



neaua.org

# 89th Annual Meeting

OCTOBER 14-17, 2021

Doubletree Hilton Hotel  
Burlington, Vermont



## EXHIBIT OPPORTUNITIES

### Exhibit Hours\*

Thursday, October 14	3.30 pm – 6.30 pm**
Friday, October 15	7:30 am – 12:30 pm
	2:00 pm – 6:30 pm***
Saturday, October 16	7:00 am – 10:30 am

\* Times subject to change based on final program.

\*\*Welcome Reception in Exhibit Hall 5:00 pm – 6:30 pm

\*\*\*Attendee Reception in Exhibit Hall 5:00 pm – 6:30 pm

### Traffic Builders in Exhibit Hall

- Receptions on Thursday and Friday Evenings in the Exhibit Hall
- Continental breakfast and coffee breaks each day will be served in the Exhibit Hall

### Offsite Social Events

Saturday, October 16                      President's Reception & Dinner Cruise                      5:45 pm – 9:00 pm

The Presidents Reception will take place on Saturday, October 16<sup>th</sup> at 5:45 pm aboard the Spirit of Ethan Allen. Two tickets are available to each exhibitor on a first come, first service basis due to space limitations. All those who would like to participate must submit their names via email to [industry@neaua.org](mailto:industry@neaua.org) by July 31<sup>st</sup>.

### Exhibit Details

The exhibits and all breaks are located in the Lake Champlain Ballroom.

### Exhibit Space Fees

<u>Table Top space</u>	<b>\$3,500</b>	<u>8' x 10' Booth</u>	<b>\$3,650</b>
Includes:		Includes:	
✓ 1 - 6' x 24" draped table, 2 chairs		✓ Side and back drape	
✓ Wastebasket		✓ 1 - 6' x 24" draped table, 2 chairs	
✓ Lead retrieval		✓ Wastebasket	
✓ Attendee Pre-registration List		✓ Lead retrieval	
✓ 3 Registrations		✓ Attendee Pre-registration List	
		✓ 3 Registrations	

Standing equipment in table top exhibit spaces, such as lithotripters, will be permitted provided it fits in table top space (8'x5') or the booth space (8' x 10'). In the case of a table top space this would preclude the use of the 6' table. Should equipment be larger than table top exhibit space reserved, that equipment will not be allowed to be displayed. Companies bringing in standing equipment must notify Show Management in writing, prior to the meeting.

A 50% deposit of the contracted space should be forwarded with the Application for Exhibit Space. The balance must be paid by June 11, 2021. Checks should be made payable to the New England Section, AUA and sent to:

New England Section, AUA | 500 Cummings Center, Suite 4400, Beverly, MA 01915 | Telephone: (978) 927-8330 |  
FAX: (978) 524-0461. If no credit card information is included, you may email to [industry@neaua.org](mailto:industry@neaua.org)



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## EXHIBITOR INFORMATION

### Refunds and Cancellations

Cancellations received in writing by June 11, 2021 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after June 11<sup>th</sup>.

### Conducting Exhibits

Drawings, raffles, or quiz-type contests will be permitted, but must be submitted to show management for final approval. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Section. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

### Space Assignment \*

Space assignment will be given to companies in the order in which applications are received. Following the June 11, 2021 deadline, exhibit assignments will be made on a space available basis. If space is filled by June 11, 2021, applications received will be placed on a waiting list and notified immediately. Exhibitors wishing to avoid assignment of space adjacent to a particular company should indicate this on their application. Careful consideration will be given to such requests\*.

*\*The New England Section, AUA reserves the right to alter the Exhibit Floor Plan at any time.*

### Installation

The exhibit hall will be available for set-up from 9:00 a.m. - 2:30 p.m. on Thursday, October 14, 2021. All exhibits must be set by 2:30 p.m. without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted.

### Dismantling

**All exhibits must remain intact until the official closing time of 10:30 a.m. on Saturday, October 16, 2021**, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all material must be removed no later than 3:00 pm: ***dismantling prior to the conclusion of the morning coffee break may result in a company not being invited to exhibit in future years.***

### Shipping Instructions

Please refer to the online exhibitor service kit available in June 2021.

### Hotel Reservation Information, Electrical, Telecommunications, Audio/Visual and Computer Equipment

Order Forms will be included in the online exhibitor service kit available in June 2021.

### Infringement

Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own space will not be permitted.

### Fire Protection

All materials used in the exhibit area must be flame-proofed and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local fire department. Crepe paper or corrugated paper, flame-proofed or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fire-proof may be dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

### **Special Needs**



If you require special accommodations in order to fully participate in the meeting, please contact the New England Section, AUA office.

### **Security**

Security shall be furnished by Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor.

### **Exhibit Personnel**

All exhibit personnel must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Each 8 x 10 booth is allotted three (3) badges and each table top exhibit is allotted two (2) badges. Additional badges are \$100.

### **Protection of the Hotel**

Exhibitors will be held liable for any damage caused to the hotel property. No material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the hotel buildings or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety thereof, the General Manager of the Hotel will be the final judge thereof and his/her decision shall be binding on all parties concerned.

### **Hazardous Waste**

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of any and all hazardous waste. Any and all costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor.

### **Indemnification**

To the fullest extent permitted by law, exhibitor agrees to protect, indemnify, defend, and hold harmless the Hotel, Hilton Worldwide, Inc. and the Hotel's owner, and their respective owners, managers, partners subsidiaries, affiliates, officers, directors, employees and agents (collectively, the "Hotel Indemnified parties"), from and against any and all claims, losses or damages to persons or property, governmental charges or fines, penalties, and costs (including reasonable attorney's fees) (collectively, "claims(s), in any way arising out of or relating to the Event that is the subject of this Agreement but only to the extent any such Claim(s) arise out of (i) the negligence, gross negligence or intentional misconduct of exhibitor's employees, agents, or contractors (ii) a violation or breach of any of the terms and conditions of this Agreement by exhibitor or any related act or failure to act by the exhibitor, including but not limited to the obligation of compliance with applicable laws or regulations. Nothing in this indemnification shall require exhibitor to indemnify the Hotel Indemnified Parties for that portion of any claim arising out of negligence, gross negligence or intentional misconduct of the Hotel Indemnified Parties.

### **Insurance**

You agree to maintain insurance reasonably commensurate with all activities arising from or connected with your exhibit, including, but not limited to, general liability insurance, with limits not less than \$2,000,000.00 per occurrence, covering personal injury, property damage, and other liability insurance arising from your exhibit. You further agree to add Hotel, Hotel's owner, and Hilton Worldwide, Inc. as additional insureds under all applicable policies for your exhibit.

Hotel agrees to maintain general liability insurance with limits not less than \$2,000,000.00 per occurrence, covering liability for personal injury, property damage, liquor liability, as well as Worker's Compensation insurance per applicable laws and Employers Liability insurance.

## **CONTACT INFORMATION**

### **Yvonne Grunebaum, Director of Industry Relations**

New England Section, AUA  
500 Cummings Center, Suite 4400  
Beverly, MA 01915  
Telephone: (978) 927-8330  
E-mail: [ygrunebaum@prri.com](mailto:ygrunebaum@prri.com)  
[Industry@neuaa.org](mailto:Industry@neuaa.org)



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## PAST EXHIBITORS

AbbVie	Cytogen Corporation	Lakewood Pathology Associates	Praecis Pharmaceuticals
Accuray Incorporated	Decipher Biosciences Inc.	Laserscope	Predictive Biosciences
ACMI Corporation	Dendreon Corporation	Liebel Flarsheim	Procter & Gamble Pharmaceuticals
Actavis, Inc.	Diagnostic Health Group	Lilly ICOS	Prometheus Group
Advanced Medical Partners	Dianon Systems	Lisa Laser USA	Prometheus, Inc.
Aeroflow Healthcare	Direx Systems Corporation	Lumenis	Prometheus Laboratories
AKSM Oncology	Domier Medtech	Mallinckrodt Pharmaceuticals	Prous Science / Timely Topics in Medicine - Urology
Allergan	EDAP Technomed, Inc	Marley Drug	QDX Pathology Services
Alnylam Pharmaceuticals	Eli Lilly & Company	MasterPharm, LLC	Qualigen
AmberPath	ellura	MBA HealthGroup	Quest Diagnostics, Inc.
American Medical Systems	Endo Pharmaceuticals	MDxHealth	Q Urological Corp
American Urological Assn.	Endocare, Inc.	MD Labs	Rational Surgical Solutions
AmeriPath, Inc.	Esprit Pharma, Inc.	Meda Pharmaceuticals	Retrophin
Amgen Inc.	Ethicon Endo-Surgery	Medical Software	Richard Wolf Medical Instruments
Antigenics	Ethicon Women's Health & Urology	Medispec Ltd.	Sanofi Pasteur
Applied Medical	Exosome Diagnostics	Medivation	Sanofi-aventis
Armune Bioscience	Ferring Pharmaceuticals	Mediwatch USA Inc.	Siemens Healthineers
Astellas Pharma US, Inc.	ForTec Medical Inc.	Medstone International, Inc.	Slate Pharmaceuticals
Astra Tech, Inc.	Galil Medical	Medtronic	Solvay Pharmaceuticals
AstraZeneca	GE Healthcare	MENMD	Somnia, Inc.
Atlas Medical Technologies	GE Surgery OEC	Mentor Corporation	SRS Medical Systems
Augmenix Inc.	GenomeDx Biosciences	Merck & Co., Inc.	Stamen Medical Supplies
Augusta Medical Systems	Genomic Health, Inc.	MeridianEMR, Inc.	Sterling Medical Services
Aureon Laboratories	GlaxoSmithKline/Schering Plough	Metamark Genetics, Inc.	StrataDx
Auxilium Pharmaceuticals	Gore & Associates	MicroGen DX	Stryker
Avadel Pharma	Greater Boston Urology	Miraca Life Sciences	Surgical Lasers Inc.
Aytu BioSciences	GTx, Inc	Mission Pharmacal Company	Surgical Tables, Inc.
Bard Davol	Guerbet	Mobile One Medical Equipment Ltd.	SurgiQuest, Inc.
Bard Medical	Gynecare Worldwide	Molecular Profiling Institute	TAP Pharmaceuticals
Bayer Healthcare	Gyrus ACMI	Myriad Genetic Laboratories	TerSera Therapeutics
Becton Dickinson (BD)	Hackensack Meridian Health	NeoGenomics Laboratories	Terumo Interventional Systems
Biolitec, Inc.	HealthTronics, Inc.	NeoTract, Inc.	Theralogix
BK Medical	Hitachi Healthcare Americas	Nextmed	Thermax
Blue Earth Diagnostics Inc.	HMT-USA, Inc.	Novartis Pharmaceuticals	TOLMAR Pharmaceuticals
Boehringer Ingelheim	Imprimis	Novasys Medical, Inc.	Typenex Surgical
Boston Scientific	Incontrol Medical	Oceana Therapeutics, Inc.	U.S. Labs
Bostwick Laboratories	Indevus Pharmaceuticals	Odyssey/Indevus Pharmaceuticals	United Medical Systems, Inc.
Briova RX	Inform Diagnostics	Olympus America, Inc.	University Compounding Pharmacy
Calypso Medical	ITelagen	Oncura	UroChartEHR by Intuitive Medical Software
Canadian Journal of Urology	International Medical Lasers	OPKO Health	Urologix, Inc.
CBLPath	Intuitive Surgical, Inc.	Ortho McNeil Pharmaceutical	UroGen Pharma
Cellay, Inc.	Invivo	Ortho Urology	Uromatrix Medical Systems
ClariPath	IVUmed	Ortho Women's Health and	Uromedica, Inc.
Cogentix Medical	Janssen Biotech, Inc.	Our Lab	Uroplasty
Coloplast Corporation	Janssen Pharmaceuticals, Inc.	Pacific Edge Ltd.	UroVal, Inc.
Compounded Solutions LLC	Johnson Compounding	Pallimed Solutions Pharmaceuticals	US HIFU, LLC
Conmed Corp.	Karl Storz Endoscopy-America	Pathnostics	USMD, Inc.
Convergent Laser Technologies	Kennebec Pharmacy	PD Labs	Valera Pharmaceuticals
Cook Medical	Know Error	Percusion, Inc.	Verathon Medical
CounterPulsation, Inc.	Koelis	Pfizer Pharmaceuticals	Vision-Sciences, Inc.
CystoMedix, Inc.	Kosin Technologies	Photocure, Inc.	VIVUS, Inc.
	Laborie Medical Technologies	PLUS Diagnostics	Wedgewood Pharmacy



**EXHIBIT SPACE APPLICATION**

Please complete all sections of this application and either type or print in each section. Sign and return both sides either with a check payable to New England, AUA, 500 Cummings Center, Suite 4400 Beverly, MA 01915 or fax both sides with a credit card number to 978-524-0461. Applications received prior to June 11, 2021 must include at least a 50% deposit. After June 11<sup>th</sup>, payment is due in full.

**CONTACT INFORMATION**

Contact Person will receive all correspondence pertaining to this meeting.

Title

Telephone number

Fax number

Email address

Company Name and Web Address

Street Address

City/State/Zip

**EXHIBIT SPACE:**

- 8 x 10 Booth space \$3,650
- Table Top \$3,500

Location preferences: (List Booth or Table Numbers)

1<sup>st</sup>Choice \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

# of Tabletop(s) \_\_\_\_\_ x \$3,500= Total Amount \$ \_\_\_\_\_

# of Booth(s) \_\_\_\_\_ x \$3,650 = Total Amount \$ \_\_\_\_\_

Applications received without payment will not be processed. 50% deposit is due on or before June 11, 2021. After June 11<sup>th</sup> applications must be accompanied by payment in full.

We would like to be near \_\_\_\_\_

We would not like to be near \_\_\_\_\_

*\*NEAUA will make every effort to honor your location requests.*

**COMPANY DESCRIPTION:** Describe products and services to be exhibited in 10 words or less. This will allow us to determine your company's eligibility to exhibit.

**PROGRAM LISTING:** Please email a 50 word description to industry@neua.org by July 9, 2021 to be included in the Final Program Guide. Please include:

1. Company Name
2. Mailing Address
3. Company website address
4. 50 word description

If your description is substantially over 50 words we reserve the right to edit your submission.

**PAYMENT METHOD:** Please note that as part of our compliance we can no longer accept credit card numbers via e-mail. This policy is designed to increase data security for cardholders and merchants. Emails received containing credit card information will be blocked. Please use the following methods of payment:

Check amount enclosed: \$ \_\_\_\_\_

**Secure Fax:** + 978.524.0461 **This form must be faxed if credit card number is showing. DO NOT EMAIL.**

**CREDIT CARD**

American Express  MasterCard  Visa

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number **OR** if emailing, add phone number and we will call for the credit card number.

Expiration Date \_\_\_\_\_ Security Code (3-4 numbers on front or back of card) \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please check if credit card billing address is same as contact information at the top of the form.

If billing address is not the same please enter below.

**WIRE TRANSFER – Please call our offices at +978.927.8330 for wiring information.**

*WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION OF SPACE WILL BE SENT ON OR AFTER JUNE 11, 2021.*

**AUTHORIZED SIGNATURE**

**PRINT NAME**

**TITLE**

**NEAUA USE ONLY:**

Date received: \_\_\_\_\_

Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_

ID #: \_\_\_\_\_

Space Assignment: \_\_\_\_\_ Date Assigned: \_\_\_\_\_

New space assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

**EXHIBIT SPACE APPLICATION (Page 2)**  
**ANNUAL MEETING New England Section, AUA ♦ October 14 - 17, 2021**  
**Doubletree Hilton Hotel in Burlington Vermont**

**The New England Section of the American Urological Association and its authorized representatives are hereinafter referred to as "Show Management"**

**1. PAYMENT AND REFUNDS.** Applications submitted prior to June 11, 2021 must be accompanied by a deposit in the amount of 50% of the total booth fee. Applications received without such payment will not be processed nor will space assignments be made. The balance of the space rental charge will become due and payable on June 11, 2021.

Applications submitted after June 11, 2021 must be accompanied by payment IN FULL of the space rental charges. Applications received without such payment will be processed but space assignments will not be made.

If Show Management receives a written request for cancellation or reduction of space on or before June 11, 2021, the exhibitor will be liable for a 25% processing fee for the amount of space cancelled or reduced. For cancellations or reduction of space received after June 11, 2021, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

In case the exposition shall not be held for any reason whatsoever, then and thereupon the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

**2. SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. **SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXPOSITION.**

**3. USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless it is a wholly owned entity or approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

**4. EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

**5. INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied one hour prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

**6. ARRANGEMENT OF EXHIBITS.** The Official Exhibitor Kit is made available to everyone online. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition.

**Exhibitor Plan Review.** Booth construction plans and layout arrangements for first-time exhibitors or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

**7. EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of that exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. If unusual equipment or machinery is to be installed or if appliances that might come under fire codes are to be used the exhibitor should communicate with Show Management for information concerning facilities or regulations. Exhibitors must comply with City and State fire regulations.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

**8. STORAGE OF PACKING CRATES AND BOXES.** Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty". In the event of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Contractors for removal time and materials at prevailing rates.

**9. OPERATION OF DISPLAYS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

**Direct Sales.** No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

**Contests, Drawings & Lotteries.** All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders, or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Live Animals.** Live animals are prohibited.

**Models.** Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

**10. SOCIAL ACTIVITIES.** Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

**11. INSURANCE.** Exhibitor agrees to maintain insurance reasonably commensurate with all activities arising from or connected with your exhibit, including, but not limited to, general liability insurance, with limits not less than \$2,000,000.00 per occurrence, covering personal injury, property damage, and other liability insurance arising from your exhibit. You further agree to add Hotel, Hotel's owner, and Hilton Worldwide, Inc. as additional insureds under all applicable policies for your exhibit.

Hotel agrees to maintain general liability insurance with limits not less than \$2,000,000.00 per occurrence, covering liability for personal injury, property damage, liquor liability, as well as Worker's Compensation insurance per applicable laws and Employers Liability insurance.

**12. Indemnification:** To the fullest extent permitted by law, exhibitor agrees to protect, indemnify, defend, and hold harmless the Hotel, Hilton Worldwide, Inc. and the Hotel's owner, and their respective owners, managers, partners subsidiaries, affiliates, officers, directors, employees and agents (collectively, the "Hotel Indemnified parties"), from and against any and all claims, losses or damages to persons or property, governmental charges or fines, penalties, and costs (including reasonable attorney's fees) (collectively, "claims(s)", in any way arising out of or relating to the Event that is the subject of this Agreement but only to the extent any such Claim(s) arise out of (i) the negligence, gross negligence or intentional misconduct of exhibitor's employees, agents, or contractors (ii) a violation or breach of any of the terms and conditions of this Agreement by exhibitor or any related act or failure to act by the exhibitor, including but not limited to the obligation of compliance with applicable laws or regulations. Nothing in this indemnification shall require exhibitor to indemnify the Hotel Indemnified Parties for that portion of any claim arising out of negligence, gross negligence or intentional misconduct of the Hotel Indemnified Parties.

**13. CARE OF BUILDING AND EQUIPMENT.** Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

**14. AMERICANS WITH DISABILITIES ACT.** Exhibitors shall be responsible for compliance with the requirements of the Americans with Disabilities Act as defined by law.

**15. OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

**SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**

DATE

AUTHORIZED SIGNATURE

TITLE