



Exhibitor Guidelines

- Only approved and paid exhibitors may distribute marketing materials/business cards and wear logoed clothing during WPBDF events and exhibits.
- No individual or company shall be allowed to collect consumer information for any raffles, giveaways, or contests during consumer events. **If an individual or company would like to hold a raffle, contest, or giveaway, they must receive prior approval from WPBDF** in which the consumers will provide their information to WPBDF to conduct the raffle, contest, or giveaway.
- Personal information collected from consumers can only be on official company forms (print or online) or through forms provided by WPBDF. You must clearly communicate with the consumer if they should expect to be contacted and by what method(s) (i.e., email, phone, mail, etc.). The information collected shall not be used to search, contact, or follow someone on social media. **No other method of collecting contact information will be permitted.**
- All exhibitors must comply with the OIG's interpretation of section 1128A(a)(5) of the Social Security Act covering inducements, remuneration, and the monetary value of gifts.
- Exhibitors should use great caution when describing any service, such as financial assistance, to avoid any misunderstanding by the consumer as to what is being offered.
- WPBDF will not be responsible for transporting, storing, setting up, displaying, or shipping any materials for vendors.
- Participation of those in a dual role (Industry Agent/Consumer) at all WPBDF programs and fundraisers is allowable only after WPBDF leadership approval. All those participating who serve a dual role must understand the expectations as outlined in WPBDF's Industry/Consumer Standards (see Industry/Consumer Standards on next page).
- Permission must be granted from WPBDF leadership to use WPBDF's name or logo when promoting participation in upcoming events.
- All exhibitors will abide by the WPBDF confidentiality agreement as follows:
 - As an exhibitor I agree to protect the confidentiality of all personal information shared by any participant at any WPBDF event.
 - I understand the importance of ensuring the comfort level of participants in sharing personal information at such events.
 - If I am a WPBDF member who is also employed by a Pharmaceutical/Homecare company, I agree that any information gained while participating in WPBDF events (outside of accepted exhibit guidelines) will not be used for marketing, sales, or financial gain of any kind.

- No Industry Representative may distribute any type of medical advice or medication to consumers – this includes over-the-counter medications such as anti-inflammatory drugs and antacids. External-use products such as wraps, cold/hot packs, and hand sanitizers are permitted.
- No more than 3 Industry Representatives from the same company are permitted to attend an event or exhibit unless receiving prior approval from WPBDF leadership.
- No organization may conduct any official meeting, presentation, or other activity during the Event without express approval of WPBDF.
- No photos or videos may be taken during any Event without the consent of the participant and prior consent of WPBDF.
- WPBDF will maintain all RSVP lists. Industry representatives may not add or invite participants without WPBDF consent.
- Exhibitors must agree to abide by any additional guidelines set forth by the WPBDF that may pertain to specific events.

Industry/Consumer Standards

Participation of those in a dual role (Manufacturer or Home Health Representative/Consumer) at all WPBDF programs and fundraisers is allowable only after WPBDF leadership approval. All those participating who serve a dual role must understand the expectations as outlined below.

When you are working as a representative of your company there are rules that you need to abide by while at the event:

In the Exhibit and during all WPBDF sponsored events

- Apparel with industry logos may be worn if you are attending a fundraiser as a sponsor, while in the exhibit hall during sponsored educational events, and during all company appointed shifts.
- You will disclose your employer at the onset of group introductions regardless of venue.

Outside of the Exhibit Hall at Education Events and while attending any fundraisers and Chapter activities as a Consumer

- It is expected that outside of the exhibit hall and while attending fundraisers and Chapter activities as a consumer and not an industry representative, no discussion, other than disclosing you are an industry representative, will take place about where you work or any aspect of your work to anyone.
- No promotional materials may be given to anyone at any time.
- You must not collect any names or contacts or distribute your business card at any time. Absolutely NO contacts/solicitations to anyone shall be made upon the completion of the event.

Zero Tolerance is strictly enacted. Any violations of the above mandates will result in immediate dismissal from WPBDF events. Anyone dismissed for violations will not be allowed to participate in future events under any circumstance.

Please feel free to contact us with any questions or concerns you may have.