

## ASBP EXHIBITOR POLICY

### SPACE ASSIGNMENT

Assignment is based on the following points system.

#### Exhibiting Points System:

- You have exhibited with ASBP for the past 5 consecutive years or more = 10 points
- You have exhibited with ASBP for the past 1-4 consecutive years = 5 points
- Registration for both 2011 spring and fall conferences = 3 points

#### Advertising Points System:

- Full page: Journal - 3; Newsletter - 2
- 1/2 page: Journal - 2; Newsletter - 1
- 1/4 page: Journal - 1; Newsletter - 1/2
- 1/8 page: Newsletter - 1/2

If companies earn equal points, assignment will be prioritized by the receipt date of completed application and payment.

### SERVICES

- **Decorating company:** Information will be provided to all registered exhibitors approximately six weeks prior to the conference. The official *Exhibit Services Kit* will provide information about complete convention freight handling, including pre-show storage, move-in, handling of empty containers to and from your booth, and move-out, at the prevailing rate with the society's official decorators. Shipping and handling, furniture for your booth space, electrical connections and cleaning services are available for purchase from ASBP's official decorators.
- **Shipments:** Please do not send shipments directly to the hotel. The cost of shipments sent to the hotel before the day of set up and the movement of crates to and from hotel areas are the exhibitor's responsibility.
- **Lead retrieval:** ASBP will offer lead tracking services through Trade Show Leads. Ordering information will be provided with the *Exhibit Services Kit*.
- **Mailing list:** Exhibitors will be provided with a pre- and post-show list of attendees, which can be used for a one-time mailing to encourage booth traffic.

### EXHIBIT FEE INCLUDES:

- Booth sizes: 10' x 10'. Booths sized 10' x 20' are available if space permits.
- Company description and contact information in conference program.
- Pre- and post-show attendee listing.
- Standard 7" x 44" identification sign displaying exhibitor name and booth number.
- Exhibit hall registrations for a maximum of four exhibit personnel per booth.
- Security: ASBP will ensure the exhibit hall will be locked after trade show hours in order to safeguard exhibitors' property. However ASBP, the host hotel, and the decorating company, are not responsible for any loss, theft, or damage to property belonging to the exhibitor, exhibitor's employees, or exhibitor's representatives.

### SHOW CANCELLATION POLICY:

Notification of an exhibitor's decision to cancel must be submitted in writing. If cancellation occurs prior to February 18, 2012 for the Regional Course, or August 24, 2012 for the Symposium, a refund (less 25% of booth cost) will be made. Cancellations after these dates will be refunded (less 50% of booth cost) only if the space is resold to another exhibitor.

### PROSPECTIVE EXHIBITORS:

- With ASBP's permission, prospective exhibitors may visit the exhibit hall during exhibit hours. The fee for prospective exhibitors is \$100 per day for up to two company representatives.
- Activities of prospective exhibitors are limited to the assessment of the exhibit hall for future participation in ASBP conferences. Commercial activity is prohibited and will result in immediate expulsion from the exhibit hall and ineligibility to exhibit at future ASBP conferences.

## **APPLICATION AND CONTRACT FOR SPACE:**

Any and all matters not specifically covered by the following rules and regulations shall be subject solely to the decision of the ASBP. These rules and regulations may be amended at any time by the ASBP and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations. ASBP:

- Has final approval of all copy/statements attributed to, or using the name/reference to ASBP.
- Reserves the right to deny applicants who promote products or services which conflict with ASBP Position Statements.
- Reserves the right to deny applicants promoting membership in a competing organization.
- Reserves the right to deny applicants promoting CME opportunities that are in direct competition with ASBP's CME offerings.

**1. Application for Space:** Provided the Conference Exhibitor Application is received by ASBP prior to February 18, 2012 for the Regional Course and August 24, 2012 for the Symposium, the following rules apply. Applications submitted after these dates will be accepted only if space permits.

- All exhibitors with written agreements with ASBP that require them to exhibit at one or more conferences will have space reserved by ASBP.
- All exhibitors who have contractual agreements with ASBP that encourage but not require them to exhibit at one or more conferences, will have space reserved unless they have notified ASBP of their decision not to exhibit. They will receive notification prior to ASBP selling all of the booths if they have not notified ASBP of their intentions.
- Priority will be given to exhibitors who have exhibited with ASBP in the past.
- Vendors who have met the criteria, been approved by the ASBP physician review committee and paid the booth fee will be accepted on a first come, first served basis and assigned space according to the points system up to 45 days prior to the opening of the exhibits.
- After the 45 day cut-off, unassigned space will be available on a first come, first served basis. In the event of fire, strikes, or other uncontrollable circumstances which would make it impractical to provide space already committed, ASBP shall be obligated to refund only the portion of the exhibitor's prepaid fees not expended or committed.

**2. Floor Plan:** ASBP reserves the right to change the floor plan or to move an exhibitor to another location prior to or during the Show if ASBP determines it is in the best interest of the show.

**3. Exhibitor Registration:** Exhibitor badges must be worn at all times.

**4. Exhibit Regulations:** To ensure your experience is as beneficial as possible, you are expected to be in your booth for the duration of the exhibit hall hours. Exhibitor agrees to abide by the **Exhibitor Rules of Conduct**. All exhibitors must remain within the confines of their own space, and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other exhibitors.

**5. ASBP's Cancellation of Exhibit Space:** If an exhibitor fails to make required payments as described in the exhibit space contract, ASBP may terminate the exhibitor's participation in the event without further notice and without obligation to refund previously paid monies. Exhibitors may not occupy their space until payment in full is received.

**6. No Show:** Any exhibitor failing to occupy its exhibit space one hour prior to the Show's opening may forfeit their priority/eligibility status for the following year's Show. ASBP reserves the right to re-sell any exhibit space that is unoccupied one hour prior to Show opening. All exhibits must be open for business during show hours.

**7. Sale of/Management Change:** If any exhibitor's property or organization changes management or is purchased by another company/organization, the leased space becomes the asset of the new management or owner.

**8. Payment of Past Debts:** Exhibitors are responsible for ensuring that there are no outstanding debts owed to ASBP. If ASBP determines that an applicant or exhibitor has an outstanding debt, the applicant or exhibitor shall be notified and if after 30 days the debt has not been paid in full, ASBP may retain the exhibit fee for payment toward such debts and to re-sell any exhibit space assigned.

**9. Protection of Exhibit Facility:** Exhibitors are expressly bound, at their expense, to pay for or repair any and all damage to the exhibit facility where the Show is being held, booth equipment, or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives.

**10. Liability:** The exhibitor agrees to assume all risks of loss, injury, theft, or damage of any kind or nature whatsoever to any exhibit or component thereof, including any goods, merchandise, papers, and business records or other property which may be in or come into the exhibitor's possession during the course of the Show, or in the course of assembling or disassembling the exhibit and to assume all liability for damage to any person arising from the movement and operation of the exhibit and hereby releases ASBP, its contractors, and the owners and managers of the exhibit facility from any liability whatsoever in respect thereto.

**11. Listing & Promotional Materials:** By exhibiting at the Show, exhibitors grant ASBP a fully-paid, perpetual, non-exclusive license to use, display, and reproduce the name of exhibitors in any directory or listing of the exhibitors and to use such names in promotional materials. ASBP shall not be liable for any errors in any listing or for omitting any exhibitor from any directory or listing pertaining to the Show.

**12. Observance of Laws & Contracts:** Exhibitors are required to abide by and observe all Federal, State, and local laws, codes, ordinances, and regulations, and those contracts and rules and regulations in effect among or between service contractors, the owners and managers of the exhibit facility, and ASBP. Without limiting the foregoing, exhibitor shall construct its displays to comply with the *Americans with Disabilities Act*.

**13. Right of Entry & Inspection:** ASBP in its absolute discretion shall have the right at any time to enter the area occupied by exhibitors or otherwise inspect the exhibitor's material.

**14. Enforcement:** ASBP has full power to interpret and enforce all regulations for the Show and the power to make amendments and/or further regulations that are considered necessary for the proper conduct of the Show. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for ASBP to require the immediate removal of the offending exhibitor. This may result in forfeiture of all further rights to exhibit at future Shows sponsored by ASBP together with all fees paid. ASBP may lease any space so forfeited to another exhibitor.

**15. Exhibitor Information:** Exhibit hours will be provided approximately six weeks prior to the conference. Additional exhibitor information will be sent prior to the conferences, including additional rules and regulations, move-in/move-out schedules and registration information.

## **EXHIBITOR ACTIVITIES/RULES OF CONDUCT**

The following practices are prohibited:

- Children under the age of 16 are not permitted in the exhibit hall.
- Noisy electrical or other mechanical apparatus.
- Interviews, demonstrations, detailing, or the distribution of literature or samples must take place only inside the exhibitor's own booth.
- Solicitation of business or conferences in the interest of business, except by exhibiting firms.
- The use of billboard advertisements and/or display of signs outside assigned exhibit area.
- Publicizing and/or maintaining any extracurricular activities, seminars, meetings, inducements, demonstrations, or displays away from the exhibit area during exhibit hours, as well as during official function hours of the meeting.
- Wearing unofficial badges.
- Entry into any exhibitor's booth without permission.
- Photographing or examining another exhibitor's booth without permission.
- Solicitation or promotion of business in hallways, doorways or aisles (button-holing).
- Giving badges to unauthorized personnel. There are no exceptions. Access to the exhibit hall will be strictly controlled.
- Multi-level marketing schemes or trying to lure attendees into becoming a distributor for a product.
- The exchange of cash, check, or money order for purchase of products. Only order-taking is allowed.

ASBP members who are exhibiting must follow these rules. Failure to abide by these standards and all other rules adopted by the ASBP Board will result in expulsion from the exhibit hall.

## **VIOLATION OF ASBP'S RULES AND REGULATIONS**

**1st violation:** Loss of all points.

**2nd:** One year suspension of exhibiting privilege.

Exhibitors observing violations of these rules should bring violations to the attention of ASBP personnel.