

# NORTHWEST ACADEMY OF OTOLARYNGOLOGY

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## 2011 WINTER CONFERENCE

JANUARY 7-8, 2011  
BELL HARBOR INTERNATIONAL CONFERENCE CENTER  
SEATTLE, WASHINGTON

### Exhibitor Prospectus

#### The following benefits are included in your exhibitor package:

- 8' x 30" display table, one chair, for exhibit on January 7-8, 2011
- Print acknowledgement on posters and in the conference e-syllabus
- Verbal acknowledgement at podium
- Exhibitor ribbons & name badges for your representative name badges
- Complimentary breakfast, snacks, and lunch during the conference

#### Attendees

Primary care, academic and institutional otolaryngologists from throughout Washington State are expected to attend, and the event will be promoted throughout the Pacific Northwest. Anticipated attendance is 80.

#### Location

Bell Harbor International Conference Center  
Pier 66, 2211 Alaskan Way  
Seattle, Washington 98121  
206-441-6666  
www.bellharbor.com

#### Exhibit Hours

Friday, January 7, 2011 – 12:00 to 7:00 PM, includes Welcome Reception  
Saturday, January 8, 2011 - 8:00 AM to 5:00 PM

#### Set Up

Friday, January 7, 2010 – 11:00 AM

#### Move Out

Saturday, January 8 after 3:30 PM

#### Shipping and Receiving

BHICC has limited storage facilities. Shipments will only be accepted that arrive within 3 business days of the event. Bell Harbor will not be responsible for any loss or damage to materials sent prior to your event date. If you will be sending any large equipment or odd/oversize materials, you must coordinate in advance with BHICC Event Planning Manager. Depending upon the weight and number of boxes, a drayage fee may be applied on a per box basis.

When shipping packages be sure to label as follows:

Bell Harbor International Conference Center  
NWAQ, January 8-9, 2010  
Pier 66, 2211 Alaskan Way  
Seattle, WA 98121-1604

When shipping multiple packages, please make sure to number in the following fashion: 1 of 3, 2 of 3, 3 of 3.

#### Shipping – Out Bound Services

If you or your exhibitors need shipping services at the end of the event, payment is required by credit card, at the time of services. The BIHCC Event Planning Manager will have forms available for you to expedite this. At the conclusion of the event, please take your belongings and left over printed material with you. We are happy to discard any boxes or garbage that are collected neatly in your area.

### Electrical Hookup

Electrical hookup is not included in your exhibit fee. If you would like an electrical hookup at your booth, please order with Bell Harbor International Conference Center.

### Internet Access

Complimentary wireless Internet is available throughout Bell Harbor International Conference Center.

### Confirmation / Booth Assignments

Contact show management below if you have not received an exhibitor confirmation within 30 days of submitting your exhibitor agreement. You will be notified of your booth assignment no later than December 1, 2010. Assignments to be based on sponsorship priority and on first come basis.

### Show Management Questions

Shannon McDonald, Exec. Director, NWAO

Phone: 206-956-3648; Fax: 206-441-5863; Email: [smc@wsma.org](mailto:smc@wsma.org)

### Exhibit Practices and Regulations

- The NWAO reserves the right to restrict exhibits, without refund, which may be falsely entered.
- Distribution of literature, samples, etc., in the exhibit area by firms that are not participating as paid exhibitors is strictly prohibited.
- No subletting of space is permitted without the consent of the NWAO Executive, Shannon McDonald – email: [smc@wsma.org](mailto:smc@wsma.org)
- Exhibitors are responsible for shipping, storage, and installation of exhibit materials, and all costs involved thereby.
- There is a **\$100 service fee on all cancellations. No refunds for cancellations received after Dec. 1, 2010.**
- The NWAO and Bell Harbor International Conference Center do not guarantee against theft, vandalism or otherwise.
- It is expressly understood that exhibitors shall indemnify and hold harmless the NWAO and Bell Harbor International Conference Center of all liability (damage or accident) that might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits, or in display of exhibits.
- In the event of fire, strikes, or other uncontrollable circumstances, the contract for space will not be binding.
- It is expressly understood that the NWAO will not pay for special equipment, facilities and services ordered by technical exhibitors.
- Electrical and other apparatus must be operated so that the noise does not interfere with other exhibitors.
- All electrically wired display material must comply with requirements of the National Board of Fire Underwriters.
- Aisles must be kept clear. To this end, exhibits must be arranged so that exhibitors and their representatives will be within their exhibit space.
- Care must be taken by the exhibitor not to deface or destroy any part of the exhibit areas. In the event of property damage caused by him/her, the exhibiting company will be held responsible.
- Use of the name "NWAO" or that of any officer of said Association, in recommendation of a product or services, is expressly prohibited.
- Table space not occupied by the close of the exhibit installation period as specified above, will be forfeited by the exhibitor, and this space may be resold, reassigned or used by the conference management.