Soaring to New Heights as Nurse Leaders!

ACNL 39th Annual Conference
February 5 – 8, 2017
Disneyland Hotel • Anaheim, CA
Soaring to New Heights
As Nurse Leaders

EXHIBITOR DAY - Monday - February 6th 2017
At the Disneyland Hotel and Convention Center - Anaheim California

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An Invitation to Exhibit

We invite you
to join the Association of California Nurse Leaders as we host our 39th Annual Program to be held at the Disneyland Hotel & Convention Center in Anaheim, California.

Our membership includes over 1,400 nurse leaders in California as well as leaders in Oregon, Nevada and Arizona. All fields of nursing are represented in our membership including clinical, educational, and all levels of healthcare management and leadership. We invite you to take this opportunity to increase your exposure to the decision makers in today’s healthcare industry by exhibiting at our program.

SPACE IS LIMITED - DON’T MISS THIS OPPORTUNITY!
We have over 100 booths available and almost 50% were sold at the 2015 Conference! Reserve your place now by completing the enclosed agreement.

Exhibitor Day
Monday, February 6, 2017
7:00 a.m. - 6:00 p.m.

Disneyland Hotel & Convention Center
1150 W. Magic Way
Anaheim, CA  92802

We are very excited to be at the Disneyland Hotel & Conference Center with all of its majestic property and excellent exhibitor space.

Some of the features of this event and location are:
• NEW THIS YEAR!! Each booth measures 10’ x 10’
• Easy load in.
• Right next door to the General Session
• Over 28,000 square feet of exhibitor space

For more information, please call Brian Carrick at the ACNL office: 916.779.6949
or fax: 916.779.6945
Email: Brian@acnl.org

Current Position
Asst. CNO/Director - 35%
CNO/VP - 30%
Dean/Academia - 15%
Manager - 10%
Consultants - 5%
Other - 5%

Job Setting
General Acute Care - 65%
Integrated Health System - 15%
Rural Facilities - 5%
Consultants - 5%
Other - 10%
For Contact and Billing

Organization Name ____________________________________________________________
Contact Person & Title __________________________________________________________
Address _____________________________________________________________________
City/State/Zip __________________________________________________________________
Phone ______________________ Fax ________________________________
E-mail address ________________________________________________________________
Website _____________________________________________________________________

Contract Agreement
All exhibits are subject to approval by ACNL. We agree to all policies set forth in the Exhibitor Packet which accompanies this application. We agree to the payment requirements as listed on page 4 of the packet. By signing below, we agree to all terms listed, including deadlines, for the Association of California Nurse Leaders’ 2016 Annual Program.

Authorized Exhibitor Representative ___________________________ Date ______________

Industry Partner Checklist
(Check all that apply)

- Booth Fee (See page 4)
- Booth Choices: (See page 5)
  1st Choice ____ 2nd Choice ____
  3rd Choice ____ 4th Choice ____
- Conference APP Company Description: (See page 4)
- Invoice: (if applicable)
- Category Classification (See page 4)

- Sponsorship $ ______________________ (attach form if applicable)
- Advertising $ ______________________ (attach form if applicable)
- 2018 Pre-Registration Form
- Badge List & Email Addresses (no later than January 13, 2017)

Method of Payment

[ ] Check (Make checks payable to ACNL)
[ ] MasterCard [ ] Visa [ ] AMEX [ ] Discover

Card Number ____________________________
Expiration Date_______ CVC# __________________
Name on Card ____________________________
Card billing address _______________________
City/State/Zip ____________________________

Authorized Signature _______________________

Mail completed application along with payment to:
Brian Carrick, c/o ACNL - 2520 Venture Oaks Way, Suite 210, Sacramento, CA 95833
If you have any questions, please call Brian Carrick at 916.779.6949 Fax: 916.779.6945
Industry Partner Badges

(To be returned no later than January 13, 2017)

Disneyland Hotel & Convention Center · Anaheim

Company Name

City/State

Exhibitor Names (Please print very clearly or type)

1. Name __________________________ Title __________________________
   City __________________________ State __________________________
   (Email Address Required: __________________________)

2. Name __________________________ Title __________________________
   City __________________________ State __________________________
   (Email Address Required: __________________________)

   Additional Badges ($75.00, includes continental breakfast, lunch and evening reception in Exhibit area on Monday)

3. Name __________________________ Title __________________________
   City __________________________ State __________________________
   (Email Address Required: __________________________)

4. Name __________________________ Title __________________________
   City __________________________ State __________________________
   (Email Address Required: __________________________)

5. Name __________________________ Title __________________________
   City __________________________ State __________________________
   (Email Address Required: __________________________)

If you have more than 5 personnel in your booth, you may attach additional sheets to include those names and email addresses.
**2017 Exhibit Fee Schedule**

**For continuous returning exhibitors**
- $2,000 payment in full received by Nov. 27, 2016
- $2,200 payment in full received after Nov. 27, 2016

**For first time exhibitors**
- $2,400 payment received by Nov. 27, 2016
- $2,500 payment received after Nov. 27, 2016

Each booth measures 10’ x 10’. If full payment does not accompany the application, a **non-refundable deposit of $900 must accompany the Application to Exhibit** with the balance due no later than 12/16/16.

Please attach a 40-50 word description of your products, equipment and or service to be exhibited. The description will appear in the conference APP exactly as submitted and must be received in our offices by: **December 16, 2016**

**Conference App Information**

ACNL is promising to GO GREEN again this year with the 2017 Annual Program conference APP for your smartphone, tablet or other electronic devices.

In order to make this APP accurate and useful, we ask that you please fill out the information below:

| Company Name | ____________________________ |
| City | ____________________________ |
| State | ____________________________ |
| Zip | ________________ |
| Phone | ____________________________ |
| Fax | ____________________________ |
| Email | ____________________________ |
| Website | ____________________________ |
| Facebook | ____________________________ |
| Twitter | ____________________________ |
| Linked-In | ____________________________ |

**Company Description**

*for accuracy please attach or email your company description*

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**Industry Partner Categories**

(Circle all that apply and attach to application)

(A) **Consulting Firms**
Management, Patient Classification Systems, Performance Improvement, Regulatory Survey Preparation, Other

(B) **Health Systems/Medical Centers/Hospitals**

(C) **Medical Equipment**
Beds, Headwall Units, Defibrillators, Oxygen Equipment, Communication Systems, Medication Dispensing Devices, Wheelchairs/Walkers/Ambulatory Equipment, Lifting Devices

(D) **Publishing House**
Books, Journals

(E) **Schools of Nursing**

(F) **Search Firms/Recruiters**
Management (CNO/CEO), Staff: Professional or Allied Health

(G) **Software Provider**
Staffing/Scheduling, Resource Management, Electronic Health/ Medical Record

(H) **Supplemental Staffing**
Registry, Travelers, International

(I) **Telecommunications**

(J) **Other**
### Current Exhibitors Attending 2017 Conference

#### Exhibitor & Booth Number

<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Booth Number(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amico Corporation</td>
<td>315 &amp; 414</td>
</tr>
<tr>
<td>AMN Healthcare</td>
<td>415</td>
</tr>
<tr>
<td>ASCOM (US) Inc.</td>
<td>104</td>
</tr>
<tr>
<td>B.E. Smith</td>
<td>313</td>
</tr>
<tr>
<td>Catalyst Systems, LLC</td>
<td>115</td>
</tr>
<tr>
<td>Chamberlain College of Nursing</td>
<td>612</td>
</tr>
<tr>
<td>CipherHealth, LLC</td>
<td>412</td>
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<tr>
<td>Concordia University Irvine</td>
<td>111</td>
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<tr>
<td>Connexall</td>
<td>117</td>
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<tr>
<td>Cross Country Healthcare</td>
<td>311</td>
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<tr>
<td>Extension Healthcare</td>
<td>514</td>
</tr>
<tr>
<td>FASTAFF Travel Nursing</td>
<td>106</td>
</tr>
<tr>
<td>Garrson Randall</td>
<td>214</td>
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<tr>
<td>Healthcare Technical Services</td>
<td>309</td>
</tr>
<tr>
<td>Halo Health Promos</td>
<td>213</td>
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<tr>
<td>Hill-Rom</td>
<td>301/303/400/402</td>
</tr>
<tr>
<td>JACO Inc.</td>
<td>209</td>
</tr>
<tr>
<td>Jeron Electronic Systems, Inc</td>
<td>307</td>
</tr>
<tr>
<td>Kirby Bates Associates</td>
<td>614</td>
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<tr>
<td>Kronos Incorporated</td>
<td>314</td>
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<tr>
<td>Linet Americas</td>
<td>513</td>
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<tr>
<td>MCN Healthcare</td>
<td>211</td>
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<tr>
<td>Moore &amp; Associates</td>
<td>212</td>
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<tr>
<td>Nihon Kohden Patient Monitoring</td>
<td>217</td>
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<tr>
<td>Nightingale Nurses</td>
<td>310</td>
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<tr>
<td>Ohio University School of Nursing</td>
<td>413</td>
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<tr>
<td>PROCEL Temporary Services, Inc.</td>
<td>116</td>
</tr>
<tr>
<td>Reid &amp; Associates</td>
<td>208</td>
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<tr>
<td>Shiftwise</td>
<td>219</td>
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<tr>
<td>SimplexGrinnell</td>
<td>418</td>
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<tr>
<td>Stryker Medical</td>
<td>105/107/109/204</td>
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<tr>
<td>The Frist String Healthcare</td>
<td>304</td>
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<tr>
<td>TME Innovations</td>
<td>515</td>
</tr>
<tr>
<td>UCLA Health</td>
<td>210</td>
</tr>
<tr>
<td>UCSF Health</td>
<td>113</td>
</tr>
<tr>
<td>Vanguard University</td>
<td>312</td>
</tr>
<tr>
<td>West Call Nurse Call Systems</td>
<td>205 &amp; 207</td>
</tr>
<tr>
<td>Wolters Kluwer</td>
<td>206</td>
</tr>
</tbody>
</table>

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**Note:**
- **All Booths are 10’x10’ unless noted.**
- **All Aisles are 10’ unless noted.**

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*Exhibit Hall Floor Plan and Pre-Selected booths for 2016 (Shaded areas are Pre-Selected and not available.*)*
The **2017 Schedule of Events** is a synopsis of the activities for the day. You will receive updated information in your booth confirmation emails.

**Sunday, February 5, 2017**
Exhibitor sign in: 12:00pm – 4:00pm  
Exhibitor set-up: 12:00pm – 4:00pm  

**TriCord** is the decorator company responsible for exhibits. They will send a welcome letter via email and provide you with online access to the ACNL 2017 Exhibitor Kit.

**Monday, February 6, 2017**  
Exhibitor sign-in & set-up: 6:00am – 7:00am  
Exhibit Area opens at 7:15am  

**Continental Breakfast, Breaks and Lunch are held in the Exhibit Hall**

**Continental Breakfast**: 7:00am - 8:30am  
**Break**: 10:30am – 11:30am  
**Lunch**: 12:30pm – 2:00pm  
**Reception**: 4:00pm – 5:00pm  
**Raffle**: 5:00pm – 6:00pm  

Exhibitor booth dismantling: 6:00pm – 8:30pm  

Your **exhibitor badge entitles you to** continental breakfast, lunch and snacks during the day. Your badge also entitles you to attend any of the sessions on **Monday only**.

**Your badge DOES NOT entitle you to** attend the President’s Reception on Sunday or the Tuesday Evening Party. Those are sponsored events for attendees and one guest only.

**You’re Invited to Participate in the Industry Partner Raffle**

Each year during the Exhibitor Reception, ACNL conducts a drawing for prizes generously donated by our industry partners. Donating an item for the raffle is optional. If you’d like to participate, please bring a prize with a minimum value of $50. For example, gift cards are a popular option.

To encourage attendee visits to all booths, the Annual Program Committee will once again create a fun game for the day!
I am interested in pre-registering for the 2018 ACNL Conference at the “Newly Remodeled” Monterey Convention Center in Monterey California. Please arrange for my appointment card to be available upon check-in at the 2017 Conference at the Disneyland Hotel and Convention Center.

Exhibitor Day
Monday, February 5, 2018

NAME: ________________________________________ TITLE: __________________________

COMPANY: ___________________________________________________________________

ADDRESS: __________________________________________________________________

CITY: _____________________________ STATE: _______________ ZIP: _______________

PHONE NUMBER: ____________________________________ __________________________

EMAIL ADDRESS: ___________________________________ ___________________________

"I think one's feelings waste themselves in words; they ought all to be distilled into ACTIONS which bring RESULTS." - Florence Nightingale
Be part of the…

Association of California Nurse Leaders’ 39th Annual Program in Disneyland California, by becoming a Conference sponsor. Our membership includes more than 1,400 nurse leaders in California as well as leaders in Oregon, Nevada and Arizona. All fields of nursing are represented in our membership, from clinical to educational, including all levels of health- care management. Our members are the decision-makers in today’s healthcare environment. We invite you to take this opportunity to increase your exposure to the healthcare industry by being a conference sponsor.

By being a sponsor, you will reap the benefits of extra visibility for your organization or services, while at the same time, communicate your support for the members of the Association of California Nurse Leaders. All contributions are welcome and will be acknowledged in signage at the conference and possibly in the Conference APP. We look forward to your support.

Sincerely,
Lucy Glaze RN
Annual Program Chair

Benefits of Conference Sponsorship

- Greater Recognition
- Enhanced Visibility
- Maximized impact for your company
- Opportunity to build relationships
- Strong impact on ACNL members
- Opportunity to influence decision makers
- Support for the healthcare industry

Your recognition as a conference supporter:

<table>
<thead>
<tr>
<th></th>
<th>Diamond Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
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<td>Rotating ad on</td>
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<td>Conference APP</td>
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<td>Website ad</td>
<td>2 months</td>
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<td>DirectLink ad</td>
<td>2 months</td>
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<td>Conference APP ad</td>
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<td>Signage</td>
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</tbody>
</table>

Please note: Participation in ACNL’s Annual Conference as a sponsor in no way enables the industry partner to influence the educational sessions presented during the conference. No advertising, signage or solicitation regarding equipment, products or services will be allowed inside the rooms where educational presentations are in session. Sponsors will be recognized in signage in the common areas where conference participants gather.
Organization

Contact

Address

City, State and Zip

Phone
Fax

Amount Enclosed $

Sponsoring

Sponsorship Opportunities

Ask about sponsoring or co-sponsoring opportunities for a specific item:

- Sunday President’s Brunch (includes 20 min. presentation) $5,000
- Support Keynote/Endnote $7,500
- General Session Speakers $3,500
- Luncheon on Exhibitor Day (Monday) $12,000*
- Continental Breakfast each morning $6,000*
- Breaks on Exhibitor Day (Monday) $3,000
- Save-the-Date Card (includes logo and acknowledgement on card for 2018) $7,500
- Awards Luncheon $20,000*
- Customized Guest Room keys sleeves (includes sponsor logo) $3,000
- Wi-Fi $5,000
- Conference App $10,000*

* Co-Sponsorship Opportunities Encouraged

Method of Payment

[ ] Check (Make checks payable to ACNL, 2520 Venture Oaks Way, Suite #210, Sacramento CA 95833)

[ ] MasterCard [ ] Visa [ ] Discover Card [ ] American Express

Name on Card __________________________________________

Card billing address _____________________________________

City/State/Zip __________________________________________

Card Number __________________________________________

Expiration Date ___________________________ CVV# (on back of card) __________________

Authorized Signature __________________________________

Please note: Participation in ACNL’s 2016 Annual Conference as a sponsor in no way enables the industry partner to influence the educational sessions presented during the conference.
The official 2017 Conference Smart Phone/iPad/Tablet APP is your opportunity to capture the attention of all attendees. The Conference APP contains the entire conference program and activity schedule and is used by attendees throughout the conference with access months later. This is an ideal chance for you to put your products and services in the limelight.

Special discounts are available for organizations which exhibit, sponsor and advertise.

Space reservations are due by December 31, 2016. Complete ads are due to the ACNL office no later than January 15, 2016. NO EXCEPTIONS. Rates are net and non-commissionable. Rates and specs are as follows:

All ads in PDF format - no larger than 10MB in file size - 7 1/2” x 11” in viewable area.

Please check one:

- Exhibitor/Sponsor/Advertiser $200
- Exhibitor/Advertiser $225
- Regular Advertiser $300

To reserve your space, complete the form below and return to the ACNL office.

2016 ACNL Annual Program Advertising

Organization

Contact

Address

City, State and Zip

Phone

Ads to be emailed by 1/20/17

[ ] Please invoice Me

[ ] Pay with same Credit Card paid for booth space

Payment enclosed $____________________

Please send completed form and Electronic PDF ad to:

Brian Carrick at ACNL, 2520 Venture Oaks Way, Suite 210, Sacramento, CA 95833

If you have any questions, call 916.779.6949, fax 916.779.6945 or email Brian@acnl.org
Information and Policies for Exhibitors

Conformance with these policies is understood to be part of the contract to exhibit.

Booth Assignments
The Association of California Nurse Leaders (ACNL) will be solely responsible for booth assignments. The following will be taken into consideration, but will not be the sole determining factor: order in which reservations are received, number of booth spaces purchased, suitability and availability of location.

Exhibit Space Floor Plan
The general configuration of the exhibit floor plan for this conference is included with the exhibitor packet. ACNL reserves the right to modify the plan to accommodate space sales or to avoid conflicts.

Exhibit Dates and Hours
Exhibitor Day will be held Monday, February 6, 2017, from 7:00 am to 6:00 pm. The exhibit area is closed during the Keynote Address from 9:00 a.m. to 10:30 a.m. See Industry Partner Day Schedule of Events for break schedule.

Exhibit Space Rental Fees
For continuous returning exhibitors: $2,000 payment in full received by Nov. 27, 2016; $2,200 payment in full received after Nov. 27, 2016. For first time exhibitors: $2,400 payment received by Nov. 27, 2016 $2,500 payment received after Nov. 27, 2016.

Exhibit Space Refund Policy
Notification of cancellation must be in writing and received on or before the dates listed below for refund:

Before December 4, 2016 ....................... 75% refund
By December 18, 2016 ......................... 50% refund
By December 31, 2016 ......................... 25% refund
After January 1, 2016 ........... No refund will be made

Installation/Dismantling of Exhibits
Exhibit space will be available for installation on Sunday, February 5, 2017, from 12:00-4:00 p.m. and on Monday, February 6, 2017, at 6:00 a.m. Installation must be completed by 7:15 a.m. on Monday, February 6, 2017. No installations will be allowed after that time without specific permission from ACNL.

No exhibits may be dismantled prior to 6:00 p.m., Monday, February 6, 2017. Dismantling activities must wait until the exhibit area is cleared. **Exhibitor move out hours are 6:00-8:30 p.m.**

Official Decorator/Contractor
Tri-Cord is the official decorator/contractor and supplier of exhibitor service kits covering rental furniture, special installation and dismantling service, signage, cleaning, floral, airfreight and van line services. A representative of Tri-Cord will forward information to you regarding cost and services available.

Service Exclusivity Clause
Exhibitors must use the official decorator/contractor for drayage, rigging, electrical, plumbing and custom cleaning. For other services, exhibitors desiring to use contractors other than the official decorator/contractor must advise ACNL and submit the necessary certificates of insurance in advance for permission to be secured for said contractors.

The unpacking, erection, assembling, dismantling and packing of displays and equipment may be done by full-time employees of exhibitors with certain limitations. The official decorator/contractor will have skilled craft persons to assist exhibitors based on specific requirements.

Exhibit Booth Construction and Arrangements
Exhibitors must use the official decorator/contract for booth installation. Standard exhibit booths consist of a draped background 8’ by 10’, 2 stack chairs, one 6’ skirted table, one sign and one wastebasket. Each exhibit must be confined to the limits of the assigned booth space indicated on the floor plan. No part of any display may be over 10’ in height. If the display is more than 8’ in height, it may not extend more than one-half the distance from the back wall; and if it is more than 48” in height, it may not extend forward from the remaining space to the front of the booth. Placement of equipment must be contained within the booth specifications to avoid blocking the visibility of neighboring exhibitors. All exposed parts of displays must be finished and present an attractive appearance.

Care of Exhibit Space
The exhibit space must be kept neatly maintained and in good order. Special services are available through the official decorator/contractor at the expense of the exhibitor.

Eligible Exhibits
ACNL reserves the right to refuse rental of display space, exhibit, or any part of an exhibit, to any organization whose display is not, in the organization’s judgment, compatible with the quality and/or objectives of ACNL and/or the Annual Program.
Information and Policies for Exhibitors

Conformance with these policies is understood to be part of the contract to exhibit.

Fire and Safety
All materials utilized for exhibits must meet fire and safety codes as set forth by the state and/or city fire officials. Exhibitors must provide certification of flame proofing as requested by ACNL or the fire department. Volatile or flammable fluids, substances or materials prohibited by fire regulations or insurance carriers are prohibited in all exhibitor areas.

Admittance to Exhibitor Area
Admittance to the exhibitor area is limited to individuals and/or organizations that have contracted and paid for assigned space. No other persons will be permitted access to the exhibitor area for the purpose of demonstrating products, distributing advertising materials, canvassing, soliciting, personnel recruiting, soliciting participation in unauthorized surveys, or any other non-authorized purpose. Violation will result in expulsion from the exhibitor area.

Badges
ACNL will provide two (2) name badges per booth and includes continental breakfast, lunch and the evening exhibitor reception. Additional name badges may be purchased for $75 each. These funds will be used to defray the cost of food. Please complete Badge form included in this Exhibitor Packet.

Industry Partner Responsibilities
Each exhibitor must provide an attendant within the exhibit space during the open hours of the exhibition as defined previously.

Exhibitor name badges are personal and non-transferable. Each representative must wear the official name badge at all times while in the exhibit area. It is the responsibility of all exhibitors to restrict customer contact and business activities to within the confines of the exhibit space. No demonstrations or distribution of literature, or soliciting is permitted in the aisles or outside the exhibitor area.

Subletting of Space
Exhibitors may not assign, sublet or apportion the whole or any part of the space allotted and may not advertise or display goods or services other than those manufactured and/or sold by the exhibitor in the regular course of their business.

Liability and Security
Each exhibitor must make provision for the safeguarding of its materials, equipment and display at all times. ACNL will not be responsible for the loss of any exhibit by or for any cause. Exhibitors must leave the exhibit space in the same condition as was found when first occupied. The exhibitor shall assume all responsibility for damage to the space and shall indemnify and hold harmless ACNL for all liability that may ensue from any cause arising from the exhibitor’s participation in the Annual Program and/or exhibitor activities.

It is agreed that Disneyland Resorts shall not be liable for any loss, destruction or damage to any exhibit; any theft or disappearance of any property contained in or about the exhibit space, whether such damage or loss be caused by the negligence of an employee, agent, or officer of the Disneyland Resorts or ACNL. The exhibitor expressly waives all claims for any such loss, damage or theft and the exhibitor agrees to indemnify and hold the Disneyland Resorts and ACNL harmless for such claims.

Conference Educational Program
Participating in ACNL’s Conference as an exhibitor and/or sponsor in no way enables the industry partner to influence the educational sessions presented during the Conference. No advertising, signage or solicitation regarding equipment, products or services will be allowed in the general session or break-out rooms.

Social Functions
Hospitality suites or events sponsored by exhibitors must be approved by ACNL. Social functions sponsored by exhibitors may not be scheduled during exhibit hours and may not conflict with organization functions. Any functions not approved by ACNL that could compete for attendees’ time either during exhibit hours or program sessions are expressly prohibited.