



## 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 of the 11th Annual Meeting Final Program per company
- 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.*

### **Annual Meeting Headquarters Hotel:**

Bellagio  
3600 Las Vegas Blvd South  
Las Vegas, NV 89109

### **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 11th 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:**

Exhibit space will be assigned on January 15, 2010, using the priority points system. Any exhibit space applications received after that 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 2009.

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, 2010 or booth space will be released.** Applications received after January 31, 2010, 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.

**Booth 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 31, 2009; 50% of booth cost on or before January 31, 2010; 100% after January 31, 2010. 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:**

Each 10x10 booth will be set with 8' high black back drape, 36" high black side dividers and a 7" x 44" one-line identification sign.

Please exercise good judgment in the design and planning of your exhibit space and demonstrate consideration for other exhibiting companies who will be occupying adjacent space. Please contact the Society if you have questions or concerns regarding special booth design and/or construction.

All exhibitors must adhere to the following policies:

- Exhibits must not obstruct the view or in anyway interfere with neighboring exhibits or impede movement of attendees.
- Exhibitors must keep their booth space litter-free and following installation, all cartons, crates and packing materials must be removed from the floor.
- Excessive audio/visual devices, sound effects and offensive displays or odors are prohibited.
- Unauthorized demonstration of a company's product or the distribution of advertising or printed material by a non-registered exhibitor is prohibited.
- Canvassing of attendees and meeting registrants in any part of the physical space utilized by the Society is prohibited.
- 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 is prohibited.
- The playing or performing of copyrighted recorded or live music during the published event hours is prohibited.
- Distribution of coupons or vouchers for meals, entertainment, or personal services to meeting attendees is prohibited.
- The distribution of alcoholic beverages in the exhibit booths is prohibited.
- Games or contests of chance are prohibited.
- Unauthorized reproduction or distribution of The American Society of Breast Surgeons abstracts is prohibited.
- All booth activities and queuing must be contained in the exhibitor's booth.

Exhibitors not adhering to the above policies are subject to priority point deduction and/or expulsion from the meeting without recourse and are not entitled to any refund of fees.

**Booth Set-Up Hours**

**Wednesday, April 28 - Limited Booth Set-up\***

12:00 pm – 6:00 pm

\*Special permission from the Society is required to set – up on Wednesday, April 28, 2010. All requests must be submitted in writing no later than April 9, 2010.

***Thursday, April 29***

6:00 am – 4:00 pm

All exhibits must be set-up by *Thursday, April 29 at 4:00 pm*

**Exhibit Hall Hours** (*All hours are subject to change*)

***Thursday, April 29***

***Opening Reception***

7:30 pm – 9:00 pm

***Friday, April 30***

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

Noon – 1:00 pm

***Saturday, May 1***

Exhibit Hall Hours

9:00 am – 4:00 pm

Breaks in Exhibit Hall

9:30 am – 10:00 am

3:00 pm – 3:30 pm

Lunch in Exhibit Hall

Noon – 1:00 pm

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

**Booth Tear Down**

***Saturday, May 1***

4:30 pm – 10:00 pm

Dismantling of exhibits will begin no earlier than 4:00 pm on Saturday, May 1. 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.

**Failure to occupy space:**

Any space not occupied by Thursday, April 28, 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.

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 1.

**Give-a-ways:**

Pharmaceutical and biotech companies are expected to comply with PhRMA exhibit guidelines. Manufacturers of medical devices and makers of medical equipment, software, supplies, technology, etc. are expected to comply with AdvaMed exhibit guidelines. All premiums and give-a-ways 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:**

A badge request form will be sent to you upon your booth space approval and confirmation. Please be sure to include all booth personnel; exhibitor badges are not transferable and must carry only the name of the person and company confirmed as an official exhibitor at this meeting. Badges will be picked up at the exhibitor registration desk by the exhibiting company's on-site representative; registration dates and time will be provided at a later date. There is a \$25.00 fee for each badge made on-site. Installing/dismantling staff names submitted to the Society in advance will come to the registration desk to receive a temporary badge.

**On-Site Representative:**

An on-site representative is required for your company. The on-site 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 at the exhibitor registration desk. Registration hours will be posted at a later date.

**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. All exhibitors and attendees are invited to attend the Opening Reception on Thursday, April 29, 2010. 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.

**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 11th 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 Bellagio 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:

- 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.
- The host company must submit a description of the function, including the location and type of activity planned.
- 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 28 after 8:00 pm; Thursday, April 29 after 8:30 pm; Friday, April 30 after 7:30 pm; Saturday, May 1 after 11:00 pm; Sunday, May 2 after 12:00 pm.**
- 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.
- 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.
- 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.

**Grant and Support Opportunities:**

Many support opportunities are available to companies that would like to make a greater impact on attendees. Please refer to the separate grant and 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 22, 2010*.

Pre-registered attendee labels will be sent out on *March 26, 2010*. (Pre-registered attendee labels will not be issued after this date.)

Post-meeting mailing labels are available from *May 17 - May 28, 2010*. (Post-meeting mailing labels will not be available after this date.)

### **Exhibitor Forum**

Representatives from each exhibiting company are invited to attend the exhibitor forum. The forum is designed to give exhibitors an opportunity to meet with the members of the Society's Corporate Relations Committee to discuss ways to improve the annual meeting from the exhibitors' perspective. The 2010 Exhibitor Forum will be held on Friday, April 30, 2010 at 4:15 pm, immediately following the close of the exhibit hall. Further details will be sent closer to the meeting.

### **Exhibitor Housing and Policy (as of August 18, 2009)**

The American Society of Breast Surgeons strives to acquire a variety of accommodations addressing both cost (the meeting rate is usually significantly lower than the hotels' quoted rate) and proximity to headquarters hotel. Like many organizations, the Society has a policy requiring exhibiting companies to book all rooms within the official housing block. We do this because:

- It ensures that exhibitors have accommodations at the current meeting as well as future meetings.
- The Society is able to reserve hotel meeting space for the future based on the number of sleeping rooms it has filled in the past.
- Hotels are booked far in advance. To protect the Society and the hotels for this long term commitment, the Society is contractually liable for attrition penalties because of unfilled rooms. (Unfilled rooms include un-booked rooms as well as those caused by early departure. We ask exhibitors to reserve only the number of rooms they need for the time they expect to stay.)

### **Exhibitor Housing Policy:**

**In an effort to improve the exhibitor housing experience and to ensure equal opportunity for all exhibitors to obtain hotel rooms, The American Society of Breast Surgeons has adopted the following exhibitor housing policy:**

- All room reservations *must* be made through the Society's designated housing agent, Horizons Unlimited Travel. Reservation requests will be handled on a first-come, first-processed basis. *No exhibit hall badges will be issued to any exhibitor who did not reserve a hotel room through Horizons Unlimited Travel. The only exception will be for those exhibitors showing a local drivers license.*
- Exhibitors are required to use the official Society Exhibitor Housing Form included in the prospectus. Please do not send your housing form or housing requests directly to the hotel or to The Society. Any exhibitors circumventing the Society exhibitor housing policy will be considered in breach of our housing policy.
- All reservation requests must be received by **March 22, 2010**. Requests received after **March 22, 2010**, or after the room blocks are filled, are subject to rate and space availability. ***Book early as room block may sell out prior to the March 22 deadline!***
- A block of rooms are reserved at the Bellagio, the 2010 Annual Meeting Headquarters hotel. Additionally, we have contracted rooms at nearby hotels at more economical rates. Please contact Horizons Unlimited Travel for more information.
- Each exhibiting company is entitled to reserve 2 rooms per 10x10 booths at the Bellagio if rooms are reserved by **January 15, 2010**. (Example: 10x10 = 2 rooms; 10x20=4 rooms; 20x20=8 rooms, 20x30=12 rooms.) Any additional rooms requested at the Bellagio will be assigned if rooms are available.
- For every additional \$10,000 given in support of the annual meeting, an exhibiting company earns one additional room to reserve at the Bellagio.
- Horizons Unlimited Travel will be able to accommodate exhibiting companies that request larger blocks at ancillary hotels. As a courtesy to your fellow exhibitors and attendees, please do not block rooms on a speculative basis; block only the rooms that are actually needed.
- Please note that all room blocks are subject to selling out before the reservation deadline, which is March 22, 2010.
- The Society's housing bureau will try to make the additional rooms available to exhibitors after the cut-off date.

## **Cancellations & Penalties**

- The hotel reservation cut-off date is March 22, 2010. You may cancel your reservation up until the cut-off date with no penalty.
- All reservations cancelled after the cut-off date of March 22, 2010, but before April 5, 2010, will be charged a penalty of one night's room and tax.
- Any reservation cancelled after April 5, 2010, will be charged for full value of their reservation.
- All reservation changes or cancellations must be made either by fax or email to Horizons Unlimited Travel and you must receive a confirmation of this change/cancellation. Please contact Horizons Unlimited Travel if you do not receive a confirmation.
- All rooms blocked and not used, including no-shows and early departures will be obligated for the full room night and tax cost of the entire length of the stay. This penalty will be calculated by the number of nights reserved as of March 22, 2010.
- No-shows will cancel your reservation and full penalties will apply.
- Hotels may charge an additional penalty for early departures, late cancellations or no-shows.

## **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.

## **Official Service Contractor:**

The official service contractor for the meeting is The Freeman Company. Freeman will be sending each Society approved 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 **April 9, 2010**. 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.

## **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 city of Las Vegas and the state of Nevada. 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, lightning, 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.

Additional information about the 11th Annual Meeting, including a Preliminary Program, will be posted on the Society's website, [www.breastsurgeons.org](http://www.breastsurgeons.org). Any updates or modifications to the program and exhibitor information will be posted as necessary.

**Society Contacts:**

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