



AMA International Collegiate Conference Chapter Exhibit Policies, Rules, and Guidelines

Please read carefully—don't lose on a technicality!

Registration:

- ◆ Registration for this competition is on a first come, first serve basis.
- ◆ In order for your reservation to be considered “complete”, you must fill out the registration form completely and send with payment (\$35) to the AMA. AMA will send you an email to confirm your reservation.
- ◆ There will be no refunds if your chapter decides not to compete.
- ◆ Participants in the Exhibit Competition must be registered attendees of the 2009 International Collegiate Conference.

Exhibit Space

Exhibit location is assigned by AMA and is final. Specific requests for exhibit location will not be accepted. Your Exhibit space is 10'x10' and your exhibit must be confined within this space and cannot “overflow” into the aisle or over the sides. No exceptions.

Exhibit Set Up

Listed below are restrictions for exhibit set up. **There will be no exceptions to these restrictions.** Your chapter will be asked to leave the exhibit hall, with no refund, if you fail to follow these policies.

- ◆ Exhibits must be set up between 9:00am and 3:30pm on Thursday, March 26. Exhibit hall will be closed at 3:30pm and no one will be allowed to re-enter until judging. There will be NO EXCEPTIONS.
- ◆ If you are shipping materials to the hotel, please see Shipping Guidelines. You will be responsible for retrieving your materials through the hotel's shipping and receiving. You will also be responsible for any shipping charges that are incurred.
- ◆ Chapter displays and activities will be contained within an allocated space. (A 10'x10' area with a 6'x 30" skirted table will be provided). The height of the display may not exceed 10' (including banners and/or signage) due to hotel fire code restrictions.
- ◆ Chapters cannot hang, tape, or post any materials from the ceiling, walls, or pillars of the exhibit hall.
- ◆ The use of water is not allowed. These restrictions include, but are not limited to pools, hot tubs, squirt guns, water balloons, etc.
- ◆ Helium balloons and/or tanks are not allowed per fire code regulations.
- ◆ Alcoholic beverages are not allowed in the exhibit hall at anytime. Chapters cannot serve, sell, or give away alcohol at their booths. This includes all set-up and tear-down time and during the Exhibit Session.

Exhibit Set Up (cont.)

- ◆ Each chapter is responsible for bringing the materials needed to construct its display (e.g., hammers, drills, screwdrivers, scissors, tape, etc.)
- ◆ **If you need internet connections or audiovisual equipment, you must rent it from the hotel. See AV order form for details. Please do this before you arrive as it will delay set up.**
- ◆ Do not damage or destroy any area of the hotel, such as carpet, walls, lights, etc. **If this does occur, you will be held financially responsible.**
- ◆ By order of fire marshal, you cannot use fireworks, fire, open flame, grills, etc.
- ◆ There can be no excessive noise and music which interfere with neighboring displays. The Exhibit Coordinator will ask Chapters with excessive noise or oversized exhibits to adjust their exhibit, close down the display, and/or leave the exhibition area.
- ◆ When Exhibit Hall closes at 10:00pm you will be responsible for breaking down your booth and disposing of materials in dumpsters that will be provided.

Judging

- ◆ Awards will be given in the following areas:
 - **Best Communication of Chapter Activities:** How well the Chapter communicates its activities over the past year.
 - **Best Educational Value:** Ability of the exhibit to educate people about marketing as a discipline/career.
 - **Best Use of Conference Theme:** How well the conference theme is utilized in the exhibit.
 - **Best Overall Exhibit**
 - **Student Choice:** Students will vote for their favorite exhibit!
- ◆ Primary judging will take place from 5:30pm - 6:30pm on Thursday.
- ◆ Judges will ask student representatives to briefly explain their concept and exhibit.
- ◆ Only two student representatives from the chapter will be allowed into the exhibit hall at this time - **no exceptions.**
- ◆ Chapter Advisors are not permitted in the hall at this time.
- ◆ Judges will be AMA Collegiate Council Members and Guest Judges from supporting AMA corporate organizations.
- ◆ Exhibit Hall will open at 8:30pm, immediately following the general session to all attendees. At this time, judges will walk through the exhibit hall to view exhibits in action. Students will also vote for their favorite at this time.
- ◆ Exhibit Hall will close at 10:00pm

If you have any questions about the exhibit competition, please contact Naomi Walters, AMA Exhibit Coordinator at nwalters@ama.org or 312-542-9077.