

Society of Gastroenterology  
Nurses and Associates, Inc.

*Board Policy &  
Administrative Procedure  
Manual*

Policy No: G-13  
Page: 1 of 2  
Effective Date: 06/97  
Revision Date: 10/99, 2/02, 10/04,  
Review Date: 10/08, 10/10, 11/12,  
5/15  
10/04, 10/06, 10/08,  
10/10, 11/12, 5/15

**Subject:** Complimentary Booth Space at the Annual Course Exhibits

**Review Responsibility:** Budget, Finance & Audit Committee

**Policy Statement:** SGNA will grant complimentary booths in the exhibit hall at the Annual Course, as outlined below.

**Focus:** Program Committee and SGNA Headquarters

**Purpose:** To define guidelines for granting complimentary booths in the exhibit hall at the SGNA Annual Course.

**Procedure:**

1. The Society of Gastroenterology Nurses and Associates (SGNA), the American Board of Certification for Gastroenterology Nurses (ABCGN) and the Society of International Gastroenterological Nurses and Endoscopy Associates (SIGNEA) will receive complimentary booths in the exhibit hall or conference center at the Annual Course.
  - 1.1. SGNA will receive a complimentary booth unit (200 sq ft.), space permitting.
  - 1.2. ABCGN will be limited to one complimentary booth unit (100 sq. ft.)
  - 1.3. The ABCGN booth will be located in close proximity to the SGNA booth, space permitting.
  - 1.4. Per the general service contractor agreement the above booths will receive complimentary labor, carpeting, booth structure with custom show designs, and drayage at the Annual Course.
2. Non-profit exhibitors or governmental organizations will be granted booth space on a case-by-case basis.
  - 2.1. The organization must submit a request in writing, including proof of their non-profit or government status, to the SGNA Exhibits Manager.
  - 2.2. The request will be approved or denied by the SGNA Exhibits Manager.
  - 2.3. SGNA reserves the right to determine the eligibility of any exhibitor for inclusion in the Annual Course Exhibits and to prohibit an exhibitor from conducting or maintaining an exhibit, if in the sole judgment of SGNA, the exhibitor, or exhibit or proposed exhibit shall in any respect be deemed unsuitable.
  - 2.4. If approved, the organization will be required to pay the non-profit/government agency booth rate currently in effect.
  - 2.5. A non-profit exhibitor or governmental organization is limited to one booth unit (100 sq. ft.) at the discounted rate.
  - 2.6. Non-profit exhibitors will be responsible for any and all costs related to their exhibit participation at the Annual Course (e.g., furnishings, labor, drayage, etc.).
  - 2.7. Non-profit exhibitors will be subject to all reduction and cancellation of space policies as outlined in the exhibitor rules and regulations.

*Examples of organizations that are eligible to apply for this non-profit category include, but are not limited to, The Society of International Gastroenterological Nurses and Endoscopy Associates (SIGNEA), the National Digestive Diseases Information Clearinghouse (NDDIC) and the Crohn's and Colitis Foundation of America (CCFA).*

3. The non-profit/government agency booth rate will be reviewed annually by the Board of Directors at the same time they review and approve the regular exhibit rates for the Annual Course.
4. Complimentary booth space in exchange for advertising space in industry publication will be reviewed on a case-by-case basis. These agreements will be considered as media trade-outs and can be considered for full or partial payment of booth space.
  - 4.1. SGNA Marketing staff will provide recommendations to the SGNA Executive Director for any publications that would be suitable for media trade-outs. Value of exhibit space in question would be reviewed in comparison to the publication's comparative value/price of advertising space, reader frequency and reach.
  - 4.2. The SGNA Executive Director will approve or deny any media trade-outs for complimentary or reduced-price booth space.
  - 4.3. Upon the Executive Director approval of a media trade-out, the SGNA President will be notified of the agreement.
5. Non-profit/governmental agency exhibit space will be dispersed throughout the show floor, rather than located in a "non-profit pavilion." Non-profit/governmental agency booth space assignments will be made upon receipt of the signed exhibit space contract, and after the Priority Point booth space assignment. Non-profit/governmental agencies are not eligible for the exhibitor Priority Point program for booth space selection.
6. All organizations approved for a complimentary booth will receive five complimentary exhibitor badges. Additional badges will be available at the prevailing cost of additional badges for full-paying exhibitors.
7. The total number of booths (excluding the SGNA, and ABCGN) available for media trade-outs or the non-profit rate will be at the discretion of the SGNA Exhibits Manager for each show. Non-profit booths will be available providing there is enough remaining space in the exhibit hall to meet the yearly budget for the trade show.
8. The following wording will be included in the SGNA Exhibitor Prospectus with regard to non-profit/government agency booth rates:

*"Non-profit exhibitors (i.e., organizations classified by the IRS as a tax exempt Organization under Section 501 of the Internal Revenue Code (excluding the SGNA and ABCGN) or governmental agencies that wish to obtain the SGNA non-profit exhibit rate must submit a written request for space, along with proof of their non-profit or government status. SGNA will review each request and, upon approval, will grant the organization one booth in the exhibit hall at the SGNA Annual Course at the non-profit rate. Non-profit exhibitors will be responsible for any and all costs related to their exhibit participation at the Annual Course (e.g., furnishings, labor, drayage, etc.). Non-profit exhibitors are subject to all Exhibit Rules and Regulations set forth in the Exhibitor Prospectus. SGNA reserves the right to limit the number of booths set aside on the show floor at the non-profit rate."*