ELIGIBILITY TO EXHIBIT

GSA reserves the right to determine the acceptability of applications for exhibit space. The products or services to be exhibited must be of professional or educational interest, or beneficial to the registrant and are, in the opinion of GSA, related to the field of gerontology.

The character of the exhibits is subject to approval by the Exhibit Manager before and during the show. The right is reserved to refuse contract applications from those not meeting standards required or expected or to relocate an exhibit for the good of the show, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to discount offers, display literature, advertising novelties, souvenirs, the conduct of persons, etc. Subleasing of exhibit space is prohibited. Exhibitors must confine their activities to within their booth.

No firm or organization is permitted to engage in direct sales within the Exhibit Hall. Merchandise Orders are permitted, but the onsite exchange of payment for exhibitor product is not. Any company found violating this rule will immediately have their booth removed from the Exhibit Hall.

SPACE ASSIGNMENT

All applications for exhibit space at The Gerontological Society of America’s (GSA) Annual Scientific Meeting must be made on the official contract form. Include a 40-word description of the products or services to be featured in the exhibit for approval of the Exhibit Manager and inclusion in the Program Book. This description is to be emailed to exhibits@geron.org within seven days of contract submission. GSA bases space assignments on the order in which reservations are received and are subject to change as deemed necessary.

INSTALLATION OF EXHIBITS

EXHIBIT HALL C
John B. Hynes Veterans Memorial Convention Center
900 Boylston Street
Boston, MA 02115

Wednesday, November 14, 2018 | 9:00 am–5:00 pm
(Subject to change)

All crates must be unpacked and ready for removal to storage by 5:00 pm, Wednesday, November 14, 2018. At the discretion of the GSA Exhibit Manager, crates not unpacked will be removed and stored or unpacked and set-up at the exhibitor’s expense. Any service personnel charges incurred after setup hours will be at exhibitor’s expense.

No set up or moving of material or equipment is permitted during exhibit hours. As a courtesy to the registrants and your fellow exhibitors, please be certain that your booth is staffed during all exhibit hours.

DISMANTLING

Saturday, November 17, 2018 | 3:00 pm–7:00 pm
(Subject to change)

Packing of equipment, literature, etc., or dismantling of exhibits will NOT be permitted until the official closing time. Exhibitors who do not comply will be given the “last choice” for booth selection the following year. Exhibit crates will be delivered to the booth after 3:00 pm and must be packed for removal from the exhibit area no later than 7:00 pm on Friday, November 17, 2018.

SHIPPING INSTRUCTIONS

GSA’s general services contractor (Freeman) will send an exhibitor’s service manual detailing procedures for handling shipments and providing rates to each exhibitor in late summer.

FURNITURE, DECORATING, LABOR, AV, AND ELECTRICITY

All exhibit labor at the John B. Hynes Veterans Memorial Convention Center space falls within the jurisdiction of the appropriate union. Further information, order forms, and rates will be included in the exhibitor’s service manual provided in September 2018 by GSA’s general services contractor. Please note that exhibit booths are not pre-furnished.

DIMENSIONS AND SIGNS

All booths will be a standard 10’ x 10’ exhibit booth, with an 8’-high draped back wall and 3’-high side dividers. A two-line booth identification sign, measuring 7” x 44” and showing company name will be supplied.

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Exhibit Management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

LAST IN/FIRST OUT

GSA reserves the right to identify any booth it deems necessary to have set up inside the Exhibit Hall at a later date or time and to have the booth taken down immediately at the conclusion of Exhibit Hall hours to help facilitate the overall needs of the convention and its exhibitors. For more information, please contact exhibits@geron.org.

EXHIBITOR REGISTRATION

Each booth is entitled to one (1) full non-transferable meeting registration and five (5) additional Exhibit Hall–only badges. Names must be received by October 10, 2018, in order to receive the complimentary registrations included with the booth purchase.

HOTEL ACCOMMODATIONS

To obtain GSA discounted rates, please visit geron.org/hotel in late June, 2018.
CONDUCTING EXHIBITS

All exhibit dimensions must conform to standards set by GSA. Backgrounds must not exceed 8’ in height, including the sign, and must not protrude from the back wall more than a maximum of 4’; foregrounds must not extend more than 2’ above the prescribed railing or counter height.

All measurements shown on the floor plan have been made as accurately as possible. However, GSA reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors. Floor plan updates will be posted at geron.org/2018.

All exhibiting companies must remain within the confines of their own exhibit space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. Inspections of the exhibits will be made during set-up time and an effort made to advise the exhibitor of any deviation from the exhibit rules. In the event the exhibitor is not available, the decorator, with the approval of the GSA Exhibit Manager, will provide draping deemed necessary (including draping of any unfinished tables) and submit charges to the exhibitor.

Canvassing or distributing advertising matter outside of the exhibitor’s rented space is not permitted and is grounds for removal from the Exhibit Hall and permanent banishment from future GSA exhibitions.

Electrical or other mechanical apparatus must be muffled for noise and positioned so as not to interfere with other exhibits. X-ray equipment may not be operated. Volatile or flammable liquids, gases, unprotected picture film, other explosive or flammable matter or material (including uncertified table skirting or draping provided by the exhibitor), or any substance prohibited by City laws or insurance carriers are not permitted on the premises.

All demonstrations or other promotional activities including the distribution of circulars must be confined to the limits of the exhibit space. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the sound resulting from the demonstration will neither annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. It is strictly prohibited to publicize and/or maintain any extracurricular activities, inducements, or demonstrations away from the exhibition area during the exhibit hours.

Exhibiting companies who desire to engage in prize drawings, giveaways, or other promotional activity within their exhibit space must receive permission from Exhibit Management and submit their intention in writing 30 days prior (no later than October 15, 2018) to the opening of the Exhibit Hall. The use of live models, performers, and other similar persons, and those other than regular full-time staff members of the exhibiting firm or organization, within the exhibit area for demonstrations, performances, etc. shall be subject to the approval of Exhibit Management.

No balloons or other helium-inflated items can be used within the Exhibit Hall unless approved in advance and in writing by GSA.

Additional Rules and Regulations including those of the John B. Hynes Veterans Memorial Convention Center space will be included in the Freeman Exhibitor Service Kit that will be sent to all confirmed exhibitors in late summer.

LIABILITY

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arriving out of injury, or damage to displays, equipment, and other property brought upon the center premises, and shall indemnify, defend, and hold harmless GSA, Freeman, the facility, its owners, affiliated companies, agents, servants, and employees from any and all such losses, damages, and claims.

The exhibitor further agrees to pay, when due, all royalties, license fees, or other charges for any music, live or recorded, played, staged, or produced by the exhibitor, its agents or employees within the Exhibit Hall.

It is the responsibility of the exhibitor to obtain full comprehensive insurance coverage and to secure materials. GSA will make every effort to protect the Exhibit Hall (its contents and occupants) by providing security guards; however, GSA and the facility do not guarantee or protect the exhibitor against loss or damage of any kind. It is also the responsibility of the exhibitor to furnish, carpet, and rent electric or internet for their booth.

REFUND AND CANCELLATION POLICY

Notice of cancellation must be made in writing (no exceptions) and sent to Kate Bailey, GSA Exhibits and Advertising Sales Manager, at exhibits@geron.org. Cancellations received by 5:00 pm ET, Thursday, August 3, 2018, will be refunded 50% of the cost of the booth. After the signing of the Contract, a decrease in exhibit space is considered to be the equivalent of a cancellation. Exhibitors will be held responsible for the original terms of the agreement. Cancellations made after this date will receive no refund.

FORCE MAJEURE

Neither party shall be responsible for failure or performance due to acts of God, labor disputes, shortage of commodities, accidents, government regulation, disaster, civil disorder, curtailment of transportation facilities, or emergency making it impossible or illegal to provide facilities or hold said meeting.

AMENDMENT TO CONTRACT REGULATIONS

Any and all points not covered specifically are subject to the decision of GSA. GSA may, in its sole discretion, make reasonable changes, amendments, or additions to contract regulations. Any such changes shall be binding on the exhibitor equally with the other regulations contained herein.