

THE DERMATOLOGY NURSES' ASSOCIATION'S
32ND ANNUAL CONVENTION



dna
2014

TRANSFORMING AND EVOLVING:
Believing in Change

ORLANDO, FLORIDA

WALT DISNEY WORLD SWAN AND DOLPHIN
MAY 1-4, 2014

EXHIBIT PROSPECTUS

dna
DERMATOLOGY NURSES' ASSOCIATION®
www.dnanurse.org



Thank you to this special group of 2013 exhibitors who support the mission of DNA. This is your opportunity to persuade, brand and drive new sales through DNA.

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|-----------------------------------|---|
| 3Gen, LLC | Lumenis |
| 3M Drug Delivery Systems | Mary Kay Inc. Medicis |
| Abbott | Medicol USA, Inc. |
| ACS Specialty Pharmacy | Merck |
| Acuderm inc. | Merz Pharmaceuticals |
| Allergan | MMR Technologies, Inc. |
| American Academy of Dermatology | National Alopecia Areata Foundation and National Eczema Association |
| Amgen | National Biological Corporation |
| Aurora Diagnostics LLC | NEOCUTIS, INC |
| DermDx | Neutrogena |
| Bayer Health Care | NexTech |
| Beiersdorf, Inc. | NIA24 |
| Bio-Oil | NIAMS |
| Calmoseptine, Inc. | Obagi Medical Products |
| Chamberlain College of Nursing | Onsite Dermatology |
| Coalition of Skin Diseases | Organization of Teratology Information Specialists |
| CONMED Corporation | Person & Covey |
| Coolibar | PharmaDerm |
| Daavlin | The Procter & Gamble Company |
| Dermalogix Partners Inc | Revision Skincare |
| DermaRoller® | ShiKai Products |
| DermPath Diagnostics | Skin & Aging |
| DUSA Pharmaceuticals | SkinCeuticals |
| Fallene, Ltd. | SkinMedica |
| Ferndale Healthcare | Stiefel, a GSK Company |
| Galderma Laboratories, LP | Stratus Pharmaceuticals Inc. |
| Gebauer Company | Syneron and Candela |
| Grand Canyon University | The Apothecary Shops |
| Hill Dermaceuticals, Inc. | Therakos |
| Jan Marini Skin Research, Inc. | Travel Tech Mohs Services, Inc. |
| Janssen Biotech, Inc. | Valeant Pharmaceuticals |
| Johnson & Johnson CPC - | Warner Chilcott |
| Aveeno | Western Governors University |
| La Roche - Posay | |
| LEO Pharma Inc. | |
| Levia-Lerner Medical | |
| Lippincott Williams & Wilkins/WKH | |

To Our Prospective Exhibitors:

As President of the Dermatology Nurses' Association (DNA), I would like to thank our past exhibitors and invite new exhibitors to share in the many fruitful opportunities afforded DNA supporters. I look forward to meeting you May 1-4, 2014 at the DNA 32nd Annual Convention, being held at the Walt Disney World Swan & Dolphin Hotel in Orlando, FL.

For those who have never exhibited at a DNA Convention, I am certain you will be pleasantly surprised to experience the receptiveness of the over 800 attendee's eager to talk with you and learn about your products and services. The exhibit hall, coupled with our product theaters provides opportunities for DNA attendees to be educated, to network, and for you to showcase your products and services. Ideally, the relationships established at Convention will continue throughout the year and blossom into a valuable customer for you and your company.

Those not familiar with the DNA may ask "Who and What is the DNA?"

The DNA is an inclusive group who represent a broad cross section of your target market. We come from many of the subspecialties within Dermatology, including: General practice, Surgical units, Wound clinics, Psoriasis and Phototherapy clinics, Specialty clinics (focused on specific skin conditions), Laser and Cosmetic clinics, to name a few. Our members collaborate with other specialties with shared interests and knowledge bases.

Your company will gain value from the ability to converse with many of the decision makers in Dermatology practices. DNA members manage Dermatology practices, purchase supplies and equipment, and consult with and educate patients. DNA members are interested in learning about:

- Pharmaceuticals (both prescription and nonprescription)
- Equipment and devices designed for diagnosis, of dermatologic conditions
- Cosmetics and skin care
- Scientific/medical education publications
- Activities of professional and educational organizations
- Technology products or services relating to the efficient use of time and limited resources within the practice of dermatology

DNA is a growing organization and the preeminent voice of Dermatology Nursing. As the face of health care in the US changes, DNA plans to be at the forefront. DNA looks forward to having your support and working collaboratively with you and your company. As we work together, everyone wins. Your business flourishes, DNA members are knowledgeable, and the public receives health care education and appropriate care for their Dermatology needs. I hope to see you in Orlando.

Thank you in advance for your support of the DNA!

Respectfully yours,
Linda Markham, RN, DNC
President, Dermatology Nurses' Association



Exhibitor Information



LOCATION

Walt Disney World Swan and Dolphin Hotel
Orlando, FL USA

BOOTH PRICE, PER 10' X 10'

FIRST TIME EXHIBITORS:

INLINE BOOTH:	\$1,500
CORNER BOOTH:	\$1,750
INLINE BOOTH:	\$2,050
CORNER BOOTH:	\$2,150
ISLAND BOOTH:	\$23 per square foot (20 x 20=\$9,200)
NON-PROFIT:	\$600

This facility is carpeted. Inline and corner booths are composed of 10-foot-wide, 8-foot tall drape in the back of the booth, 30-inch side railings as dividers between booths and one 7-inch-by-44-inch company name identification sign. The "show colors" will be blue and white.



Future Programs

ANNUAL CONVENTION:

April 23-26, 2015
Rio All-Suite Hotel & Casino
Las Vegas, NV USA

Schedule of Events

TENTATIVE SET UP

Wednesday, April 30: 1:00 PM – 5:00 PM
Thursday, May 1: 8:00 AM – 4:30 PM

TENTATIVE EXHIBIT DAYS / HOURS*

Dedicated (Unopposed) Show Days/ Hours

Thursday, May 1:

5:30 PM – 7:00 PM

Grand Opening of Exhibits/Reception

Friday, May 2:

12:00 PM – 1:30 PM – Exhibit Hall Open/
Poster Presentations/Ticketed Lunch

4:30 PM – 6:00 PM – Exhibit Hall Open/Poster Presentations

Saturday, May 3:

10:15 AM – 11:30 AM – Exhibit Hall Open/Poster Presentations

TENTATIVE DISMANTLING*

Saturday, May 3

11:30 AM – 5:00 PM

**Note: Timetable subject to change. Exhibit Management will notify exhibitors of any changes.*

THE DECORATOR

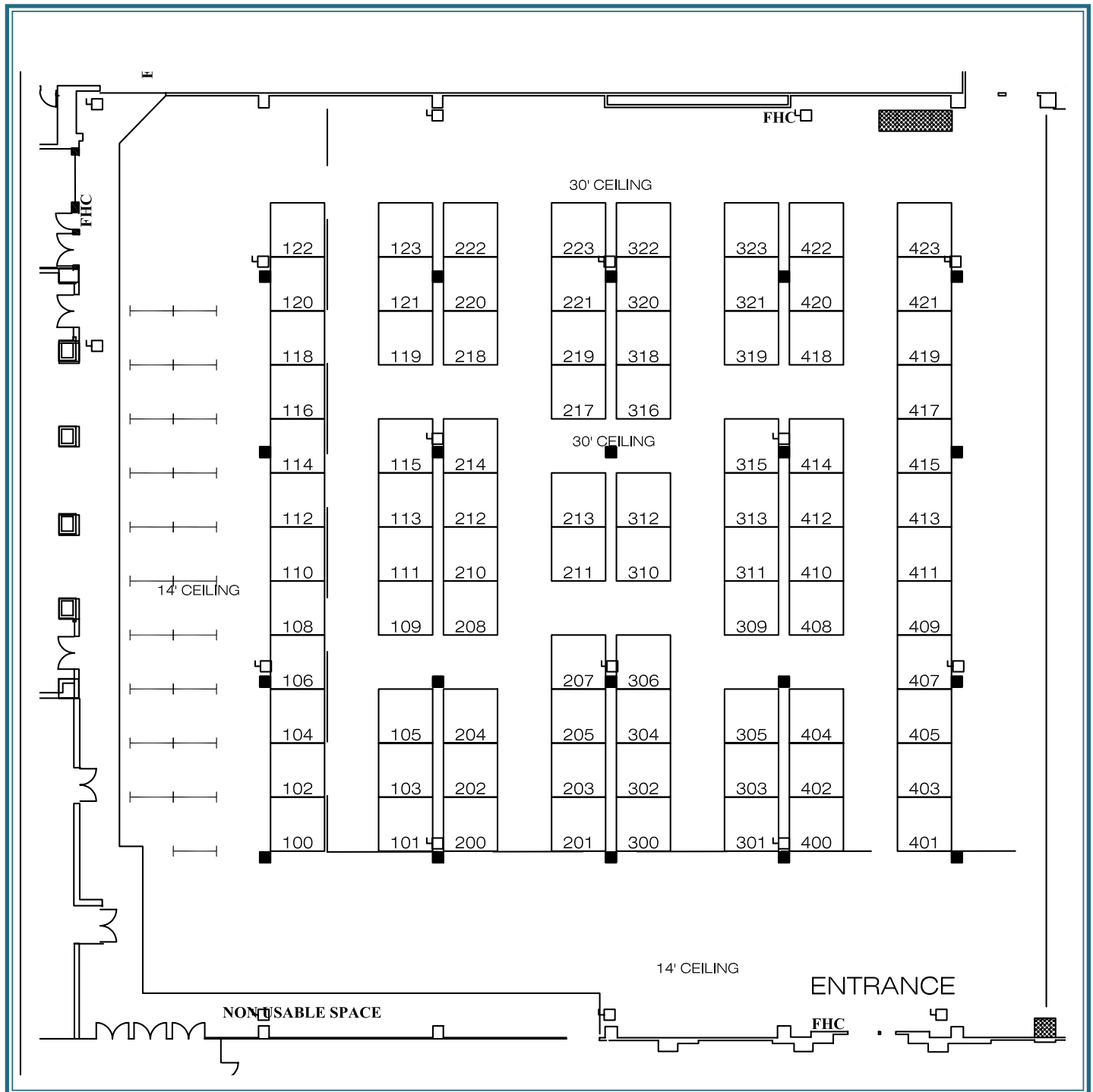
Arata Expositions, Inc.

15928 Tournament Drive, Gaithersburg, MD 20877
Phone (301) 921-0800, Fax (301) 990-1717
www.arataexpo.com



Floor Plan

Walt Disney World Swan and Dolphin Hotel
Atlantic Hall B
Orlando, FL USA





DNA EXHIBIT RULES AND REGULATIONS:

All provisions published in this prospectus, the web site or via e-mail messages shall be part of this program contract. Exhibit Management may re-assign exhibit space at any time for the good of the show.

ADHESIVES

No pins, tacks or adhesives of any kind are permitted on any wall, door or column. Adhesive backed stickers may not be used.

AFFILIATE EVENTS

Affiliate events are small meetings or functions that include no more than 75 DNA attendees and are not planned or sponsored by DNA. They include, but are not limited to, the following:

- Social Events: Receptions, dinners, etc., where there is no educational programming.
- University Alumni Events: Social events organized, sponsored, and financially supported by a university.
- Investigator Meetings: Sponsored and financially supported by a pharmaceutical or biotech company or organization, academic center, non-profit organization, or consortium.
- Committee Meetings: Small meetings sponsored by industry, held by committees, task forces, boards of universities, or other non-profit organizations.
- Staff Meetings: Meetings of exhibitor staff only. Staff meetings may not include scientific session attendees.

Any company submitting an application to hold an affiliate event must be an exhibitor at DNA 2014, with the exception of universities and non-profit organizations. DNA Exhibit and Meeting Management will not approve any application for an affiliate supported by industry without an approved exhibit application. Contact Michele Grisoglio to receive an Affiliate Meeting/Function Space Request Form at mgrisoglio@ahint.com. Fax the completed form to the DNA Meeting & Exhibit Manager at 856-439-0525. Approval will be based on the regulations outlined.

BADGES

See **EXHIBITOR REGISTRATION**.

BALLOONS

Latex balloons are not permitted on the Exhibit Floor. Helium-filled balloons are not permitted without Fire Marshall approval.

COMPRESSED GASES

Compressed gases are not allowed inside the Hotel. Denser gases like propane, butane or liquefied petroleum gas (LPG) are also prohibited.

CONFETTI/STREAMERS

Are not allowed in exhibit areas.

BOOTH CONDUCT

Educational contact hours are not available to nurses and physicians as part of your booth.

DNA reserves the right to approve all exhibits and activities. DNA may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of DNA, or if it exceeds the bounds of good taste as interpreted by exhibit management. An exhibitor of a questionable exhibit or activity must submit a description of the exhibit or activity with the exhibit application for DNA approval. The exhibit hall will be inspected during installation and "show" hours. Exhibit Management will advise exhibitors of any deviation from exhibit rules during the event. Exhibitors must make all corrections requested by DNA at their own expense or risk removal from the exhibition without notice and without obligation on the part of DNA for any refund. DNA reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Convention. Exhibit personnel may not enter another exhibitor's booth without obtaining permission. Lingering in the aisles in the vicinity of another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

DNA does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Annual Convention. All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
- Character of the exhibits is subject to the approval of the DNA Exhibit Management. Non-professional products or services are not permitted to be displayed.

This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. DNA encourages creative marketing to attract attendees to your booth. Please contact Exhibit Management at least 30 days prior to the Convention with your questions.

All business must be conducted in your exhibit booth.

Exhibitors may not display advertising, logos, or names of products other than those sold by the exhibitor unless approved at least 30 days in advance of the Convention. Failure to set up booth by 4:30 pm, Thursday, May 1, 2014, may cause Exhibit Management to order the removal of booth property and freight at exhibitor's expense.

**DESIGNATED NON-PROFIT AREA**

Non-profit exhibitors (non-profit associations must prove their non-profit status) are eligible to receive a reduced booth price of \$600 for a maximum of one 10-foot-by-10-foot booth. Non-profit space assignments are assigned to a specific area on the floor plan. The non-profit booth rate includes one 10-foot-by-10-foot booth space. Additional items may be rented through the Decorator. The drape consists of two side rails 30" tall, one 8-foot back drape, one 7-inch-by-44-inch identification sign.

CANCELLATION OR DOWNSIZING OF BOOTH SPACE

Notice to Exhibit Management must be received in writing by Thursday, March 7, 2014 to receive a 50% refund. If space is cancelled or downsized on or after Thursday, March 7, 2014 exhibitor is liable for full payment. No refunds are available for cancellations Thursday, March 7, 2014 or thereafter.

DELIVERY AND SHIPMENT OF MATERIALS

Exhibitors agree to ship and store their material at their own risk and expense. Arrangements can be made with the decorator to receive and store all shipments for DNA up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted).

All articles, exhibits, fixtures, displays and property of any kind shall be brought into and out of the Exhibit Hall only at and through such approved loading areas such as the Hotel may designate. Deliveries made with heavy crates, forklifts and man lifts must adhere to the rules to protect the Hotel carpets. Moving in and out of exhibit space must be done on Masonite or other approved floor covering.

CHILDREN'S ADMISSION TO THE EXHIBIT HALL

Children under the age of sixteen (16) are not permitted within the Exhibit Hall at any time. Strollers are not prohibited for safety purposes.

DISABILITY

In compliance with the Americans with Disabilities Act of 1990, DNA makes all reasonable efforts to accommodate persons with disabilities. Please contact the Meeting and Exhibits Manager to make arrangements. Each exhibitor is responsible for compliance within their assigned space, ensuring access to their booth.

ELIGIBILITY TO EXHIBIT

The exhibits at DNA 2014 are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of dermatology. Only companies exhibiting products and/or services related to these areas are eligible to exhibit. DNA reserves the right to determine the eligibility of all exhibit space applicants.

EXHIBIT HALL ACCESS

Properly identified exhibitor personnel (registered and possessing a Convention badge) are permitted on the exhibit floor one hour prior to opening and may remain one half-hour after closing. Activities outside of these times are not permitted.

EXHIBITOR REGISTRATION

All participants affiliated with exhibits must register with Exhibitor Registration. Two "exhibit hall only" badges are complimentary for every 10-foot-by-10-foot booth. Additional "exhibit hall only" badges are \$75 per person.

Badges are not mailed in advance. Badges are available on-site at the Exhibitor Registration counter during exhibitor registration hours. Exhibitors are encouraged to complete the Exhibitor Badge On-Line Registration process. Badges may not be supplemented with business cards, ribbons, or company logos.

Each person registered as an exhibitor must be employed by the exhibiting company with a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the educational sessions, please register separately using the DNA registration brochure or online at the DNA convention web site: <http://dna.annualmeeting2014.org>.

FAILURE TO OCCUPY SPACE

Booth space not occupied by the exhibitor by 4:30 PM on Thursday, May 1, 2014 is forfeited without refund to the exhibitor, and the space may be resold or used by Exhibit Management.

FDA COMPLIANCE

All products exhibited must have fulfilled all applicable Federal Drug Administration (FDA) regulations. Products that are not FDA approved for a particular use in humans or are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate FDA clearance status. The signs must be easily visible and placed near the product and on any graphics depicting the product. Display of investigational products is to remain within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability. Any investigational product that is graphically depicted on a commercial exhibit should:

1. Contain only objective statements about the product.
2. Contain no claims of safety, effectiveness, or reliability.
3. Contain no comparative claims to other marketed products.
4. Exist solely for the purpose of obtaining investigators.
5. Be accompanied by directions for becoming an investigator and list of investigator responsibilities.
6. Contain a statement on signage: "Caution: Investigational Product - Limited to Investigational Use" (or similar statement) in prominent size and placement.
7. Contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act or appropriate agency.



FIRE REGULATIONS

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper (flameproof or otherwise) is not permitted. All displays are subject to inspection by the local Fire Prevention Bureau or Fire Marshal. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

FIRST TIME EXHIBITORS

A special rate is available to new exhibiting companies for one year only. Rate is not transferrable to another year in the event of a cancelation.

FOOD AND BEVERAGE

With prior approval from the Exhibit Manager and either hotel and/or convention center, food service is permitted at the exhibitor's booth except during officially sponsored food functions in the exhibit hall. All food service must be coordinated through the hotel caterer.

GENERAL SERVICE CONTRACTOR DECORATOR AND SHIPPING

The decorator is Arata Expositions Inc. See "Service Kit" listing in the Exhibit section of the convention website. Information regarding the rental of tables, chairs, booth furnishings and utilities (electricity, internet, phone, etc.) are available online. This facility is carpeted.

HOTEL INFORMATION

See the tab "Hotel Information" listing on the convention web site: <http://dna.annualmeeting2014.org>

INDEPENDENT CONTRACTORS

Exhibitors who plan to use a service contractor other than the decorator must notify Arata Expositions Inc. and DNA in writing on or before Monday, March 3, 2014. Please fill out the Exhibitor Appointed Contractor form in the Exhibitor Services Kit and fax it back to Arata Expositions Inc. The company name, address, telephone number, name of the supervisor scheduled to be in attendance, and a statement that such contractor will comply with all rules and regulations of the show to including observance of local labor rules and regulations must be furnished at the time of submitting the Appointed Contractor Form. Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with DNA established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to DNA no later than Monday, March 3, 2014.
- Register all employees and temporary help at the Exhibitor Registration Desk.

INSURANCE

Exhibitors insuring their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, do so at their own expense. DNA requires that all exhibitors provide proof of liability insurance by Monday, March 3, 2014, prior to set up your exhibit booth. Coverage must be carried through the duration of the exhibit program, including set up and dismantle. The certificate must name DNA and the hotel or convention center as an additional insured party. The certificate must state a minimum insurance of 2 million U.S. dollars and the territory of coverage must include the United States.

The exhibitor agrees to make no claim of any nature, for any reason whatsoever against DNA for loss, theft, damage, or destruction of goods, nor for damage of any nature, nor for any negligence, malfeasance or misfeasance, nor for failure to hold any portions of the Convention, in part or total, as scheduled.

INTERPRETATION OF RULES

DNA Exhibit Management has full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations is subject to the final judgment and decision of DNA. These rules and regulations may be amended at any time by DNA and the amendments so made are binding upon the exhibitor equally with these rules and regulations, and are a part thereof, along with DNA's Web site, www.dnanurse.org, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during DNA, and may be given to any authorized agent or representatives of the exhibitor.

LIABILITY

Each exhibitor agrees to protect, save, and keep DNA, decorator, supporting vendors and the hotel or convention center forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the DNA Exhibit Management, decorator and the hotel or convention center regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save, and keep harmless the DNA Exhibit Management, decorator and the hotel or convention center against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

LOGOS AND/OR ACRONYMS

The names, logos, and acronyms of the DNA are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is expressly prohibited without the written permission of the DNA.

**MARKET RESEARCH**

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company. The name of the sponsoring company will be kept confidential. DNA retains the right to determine the relevance of and deny exhibiting privileges to market research companies. The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules, and regulations published in this prospectus.

MEDIA COMPANIES

A special rate is available to new media companies. Rate is not transferrable to another year in the event of a cancellation.

PRE- AND POST-CONVENTION ATTENDEE MAILING LISTS

A pre-registration list is available for purchase at \$400 with approval of your direct mailing piece by DNA. Exhibitors will receive a mailing address data file of pre-registered attendee addresses about three weeks prior to the Convention. A complete attendee list to include name and address will be furnished to all exhibitors after the convention. A one-time use agreement must be signed and faxed back to the Exhibit Manager in order to receive the list. This form will be included in the Exhibitor Kit.

CONVENTION GUIDE DISTRIBUTION/CONVENTION BAGS

DNA arranges for each exhibiting company to receive one copy of the DNA Annual Convention Guide per 10-foot-by-10-foot booth contracted up to a maximum of four copies. Convention Guides are available at the Exhibitor Registration Desk. Note: when provided for attendees, convention bags are only available to registered attendees. If you pay and register to attend the Convention, a Convention bag becomes available. These bags are provided by an industry supporter.

PROGRAM CONTENT

Information presented during DNA Annual Convention is the property of DNA and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of DNA and the presenter. Any use of the program content which includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts without the written consent of DNA is prohibited.

PURPOSE OF EXHIBITS

The purpose of the exhibits, an integral part of the Convention's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in products that are presented for use by manufacturers, suppliers, service companies and non-profit organizations. Each exhibitor is responsible for making sure that all attending exhibit personnel are aware of these provisions.

RIGHT TO INSPECT

The Hotel's security personnel reserve the right to inspect any carton, container, briefcase, piece of luggage, or package brought into or taken out of the exhibit hall.

SALES AND/OR SOLICITATION OF ORDERS

The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Annual Convention is strictly prohibited. Order taking is acceptable provided there is no financial transaction.

SECURITY

DNA provides security services as a deterrent to possible damage or theft of property or persons. Safekeeping of exhibitor property shall remain the responsibility of the exhibitor. See Certificate of Insurance, a requirement for all exhibitors.

SIGNS/BANNERS

All hanging signs must be professionally made and conform to show management rules, regulations and ceiling limitations. All pre-assembly of hanging signs and truss must be done by the Decorator. All hanging signs and truss must be hung by the Decorator. No other firm will be allowed to access the Hotel's ceiling. Decorator and the Hotel reserve the right to refuse to hang any sign or truss it deems unsafe or inappropriate.

Availability and height restrictions apply. Contact Exhibit Management for more information.

SIGNAGE AND/OR PROMOTION FOR EXHIBITOR RELATED EVENTS

No signs are permitted to advertise non-approved affiliated events in any public space. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

SMOKING

Smoking is not permitted within the exhibit hall or hotel or convention center at any time, including installation, exhibit hours, and dismantling.

SOUND RESTRICTION AND LICENSING

Exhibitors may not use audible electronic, mechanical apparatus, or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. The exhibit manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others. Exhibitors are responsible for license agreements for copyrighted music played in your booth.



STAFFING OF EXHIBITS

Exhibits must be staffed at all times during exhibit hours. The DNA requests strict adherence to the opening and closing hours. It is imperative that exhibitors set up on time, and no exhibitor begins dismantling, packing, or teardown of their space prior to the tear down time on May 3, 2014. Teardown before this time could result in denial of next year's exhibit application for the exhibitor.

STORAGE OF CRATES, CARTONS, PLASTIC CASES

Proper identification tags will be available at the decorator service desk. Storage of crates, cartons (boxes), and plastic cases is arranged with the decorator. All cartons, crates, containers, packing materials, etc., that are necessary for repacking must be labeled with "empty" stickers, and they are removed from the floor by the decorator. Crates and boxes cannot be stored behind booth displays.

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 booth other than those manufactured or sold by them in the regular course of business.

TRANSPORTATION FOR OUTSIDE EVENTS

The DNA controls all available boarding space at the hotel or convention center including contracted hotels for guest rooms. Organizations providing transportation to or from the hotel or convention center must contact the DNA Exhibit Manager. Promotion regarding transportation must be pre-approved before displaying or promoting.

UNOCCUPIED SPACE

Space not claimed and occupied, or for which no special arrangements have been made in writing to DNA prior to 4:30 pm, May 1, 2014, shall revert to the DNA to be occupied in any manner and for such purposes as DNA may see fit. Neither management nor the decorator shall be responsible for any injury to person or damage to property incurred.

UTILITIES

Complete information on utilities is available in the Exhibitor Service Kit.

VIOLATIONS

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space and such exhibitor will forfeit to DNA all monies that may have been paid. Upon evidence of violation, management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that DNA may incur thereby. In the event of a violation, DNA reserves the right to refuse exhibit privileges for the following year.

