

EXHIBITOR GUIDELINES AND REGULATIONS

The American Society of Breast Surgeons Annual Meeting provides surgeons with the most current information on products and services related to the treatment of breast disease. The purpose of the exhibits is to complement the educational programming by providing opportunities for displays of products and services that can be used to promote research and improve the standards of practice.

Exhibitor Benefits:

- Name and booth listing in the Society Newsletter, annual meeting program at a glance, final program and on the Society website
 - A profile of your company and products in the Technology Showcase
 - The opening reception and other food functions in the exhibit hall
 - One copy per company of the 9th Annual Meeting Final Program
 - Complimentary pre-registration and final registration mailing labels of meeting attendees*
- *The Society must receive a copy of your marketing piece for approval before the list can be sent.*

Acceptance of Exhibits:

The exhibit application is subject to the approval of the management of The American Society of Breast Surgeons. The Society reserves the right to refuse applications for technical exhibits or parts of exhibits not meeting standards required or expected for The American Society of Breast Surgeons 9th Annual Meeting and/or for products or services unrelated to the purpose of The American Society of Breast Surgeons. All booth activities and content must be professional and educational related to the treatment of breast disease. The exhibit hall atmosphere must at all times be congruent with the educational mission of The American Society of Breast Surgeons.

Space Assignments:

The Society will implement a priority points system to help fairly assign booth space. Exhibit space will be assigned during the first week of December 2007, using the priority points system. Any exhibit space applications received after December 3 will

be assigned based on space availability.

Priority Points:

Priority points are based on your company's financial support and donations from May 2000 through May 2007.

Points are awarded as followed:

1 point = Every \$1000 received for annual meeting exhibit space

1 point = Every \$1000 received for annual meeting and regional course sponsorship

1 point = Each breast ultrasound machine and/or device donation per annual meeting and regional course

5 points = Each stereotactic breast biopsy machine donation per annual meeting and regional course

1 point = Every \$1000 given to the society outside of the annual meetings and regional courses.

The earliest dated exhibit application with payment will have preference if companies reach equal point totals.

Also considered are such factors as preferred placement away from or near another exhibitor. Please note that placement according to such preference is not guaranteed.

Priority points expire after two consecutive years of support and/or donation inactivity.

Payment:

Space will be rented at \$35.00 per square foot for in-line booths and \$50.00 per square foot for island booths. A 50% deposit must accompany the Exhibitor application/contract or the application will be returned. **Final payment is due**

on or before January 31, 2008. Applications received after January 31, 2008, must include the total payment for the exhibit space.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted by The American Society of Breast Surgeons with the signature of an authorized Society representative.

Cancellation Policy:

The American Society of Breast Surgeons will retain the following fees from booth deposits if a company cancels or reduces booth space: \$100 per booth on or before December 30, 2007; 50% of booth cost on or before January 31, 2008; 100% after January 31, 2008. The retained rental fee shall be liquidated damages for the direct and indirect costs incurred by management for organizing, setting up, and providing space for exhibitor, and losses and additional expenses caused by exhibitor's withdrawal including reselling the space. **Cancellations and reduction of space are required in writing.**

Booth Set-up:

Exhibitors must exercise good judgment in the design and planning of products and literature and demonstrate consideration for other exhibiting companies who will be occupying adjacent space. Standard Booth: Each 10' x 10' booth will be set with 8' high black back drape, 36" high black side dividers and a 7" x 44" one-line identification sign. The exhibit hall ceiling height is 9 feet. Please contact the Society if you have questions or concerns regarding special booth design and/or construction. All exhibits must

be set-up by *Thursday, May 1 at 4:00 pm.*

As a courtesy to attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the meeting until the scheduled closing on Saturday, May 3. Dismantling of exhibits will begin no earlier than 4:00 pm on Saturday, May 3.

Failure to occupy space:

Any space not occupied by Thursday, May 1, at 4:00 pm will be forfeited by the Exhibitor, and this space may be reassigned or used by The American Society of Breast Surgeons without refund, unless arrangements for delayed occupancy has received prior approval by the Society.

Exhibit Hours:

All hours are subject to change

Wednesday, April 30

Limited Booth Set-up
11:00 am – 6:00 pm

**Special permission from the Society is required to set up on Wednesday, April 30, 2008. All requests must be submitted in writing no later than April 2, 2008.*

Thursday, May 1

Booth Set-up

6:00 am – 4:00 pm
Booths must be ready by 4:00 pm

Opening Reception – Exhibit Hall

7:30 pm – 8:30 pm

Friday, May 2

Exhibit Hall Hours
9:00 am – 4:00 pm

Breaks in Exhibit Hall

9:45 am – 10:15 am

3:00 pm – 3:30 pm

Lunch in Exhibit Hall
11:45 am – 12:45 pm

Saturday, May 3
Exhibit Hall Hours
9:00 am - 4:00 pm

Breaks in Exhibit Hall
10:00 am – 10:30 am
3:30 pm – 4:00 pm

Lunch in Exhibit Hall
12:00 pm – 1:00 pm

Exhibit hall closes at
4:00 pm. *All exhibits must remain in place until the hall officially closes.*

Booth Tear Down
Saturday, May 3
4:00 pm – 10:00 pm

All exhibits must be completely removed from the hall by 10:00 pm. The Society is not responsible for any material left by the exhibiting company.

Prohibited Exhibit Activities:

1. Exhibits must not obstruct the view or in anyway interfere with neighboring exhibits or impede movement of attendees.
2. All booth activities and queuing must be contained in the exhibitor's booth.
3. Exhibitors must keep their booth space litter-free and following installation, all cartons, crates and packing materials must be removed from the floor.
4. Excessive audio/visual devices or effects and offensive displays or odors are prohibited. Sound effects are discouraged due to their potential to interfere with other exhibits and distract from the professional atmosphere of the exhibit hall.
5. Unauthorized demonstration of a company's product or the distribution of advertising or printed material by a non-registered exhibitor is strictly prohibited.
6. Canvassing of attendees and meeting registrants in any part of the physical space utilized by the Society is also forbidden.
7. Affixing The American Society of Breast Surgeons name or logo to, incorporating them in, or otherwise making them a part of any exhibitor distributed materials without

prior written approval from The American Society of Breast Surgeons.

8. The playing or performing of copyrighted recorded or live music during the published event hours.

9. Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees.

10. The distribution of alcoholic beverages in the exhibit booths.

11. Games or contests of chance.

12. Unauthorized reproduction or distribution of The American Society of Breast Surgeons abstracts.

Give-Aways:

All premiums and give-aways must be approved by The American Society of Breast Surgeons in advance. Any exhibitors found distributing materials that have not been approved will be required to cease distribution immediately. The American Society of Breast Surgeons will not accept on-site requests for give-away approvals.

Exhibit Personnel and Badges:

All badge requests (including badges for persons installing and dismantling your booth) are due to the Society by **April 11, 2008**. A form will be included with your letter of confirmation. Exhibitor badges are not transferable and must carry only the name of the person and company confirmed as an official exhibitor at this meeting.

On Site Representative:

An on-site representative is required for your company. The On-Site Group Representative is responsible for the pick up and distribution of badges and materials to company members and will also have the opportunity to address changes, cancellations, etc, with the Society staff. Badges can be picked up at the registration desk during the following times:

Wednesday, April 30, 2008
6:45 am – 7:00 pm

Thursday, May 1, 2008
6:45 am – 7:00 pm

Friday, May 2, 2008
6:30 am – 7: 30 pm

Saturday, May 3, 2008
7:00 am – 4:00 pm

Exhibitors Admission to the General Session and Social Events:

Your exhibitor badge allows you to attend the general session on Friday, Saturday, and Sunday only if space is available. Exhibitors will not be allowed to attend pre-meeting courses.

Exhibitors may purchase registration for their technical/scientific staff for the general session programs on a space available basis. Please contact the Society for more information.

All exhibitors and attendees are invited to attend the Opening Reception on Thursday, May 1.

Exhibitor Sponsored Private Functions:

Representatives of companies may not engage in sales activities while in the room where an educational activity takes place. Social functions or scientific/educational activities may not take place during official Society events. Prior written approval by The American Society of Breast Surgeons is required for any meeting or event that is scheduled in conjunction with the 9th Annual Meeting.

The Society allows exhibitor-sponsored private functions at specific times during the annual meeting. **Please note that all events must be scheduled through the Society.** Do not contact the New York Marriott Marquis Hotel directly. Please use the Reservation for Function Space form to arrange any private functions. Any questions regarding function space should be directed to the Society's meetings department. Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

1. The American Society of Breast Surgeons must be

- informed of all planned social and hospitality functions. All functions must be booked through the Society. Please do not contact the hotel directly.
2. The host company must submit a description of the function, including the location and type of activity planned.
3. Hospitality and social functions may only be scheduled during times that will not interfere with official Society scheduled events and activities. The following hours are available for exhibitor sponsored events: **Wednesday, April 30 after 5:00 pm; Thursday, May 1 after 8:30 pm; Friday, May 2 after 7:30 pm; Saturday, May 3 after 11:00 pm; Sunday, May 4 after 11:30 am.**
4. Social and hospitality functions should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official Society event.
5. Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify The American Society of Breast Surgeons against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the exhibitor.
6. Hospitality functions within the hotel may only be advertised via the hotel activities board and must be cleared through the Society and the hotel management.

Support Opportunities:

Many support opportunities are available to companies that would like to make a greater impact on attendees. Please refer to the separate support opportunity sheet included in this packet or contact the Society's meeting department.

Promotional Opportunities/Mailings to Meeting Registrants:

All exhibitors may request mailing labels of registered attendees before and after the annual meeting. Before the labels can be mailed, please fax or e-mail a copy of your promotional piece to Tekoah Forté by *March 24, 2008*.

Pre-registered attendee labels will be sent out on *March 31, 2008*. (Pre-registered attendee labels will not be issued after this date.)

Post-meeting mailing labels are available between *May 16* and *May 30, 2008*. (Post-meeting mailing labels will not be available after this date.)

Designated Housing Agent/Hotel Reservations:

Horizons Unlimited Travel is the designated housing agent for The American Society of Breast Surgeons 9th Annual Meeting. Exhibitors are required to book their hotel accommodations through the Society's Housing Agent. Those exhibitors not adhering to this policy are subject to expulsion from the meeting without recourse and are not entitled to any refund of fees.

Horizons Unlimited Travel

1291 Worcester Road
Framingham, MA 01701
Reservations: 1-800-982-6436
Fax: 508-872-0030
Website: www.huttravel.com
Contact: Steve Russell
E-mail: srussell@huttravel.com

Early Room Reservation

A block of rooms are reserved at the New York Marriott Marquis, the Society Headquarters hotel, as well as several other hotels. There will be a cap of 2 rooms per 10' x 10' booth for each exhibitor who reserves their room block by January 15, 2008. (Example: 10' x 10' = 2 rooms; 10' x 20' = 4 rooms; 20' x 20' = 8 rooms). Any additional rooms requested will be assigned to overflow hotels.

Please refer to the enclosed exhibitor housing policy for further details.

Official Service Contractor:

The official service contractor for the meeting is The Freeman Company. Freeman will be sending each registered

exhibiting company a service kit directly.

Using Outside Contractor:

An exhibitor using an outside contractor for the installation and/or dismantling of their exhibit must notify The American Society of Breast Surgeons and Freeman in writing by **March 30, 2008**. Please provide the name of outside contractor, including supervisory personnel, plus that all of the terms of the agreement that have been provided to the outside contractor.

Resolution of Disputes:

In the event of a dispute or disagreement between an exhibitor and the official decorator, or between an exhibitor and a labor union or labor union representative, or between two or more exhibitors, all interpretations of the rules governing the exhibition, actions, and decisions concerning the dispute or disagreement by The American Society of Breast Surgeons shall be binding on the exhibitor.

Security:

The American Society of Breast Surgeons will provide overall security guard service for the duration of the meeting but it is the sole responsibility of each exhibitor to secure the exhibit, its contents, and all personal belongings. Exhibitors are to use precautions to ensure safety and prevention of loss or damage to the exhibitor's property. The exhibit area will be locked by hotel security and access to the area will be permitted only during the scheduled exhibiting hours.

Regulations:

Compliance with the Americans with Disabilities Act is the responsibility of each exhibitor. All exhibits must conform to the fire laws, health

regulations, electrical codes, Fire Department Codes and other ordinances of the New York City and the state of New York. Use or storage of flammable liquids, gasses or solids is forbidden. All cylinders containing oxygen or medical gas must be secured and in an upright position. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled at the exhibitor's cost and risk.

Exhibits must conform to the contracted space set by the Society and must conform to all regulations and safety codes of the hotel. The exhibitor is responsible for carrying insurance deemed necessary to comply with its obligations and agrees to indemnify and hold harmless The American Society of Breast Surgeons.

Emergencies, Strikes, Embargoes, other Occurrences beyond the Society's Control:

The American Society of Breast Surgeons will not be responsible for any delays, damage, loss, increased costs, or other unfavorable conditions beyond its control. In the event that the premises in which the Exhibition is conducted have or shall become, at the sole determination of The American Society of Breast Surgeons, unfit for occupancy, or are substantially interfered with any cause or causes not reasonably within control of The American Society of Breast Surgeons, the exhibitor agreement and regulations may be terminated by The American Society of Breast Surgeons.

The exhibitor shall not be liable to The American Society of Breast Surgeons indemnities for any loss or damage resulting from the perils of fire, lighting, windstorm, cyclone, tornado, hail, riot attending a strike, terrorism, disease outbreak, civil commotion,

smoke, motor vehicle damage, or aircraft damage. The exhibitor may not hold The American Society of Breast Surgeons indemnities liable for losses associated with such incidents. The exhibitor must carry its own insurance in amounts adequate to cover such conditions and other acts of God.

General:

All matters and questions not covered by these regulations are at the discretion of The American Society of Breast Surgeons exhibit management. These regulations may be amended at any time by exhibit management, and upon publication all amendments shall be equally binding on all parties affected by them. **All booths must be completely down by 10:00 pm Saturday, May 3.**

Additional information about the 9th Annual Meeting, including a Preliminary Program, will be posted on the Society's website, www.breastsurgeons.org. Any updates or modifications to the program and exhibitor information will be posted as necessary.

Society Information:

Marti Boyer - Manager,
Meetings and Development

Tekoah Forté - Meetings
Assistant

The American Society of
Breast Surgeons
5950 Symphony Woods,
Suite 212
Columbia, Maryland 21044
410-992-5470 – Office
410-992-5472 – Fax

E-Mail:
mboyer@breastsurgeons.org
tforte@breastsurgeons.org