet or larger. All guidelines that apply to island exhibits (see rule 29) also apply to multi-level booths.

**Multi-Level booths or Ceilings (Including tents):** Double-decker booths or booths with ceilings (including tents) were previously required to be equipped with fire safety devices. However, our Fire Safety Department and major show contractors have worked with the CFD to develop specific codes for the trade show environment that would offer a safe and cost-effective alternative to sprinklers.

These specific requirements apply to all exhibits that have a ceiling or second story.

Booths fall into one of the five following booth formats:

Format 1: Exhibits with two stories fewer than 225 square feet

Format 2: Exhibits with two stories at or over 225 square feet

Format 3: Exhibits with ceilings under 225 square feet

Format 4: Exhibits with ceilings at or over 225 square feet

Format 5: Multiple-level exhibits, which require automatic sprinklers or any of the above exhibits with installed automatic sprinklers.

Separate fire code items apply.

For booth formats 1–4, you will need to comply with the fire code items marked yes on the following table:

Fire Code Compliance, Exhibits with Multiple Levels or Ceilings

Fire Code Item	Booth Format			
	1	2	3	4
1. Max. Dimensions	Yes	Yes	No	Yes
2. Second Level	Yes	Yes	No	No
3. Exit Stairways	Yes	Yes	No	No
4. Smoke Detectors	Yes	Yes	Yes	Yes
5. Fire Extinguishers	Yes	Yes	Yes	Yes
6. Posted Certificate of Fire Retardancy	No	Yes	No	Yes
7. Certified Approval	Yes	Yes	No	Yes
8. Fire Marshal Review	Yes	Yes	Yes	Yes

For exhibits using automatic sprinklers, the amount and type of sprinkler coverage needed depends on the booth specifications. If automatic sprinklers are preferred, or are required, contact our Fire Safety Office to discuss your options.

### Fire Code Items for Multiple Level Booths

- **Maximum Dimensions:** To avoid the sprinkler requirement, your exhibit must be less than or equal to 2 levels high (maximum 30-foot elevation) or 5,000 square feet of enclosed area.
- **Second Level:** Second levels must remain open and uncovered. If they are covered, sprinkler protection will be required. Booths with a third level or more must also have special sprinkler coverage.
- **Staircases:** Staircases between levels must follow the Americans with Disabilities Act and meet the following requirements:
  - » Minimum of 3 feet in width
  - » Provide a handrail on at least one side
  - » Provide handrails a maximum of 1-1/2 inches in circumference and turned into walls
  - » Not be spiral or winding

- » If the top deck is designed to hold over 10 people, or exceeds 1,200 square feet in area, a second staircase is required which must be remote from the main staircase and meet the same construction requirements

- **Smoke Detectors:** All areas under the second level or ceiling, including closets, need to be equipped with a UL approved (or similarly approved), battery-operated smoke detector. If this space is enclosed after hours, the smoke detector must be audible outside the enclosed area.
- **Fire Extinguishers:** A UL-approved (or similarly approved) 2½ pound ABC-type fire extinguisher must be posted in a clearly visible and readily accessible area for each 500 square-foot enclosure.
- **Posted Certificate of Fire Retardancy:** A certificate verifying the fire retardancy of your booth construction materials must be posted in a conspicuous place within the exhibit.
- **Certified Approval:** After the booth has been designed, the blueprints must be approved and stamped by a licensed professional structural engineer. These blueprints should include dimensions and an isometric rendering. This approval applies to all booth formats outlined previously.
- **Fire Safety Review:** Send stamped blueprints to McCormick Place for review with the Fire Safety Division and by the CFD at least 60 days before the show opens to allow enough time for any needed corrections. Be sure that plans show dimensions and an isometric rendering of your exhibit. In addition, all areas requiring sprinkler protection must be highlighted.
- **Fire Guards:** Once a multiple level booth or a booth with a ceiling is built and completed, and whenever the exhibit or show is closed for business, special fire watch coverage is required. Use of individuals designated as fire guards is subject to prior approval by the McCormick Place Fire Safety Manager.
- **Americans with Disabilities Act:** All exhibits must comply with the ADA.

For information on compliance, contact the McCormick Place Fire Safety Manager:

301 E. Cermak Road Chicago, IL 60616  
Phone: 312-791-6079  
Email: dcozzi@mccormickplace.com

### 33. Rigging

The General Service Contractor is the exclusive rigging service provider for exhibitors. Companies requiring hanging of signs, lights, etc., must submit rigging plans and orders directly to the GSC at least 60 days in advance. Forms will be provided will be available in in the Service Kit.

### 34. Hanging Signs/ Banners, Truss Systems and Lighting

Hanging signs for island booths are permitted subject to show management approval. The height limit is 25'. All light fixtures and trussing also must remain within the confines of the exhibit space. Lighting that projects onto a neighboring exhibitor's space or NASS aisle space, will not be allowed. Lighting that spins, rotates or other specialized effects must be submitted and approved by the NASS Exhibits Manager.

### 35. Balloons

Helium balloons are not permitted in the convention center.

### 36. Storage of Crates and Boxes

The official General Service contractor will handle and provide storage space for crates, boxes, skids and other material during the exhibition and return properly marked materials at completion of the exhibition. Wrapping materials, such as paper and excelsior, must be completely enclosed within the packing boxes. Storage of crates, boxes or any packing material behind the booth is prohibited.

### 37. Fire Regulations

All displays or exhibited materials must be Fireproof to conform to all the applicable federal, state and city fire safety regulations and laws. Combustible materials must be treated with an effective flame retardant material. Oilcloth, tarpaper, sisal paper, nylon, orlon and certain plastic materials that cannot be made flame retardant are prohibited. Please refer to fire safety for further questions.

### 38. Return Shipments and Abandoned Property

Advance arrangements for all return shipments must be made with the general contractor prior to the close of the show. Return bills of lading will be required for outbound shipments at the close of the meeting. If no carrier is indicated, the official drayage contractor will select the most convenient carrier available. Any property unclaimed after forty-eight (48) hours following the close of the show will be considered abandoned by NASS. NASS may take possession of it and treat it as our own or dispose of such property without liability. The Exhibitor shall be liable for any cost incurred, including, but not limited to, storage, if applicable, and disposal of the abandoned property.

### 39. Service Desk

A general contractor service desk will be open at 8:00 a.m. Friday, September 20. At the desk, exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services.

### 40. Labor

Labor may be ordered through the general contractor. Full instructions and all rates pertaining to labor will be included in the Exhibitor Services Manual. Exhibitors must comply with local labor jurisdictions and regulations.

### 41. NASS Inspection

The exhibit hall will be inspected during installation hours and efforts will be made to advise exhibitors of any deviation from exhibit rules. Exhibitors must make all corrections requested by NASS at their own expense or risk removal from the exhibition without notice and without obligation on the part of NASS for any refund.

### 42. Curtain Graphics

Translucent graphic screens are considered to be sight obstructions and sight-blocks for line-of-sight issues. Therefore, placement of such is subject to applicable hanging sign, two-story and inline booth regulations regarding use and placement.

## EXHIBIT ACTIVITIES

### 43. Exhibitor Conduct

NASS reserves the right to approve in its sole discretion all exhibits and related activities. NASS may require that an exhibit activity be curtailed if it does not meet the standards set forth herein. Distribution of printed materials is limited to within the exhibitor's assigned booth space. Materials cannot be distributed in the aisles, lobby or registrations areas of the convention center or hotels. See Rule 63. Any demonstrations, lighting or literature distribution must not interfere with the normal flow of aisle traffic. NASS reserves the right to discontinue any exhibit activity that interferes with traffic flow in the aisles or blocks access to a neighboring booth.

### 44. Odors

Show management reserves the right to determine at what point odor interferes with others and must be discontinued.

### 45. Laser Equipment

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam block sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

### 46. Music

All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency. Live music is prohibited in the exhibit hall.

### 47. Smoking

No smoking is permitted within the exhibit hall at any time including installation, exhibit hours and dismantling.

### 48. Photography/Video

Only the official photographer may take photographs in the exhibit hall. Exhibitors Representatives taking photographs in the exhibit hall of other exhibiting company's materials or exhibit is considered a violation of the exhibit rules and regulations and subject to the Violations rule 66.

Details about the official photographer will be included in the Exhibitor Services Manual. Companies not ordering services through the official photographer, must obtain prior written approval for any photography, video or audio taping activities in the exhibit hall. Submit requests by August 27 for NASS review to [exhibits@spine.org](mailto:exhibits@spine.org). Full time company employees may photograph/video their booth during non-exhibit hours when attendees are not in the exhibit hall.

### 49. Handouts and Giveaways

Other than medical textbooks or anatomical models used for educational purposes, any such item should have a fair market value of less than \$100. A Company may not provide items that are capable of use by the Attendee (or his or her family members, office staff or friends) for noneducational or non-patient-related purposes, for example, a tablet or MP3 player/iPod.

A Company may not give Attendees any type of non-educational branded promotional items, even if the item is of minimal value and related to the Health Care Professional's work or for the benefit of patients. Examples of non-educational branded promotional items include pens, notepads, mugs, and other items that have a Company's name, logo, or the name or logo of one of its products.

Small catering items, coffee, candy etc. are approvable. Requests for questionable giveaway items, accompanied by a sample of the giveaway that will not be returned, or an electronic image of the item, must be submitted by July 31, 2024.

NASS will require the removal of unapproved items. Companies are allowed to distribute product samples from their booth during the meeting without approval from NASS.

### 50. Contests, Raffles, Etc.

Contests and raffles are permitted with prior approval from NASS. Requests must be submitted by July 31, 2024. The rules must be posted at the booth and include: eligibility, date and time of drawing, the words "no purchase necessary to enter," and how winners will be notified. NASS must be notified of the winners and when the prize was awarded. NASS reserves the right to restrict contests or raffles that it deems inappropriate or unprofessional. Prizes must comply with rule 49 guidelines on gifts.

### 51. Catering

Levy Restaurants is the official caterer for all food and beverage services within the convention center. All food and beverage items must be supplied and prepared by Levy Restaurants. No alcohol or popcorn may be ordered or served in the Technical Exhibition, Surgical Innovation Labs or other exhibitor planned activity at the convention center. Information including order forms and menus will be included in the Service Kit.

### 52. Bioskills/Tissue

No procedures may be performed on any tissue on the exhibit floor, except within the Surgical Innovation Lab area. NASS includes both animal and human tissue in this prohibition. Any product demonstrations must be conducted on artificial models. Companies found in violation of this will be subject to a more severe penalty sequence than stated in the violations.

### 53. Promotion of NASS Speakers, Sessions, Posters

Companies may not engage in any activity to drive attendance to specific NASS-sponsored educational sessions. Promotion of any NASS 2024 CME educational sessions, e-posters, speakers, etc. before, during, or after the Annual Meeting by companies via mailers, advertisements, email or posters is against ACCME regulations, threatens NASS' accreditation status and may result in penalties not following the sequence outlined in the prospectus.

This includes promotions featuring the name of the speakers, time and location of the presentation, name of the presentation, poster title or authors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 54 and refrain from forms of marketing the NASS sponsored CME education in ways not specifically mentioned in this rule.



## 54. Booth Presentations—Non-CME Credit

Commercial/promotional presentations by physicians that are related to an exhibitor's products or services are allowed within booth spaces during exhibit hours. Companies may include the names of the physician presenters in promotional literature. NASS is the sole provider of CME credit at the Annual meeting between the hours of 7:15 a.m.–6:00 p.m. CME credit cannot be provided for presentations offered by exhibitors in the exhibit hall.

## 55. Noise, Sound Systems, Audio Visual

Do not point or angle any of your speakers into the aisle. Speakers must face into your booth and sound emitting from the booth space shall not exceed 85 decibels. Companies receiving notices from Show Management to reduce the noise level must immediately comply or be subject to having power to the sound system disconnected.

## 56. Industry Sponsored Meetings and Events

Any exhibitor wishing to hold meetings, social events or a hospitality suite during the course of the Annual Meeting must comply with the policies set forth in the Industry Event Brochure that is available on the NASS website. NASS prohibits the schedule of companies sponsored events directed to meeting attendees, that conflict with the NASS scientific program and exhibit hall hours. Unapproved meetings conflicting with NASS educational activities will result in the loss of priority points.

## 57. Animals

Live animals, with the exception of service animals, are not allowed onto the show floor.

## 58. Vehicles on Static Display

Vehicles and other motorized equipment that are brought into the facility must be approved by NASS and the Fire Marshal. A special permit from the LACC Fire Marshal is required for all automobile/motor displays. Vehicles that remain in the exhibit hall as part of a display must have the battery cables disconnected. Batteries in all electric, non-hybrid vehicles may remain connected provided fuses are removed. This is only valid during open show hours with a Fire Safety Office on duty. Batteries must be disconnected before and after show hours.

Wheels must be checked in such a manner that will prevent the vehicle from rolling in any direction. Vehicles shall be displayed and installed by manual means. Vehicles shall not be driven into the facility. Appropriate floor coverings must be placed under vehicles to mitigate spills and leaks.

Licensee/exhibitor must provide fire extinguisher with 20BC minimum rating. Vehicles must be approved by Fire Marshal and additional requirements may apply on a case by case basis. Please contact McCormick Place Fire Marshal at 312-791-6079. The gas tank must be taped shut or have a lockable gas cap and any contain no more than one-fourth (1/4) tank of fuel, whichever is less. The McCormick Place Fire Safety Manager will check compliance.

## 59. Drones/UAS/UAV

No use of any Unmanned Aircraft Systems (UAS) and/or Model Aircraft shall be permitted inside the Technical Exhibition.

## 60. Not-For-Profit or Charitable Organization Fundraising

NASS invites and welcomes the participation of other not-for-profit (NFP) organizations and charitable organizations at its meetings. All fundraising activities for these organizations must be conducted within the confines of their exhibit spaces.

Not-For-Profit or charitable organizations may solicit outside of their exhibit space only under the condition that they have specific written agreements from the North American Spine Society or the National Association of Spine Specialists benefiting both the NFP or charitable organization and NASS and provide proof that the entity is properly registered to make such solicitations with state and/or local government agencies.

Those organizations found to be soliciting on the show floor without having a prior specific written agreement will be asked to leave.

## 61. Market Research

Any and all market research efforts are required to be conducted from within one's exhibit space. Soliciting on the show floor or within the center is not permitted. All personnel staffing these booths must be registered as exhibitor representatives.

## 62. Marketing—Use of NASS Logo or Name

NASS must review and approve all promotional materials prior to printing and/or distribution posting. This includes announcements, invitations, including envelopes, advertising, websites, etc. NASS is not responsible for any costs incurred for changes that necessitate the reprinting of materials. Also, to avoid potential delays or misunderstandings, be certain that all employees of the CME Provider, Sponsor, Commercial Supporter, Activity Organizer and all agents are made aware of these policies. Distributing unapproved invitations may result in the cancellation of the event.

## Implied NASS Endorsement—Prohibited/Use of NASS Name, Logo or Seal

The official NASS name, logo or seal may not be used in a company's promotional materials:



You may use the NASS 2024 Exhibitor Logo:



There can be no implication in any promotional materials, on-site materials or after products, that they are presented in cooperation with NASS, or endorsed by NASS. Exhibitors may use phrases on promotional materials such as:

- “Come see us at NASS 2024, September 25-28, 2024”
- “NASS 2024”
- “Visit us at NASS 2024, Booth XXX”
- “BoothXXXX NASS 2024”

Always feel free to call and ask if you have alternate phrasing. In describing your events, you may not use phrases such as “presented during,” “presented in conjunction with,” “preceding,” or “prior to the NASS 2024.” You may use the terminology “while attending NASS 2024.”

Educational event promotional material must include the following statement on the front cover prominently and legibly: “This event is not part of the official program as planned by the NASS 2024 Annual Meeting Program Committee.”

## **63. Advertising at NASS Contracted Venues—Marketing-Free Areas**

NASS considers the McCormick Place facilities and the hotels within the NASS block to be industry neutral for the duration of NASS 2024. All marketing at the convention center and the hotels within the NASS block will take place within a company's contracted booth space or as specified by the terms of a defined NASS advertising opportunity or sponsorship. NASS considers the surrounding sidewalks and public fixtures to be contiguous with the Convention Center and the hotels within the NASS block and therefore to be free from advertising. This includes but is not limited to: sidewalk advertisements, sandwich boards, Segways or carts bearing advertising, posters, "footprints" and pamphlet distributors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 63 and refrain from forms of marketing at the center and at NASS venues in ways not specifically mentioned in this rule.

## **64. Motorized Vehicles**

Motorized vehicles (electric or gas powered scooters, "hoverboards," Segways, etc.) are not allowed on the show floor. This does not apply to disabled persons using wheelchairs or a comparable conveyance nor does it apply to Cushman carts or the like during set-up or break down by labor.

## **65. Gifts to NASS Staff**

NASS prohibits any NASS employee from accepting gifts, gratuities or any other favors from parties doing business with NASS.

## **66. Violations**

Any violation of the Rules and Regulations shall subject the exhibiting company to the following penalties:

- First Violation: Loss of the current year's priority points.
- Second Violation: Loss of one-half of the accrued points.
- Third Violation: Loss of the remainder of points, removal from the show floor and one-year suspension of exhibiting privileges.

Disciplinary action will be progressive according to the above sequence, whenever possible. However, a different and/or more severe penalty may be levied at the discretion of NASS, without following the above sequence. NASS reserves the right to restrict and/or dismiss at any time any exhibit that it deems—in its sole discretion—undesirable.