

Exhibit Space Application Form

Please accept this request for exhibit space at the ISASS 2012 Annual Conference being held March 20 - 23, 2012, at the Palau De Congressos de Catalunya.

Please mail or fax a copy of this contract to: **ISASS 1914 Springbranch Drive, Suite 101, Arlington, TX 76006 USA, Fax: 817 460-6200**

1. Company name as it should appear in program materials - contact information listed below will be designated the official ISASS contact to receive all exhibitor related materials and communications:

Company Name: _____

Mailing Address: _____
(Number, Street or Location)

City, State, postal code: _____

Country: _____

Exhibit Contact Person: _____

Title: _____

Phone: _____

Fax: _____

E-Mail: _____

Website: _____

2. PARTNERSHIP OPPORTUNITIES

- Platinum Partnership Level - \$50,000
- Gold Partnership Level - \$35,000
- Silver Partnership Level - \$20,000
- Bronze Partnership Level - \$ 8,000
- Steel Partnership Level \$ 5,000

Section 2 Sub-Total \$ _____

3. ADVERTISING OPPORTUNITIES

Please check the appropriate boxes:

- Final Program Book**
 - Full Page Ad: \$3,500
 - Half Page Ad: \$2,000

4. PARTNERSHIP CONTRIBUTIONS

SOCIAL EVENTS

- Gala Reception - \$5,000

- Lanyards** - \$8,000 + production costs
- Meeting Bag** - \$10,000 + production costs
- KeyCards - \$5,000 + production costs
- Charging Station - \$2,500
- New Product Showcases - \$1,000 each
- Device Demonstration Tables - \$1,000
- Conference At A Glance (badge insert)** - \$2,000
- Meeting Bag Insert** - \$1,000 per insert item
- Town Square Presentation** - \$500 (10mins-per break)
 - Wednesday morning coffee break
 - Wednesday afternoon coffee break
 - Thursday morning coffee break
 - Thursday afternoon coffee break
 - Friday morning coffee break

Recognition at Coffee Breaks (check day(s) requested)

- Wednesday, March 21th \$2,000/day
- Thursday, March 22nd \$2,000/day
- Friday, March 23rd \$2,000/day

Section 4 Sub-Total \$ _____

5. INDUSTRY WORKSHOPS

Please indicate your choice by checking the appropriate room and dates:

- Wednesday, March 21, 2012
- Thursday, March 22, 2012

Rooms	Capacity (theater)	Costs per Session
Room H1	100	\$4,000
Room H2	100	\$4,000
Room H3	100	\$4,000
Room Sala A	75	\$3,000
Room Sala B	50	\$2,500
E1 & E2 & E3	75	\$3,000
E4 & E5 & E6	75	\$3,000

ALL REQUESTS WILL BE HONORED ON A FIRST-COME, FIRST-SERVE BASIS

ALL FUNDS ARE NOTED IN U.S. DOLLARS

Section 5 Sub-Total \$ _____

Keep a copy of this form for your records.

EXHIBIT SPACE APPLICATION FORM

6. CADAVER LAB

Friday, March 23th \$25,000/ 1 lab station

7. BOOTH SPACES

Please indicate total booth space requested:

Booths	Quantity
10' x 10' (\$ 6,000 USD)	_____
10' x 20' (\$ 9,000 USD)	_____
20' x 20' (\$14,000 USD)	_____
20' x 30' (\$21,000 USD)	_____
20' x 40' (\$28,000 USD)	_____
30' x 30' (\$31,500 USD)	_____
30' x 40' (\$42,000 USD)	_____

Section 6 Sub-Total \$ _____

8. Exhibit space is assigned by priority points - while we can not guarantee booth preference, please list companies you prefer to be near and please list companies you would prefer not to be near

- **Companies to be Near/Competitors to avoid**
- **Please indicate if this is the first time you have exhibited with us: yes _____ no _____**
- **Has your company merged or been purchased by another company in the last year?**
yes _____ no _____

Please note these conditions:

- **We cannot guarantee we can meet your needs, but we have a better chance to do so if you advise us of those needs.**
- **Our priority point system is still in effect. However, we may be able to accommodate your special needs within the point system.**
- **Assignment near another exhibitor partner requires written confirmation from the partner.**
- **We cannot honor generic requests such as "by one of the large island exhibitors."**

Special Requirements, such as assignment near one of the Lounges or facing the Poster Area

Please indicate booth space number you are requesting:

9. PAYMENT INFORMATION

Payment for exhibit space must be made in U.S. funds drawn on a U.S. bank and should accompany this application - as follows:

50% of total booth costs are to be paid at time application is submitted to ISASS.

Payment of balance due must be paid in full by December 8, 2011

The preferred method of payment for all exhibitors is credit card; however, if you are an exhibitor and prefer to pay by wire transfer, here is the information you will need:

International Exhibitors: If paying by wire transfer, provide the following information to your sending financial institution: Bank Paribas Bordeaux: BNP PARIBAS - BORDEAUX C ROUGE; IBAN: FR76 3000 4003 2000 0104 9896 870, SWIFT (BIC): BNPAFRPPBOR; For credit to ISASS Account No. 3004 00320 00010498968 70 (in EUR). (Note: Monies will be charged in EUR. Companies paying by wire transfer are responsible for all bank fees)

US/Canada Exhibitors: If paying by wire transfer, provide the following information to your sending financial institution: Bank of America: Routing/Transit # 026009593, SWIFT CODE B0FAUS3N; Anderson Events Management/ISASS, 3000 Keller Springs Road, Suite 302, Carrollton, TX 75006; For credit to Anderson Event Management/ISASS Account No. 4880 0419 7324 (Note: companies paying by wire transfer are responsible for all bank fees)

Please indicate payment method by checking one:

- VISA
- MasterCard
- AMEX

Card Number: _____

Expiration Date: _____ Security Code: _____

Cardholder Name/Signature: _____

TERMS OF BOOTH PAYMENT

Applications will not be processed nor space guaranteed without the required 50% deposit. Exhibitors will be invoiced for balance due after space assignment is made. Full payment must be received by December 8, 2011 or the space reserved may be cancelled. No space will be assigned until all conditions are met.

We fully understand that this form shall become a binding contract upon our acceptance of exhibit space and is subject to the terms, conditions, rules, and regulations located on the www.isass.org website.

Applicant's authorized signature: _____

Title: _____ Date: _____

Please mail or fax a copy of this contract to: ISASS, 1914 Springbranch Drive, Suite 101, Arlington, TX 76006, USA, Fax: 817-460-6200

Keep a copy of this form for your records.

EXHIBITOR MEETING SPACE & SOCIAL FUNCTION FORM

Any exhibitor planning on holding an event or function that will take place outside of their assigned exhibit space during the ISASS Annual Meeting must secure approval from ISASS. Any exhibitor who does not request approval from ISASS for an outside function will result in a reduction of priority points for their company.

THIS EXCLUDES INDUSTRY WORKSHOPS WHICH ARE TO BE FILLED OUT ON THE EXHIBIT SPACE APPLICATION FORM.

Activities that include ISASS Annual Meeting attendees cannot be scheduled during ISASS scientific programming hours. Any exhibitor who schedules a function during these hours will result in a reduction of priority points for their company.

Functions may only be scheduled during the following times:

Date	Times Exhibitor Functions Permitted
Monday, March 19, 2012	Anytime
Tuesday, March 20, 2012	Before 9am or After 7pm
Wednesday, March 21, 2012	Before 8am or After 8pm
Thursday, March 22, 2012	Before 8am or After 8pm
Friday, March 23, 2012	Before 8am or After 4pm

LIST ALL MEETINGS, EDUCATIONAL AND SOCIAL FUNCTIONS THAT YOUR COMPANY IS PLANNING DURING THE ABOVE DATES. Complete one form per function; duplicate this form as often as needed.

Title of Event/VENUE: _____

*For events booked on your own, indicate Location/Date/Time: _____

Day and Date: _____ Expected Attendance: _____

Function: Sales Meeting Business Meeting Cadaver Lab Breakfast Lunch Dinner Reception

Audience: Physicians Company Personnel only Distributors Other _____

Room Set Up: Conference Hollow Sq Reception Rounds Classroom Theater U-Shape

Room Size: List factors affecting room size, such as rear screen projection, staging, other, (describe): _____

Function Hours: *List actual event start/end times:* Start time: _____ End Time: _____

Set-up Time: *List the actual hours that set-up will take place (also list any 24hr holds):* _____

Food Service: List all meals and breaks offered in this room, and include food and beverage estimates: _____

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email: _____

Written confirmation regarding approval and/or assigned meeting space will be sent to the individual listed above by 3 business days after submittance. **Return completed form to:** Heather Howard, ISASS, 1914 Springbranch Drive, Suite 101, Arlington, TX 76006, Fax: 817.460.6200, Direct: 630-995-9994 x 802, heather@isass.org

For ISASS use only Approval: Yes No By: _____ Date: _____

Keep a copy of this form for your records.

GENERAL INFORMATION

TERMS OF PAYMENT

- Applications will not be processed nor space guaranteed without the required 50% deposit at the time application is submitted.
- Exhibitors will be invoiced for balance due after space assignment is made.
- Full payment must be received no later than December 8, 2011.
- No space will be assigned until all conditions are met.

CANCELLATION

50% of the total exhibit space **or partnership contribution** will be retained for cancellations received on or after **December 9, 2011**. 100% of the total exhibit space rental fee **or partnership contribution** will be due for cancellations received on or after **December 8, 2011**.

All cancellations must be made in writing to ISASS, Attn: Heather Howard, Director of Operations. Email to: heather@isass.org or fax to: 1.817.460.6200
Refunds will be based upon the above schedule, according to the postmark or faxed date of refund request.

WAITLIST

Companies that submit applications after all exhibit space is sold will receive notification that they have been placed on the wait list. As exhibit space becomes available, companies will be notified of space availability. If exhibit space is not assigned, ISASS will issue a full refund of any fees paid.

BOOTH RELOCATION AND SPACE LIMITATIONS

ISASS does not plan to relocate booths. In those rare occasions when this does occur, exhibitors will be notified with an explanation of the reason for the relocation. If the re-assigned space is not acceptable, exhibitors may notify the Society within 10 days from the date of relocation to cancel their booth space and receive a full refund.

The Society reserves the right to place reasonable limitations on the number of booths to be rented to any exhibitor. The limitation will be determined by the relation of total applications to the number of booths available on the floor plan. The Society reserves the right to allocate space on any other basis it deems appropriate.

ELECTRONIC BADGES AND LEAD RETRIEVAL

The ISASS uses electronically encoded badges for lead retrieval. These badges have the registrant's name and contact information plus selected demographic information electronically encoded on the badge. An electronic inquiry retrieval system must be used to access the information. Please note that the only information included on the badges is the information provided on the attendees registration form. Details and rental rates will be included in the **Exhibitor Service Manual** or visit the Exhibitor Service Center on-site.

ChirpE Info

Please note that we have the capability now to use smart phone technology to download the exhibit floor plan and booth information to our attendees.

EXHIBITS SCHEDULE

**times are tentative and subject to change*

Date	Exhibit Installation	Exhibit Hours	Dismantle of Exhibits
Monday 3/19	1 pm - 8pm*	---	---
Tuesday 3/20	8 am - 3pm**	5pm - 7pm	---
Wednesday 3/21	---	9am - 6pm	---
Thursday 3/22	---	9:00 am - 6pm	---
Friday 3/23	---	9am - 2:00pm	1:30pm
Saturday 3/24	---	---	8am - noon

****Exhibit hall must be set for opening reception in exhibit hall at 3pm**

***** Registration will remain open during opening reception**

EXHIBIT HALL ACTIVITIES

These activities will be promoted to our medical attendees before and during the meeting. Our goal is to provide ISASS attendees with additional time in the exhibit hall to meet face-to-face with exhibitors.

- *ISASS will host an opening reception to kick-off the ISASS12 Conference. All attendees are invited to attend. This takes place in the Exhibit Hall on Tuesday, March 20, 2012 from 5pm - 7pm*
- *Beverage Breaks in Exhibit Hall - Complimentary beverage breaks will be provided each afternoon during the breaks between scientific sessions.*

FINAL PROGRAM

The Final Program will include an alphabetical listing of exhibitors, company description and booth number.

Exhibitors must enter their company description by using the on-line exhibitor module once they receive their letter of confirmation and instructions to access the online module.

One Final Program per each 100 net square feet of exhibit space will be provided to each exhibiting company. The programs will be included in a congress bag, available at bag pick up in the Exhibitor Registration area, and will be released to one representative from each company. Final Programs are not available prior to the meeting. However, the Final Program information will be available on the ISASS website: www.isass.org for your convenience.

EXHIBITOR RULES AND REGULATIONS

THINGS YOU NEED TO KNOW

The rules and regulations contained herein are intended by the Conference Management Team to serve the best interests of the ISASS12 Scientific Sessions, the exhibitors, and the attendees, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibitors and EAC's are bound by the rules and regulations. The Conference Management Team shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the Conference Management Team. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in this prospectus and Conference Management Team Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any other Conference Management Team issued communication. These rules and regulations may be amended or changed at any time by the Conference Management Team, and all amendments and changes will be binding on all parties. Please read this prospectus carefully since policies and procedures may change from year to year.

MAINTENANCE OF EXHIBIT SPACE

- The exhibitor must, at its own expense, maintain and keep its exhibit area clean.
- Trash, produced as a result of exhibitor providing food and/or beverage services, must be maintained within the booth area and removed at the exhibitor's own expense.
- Show badges must be worn at all times by exhibitor booth personnel in order to gain entry into the Exhibit Hall.
- Exhibitors may gain access to the Exhibit Hall with a valid show badge during the exhibit hours.

EXHIBITOR LIABILITY

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any person or any loss of or

damage to any property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the ISASS technical exhibits program; and the exhibitor shall protect, indemnify, hold harmless and defend ISASS, its officers, directors, agents and employees from and against any and all such claims, liabilities, losses, damages and expenses (including costs of defending against such); provided that the foregoing shall not apply to any injury, loss or damage caused by or resulting from the negligence or willful misconduct of ISASS or one or more of its officers, directors, agents or employees. Exhibitor further waives any claim against ISASS, its officers, directors, agents or employees arising out of the oral or written publication or republication of any statement made in connection with the ISASS Annual Meeting by anyone who is not an employee of the Conference Management Team concerning the exhibitor or the exhibitor's exhibit, products or services.

In case any part of the Exhibit Hall is destroyed or damaged so as to prevent ISASS from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupancy of assigned space during any part of the whole of the exhibition period is prevented by a strike, an act of God, a national emergency or other cause beyond the control of ISASS, then the exhibitor will be charged for exhibit space on a pro-rated basis only for the period during which ISASS, its directors, officers, agents or employees are liable for any loss or damage which may arise as a result of such unavailability of assigned exhibit space.

INSURANCE COVERAGE

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation to any claims against ISASS, its officers, directors, agents or employees.

Each exhibitor must maintain general public liability insurance, in the amount of not less than \$1 million for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor under the section **Exhibit Hall Security** of these rules and regulations and must cover ISASS as an additional named insured. In addition, the

cancellation policy must provide coverage that cannot be cancelled or reduced without at least ten days prior written notice to ISASS. Upon request, by ISASS, the exhibitor shall provide ISASS with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

EXHIBITOR APPOINTED CONTRACTOR COVERAGE

If an exhibitor has been approved to use a service contractor other than the Expo Group, the exhibitor must submit to the Expo Group, an original certificate of insurance certifying that the contractor maintains general public liability insurance, in an amount of not less than \$1 million for any one occurrence against claims for personal injury, death or property damage and that such coverage may not be cancelled or reduced without at least ten days prior written notice to the Conference Management Team.

EXHIBIT HALL SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibits at all times. ISASS will provide perimeter security service during ISASS12's occupation of the Exhibit Hall. Neither the Conference Management Team nor the security service will be responsible for any losses incurred by the exhibitor. Exhibitors may order private security service for their exhibit through the Expo Group.

BOOTH PRIVACY

Exhibitor activities must be confined to the exhibitor's contracted booth space. Exhibitors may not enter another exhibit without invitation. Violators will be penalized with expulsion of the violating person from the Exhibit Hall and possible reduction of priority points.

STAFFING OF EXHIBITS

Exhibit booths must be staffed during all exhibit hours.

An exhibit company that has failed to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for this annual meeting and it will result in a reduction of priority points.

DISMANTLE OF EXHIBITS

Exhibitors must begin dismantle **Friday, March 23, 2012**. Dismantle or removal of exhibit or materials before the official times for dismantling is prohibited. Should any company begin dismantling early in Barcelona, 25% of your accrued priority points will be

EXHIBITOR RULES AND REGULATIONS

deducted from the following years exhibit space assignment.

ENTERTAINMENT

The use of music, dancers or mimes or other entertainment similar to this in nature is not permitted in the Exhibit Hall.

DISTRIBUTION OF FOOD

Food and beverage may be served in the booth if approved and ordered first through the official caterer. Distribution of food and/or drink other than approved catered orders and hard candy must first be approved by the Conference Management Team. For ISASS approval, please contact Melanie Mitchell at: melanie@isass.org

DISTRIBUTION OF GIVEAWAYS / DRAWINGS / RAFFLES

Small novelty items may be distributed to registrants. Items to be distributed or raffled must be approved by the Conference Management Team in advance and must be distributed in the confines of the exhibitor's booth. The Conference Management Team reserves the right to remove any items deemed unacceptable from the show floor. Giveaways must comply with the AMA space guidelines for ethical gifts to physicians. For ISASS approval, please contact: Heather Howard at: heather@isass.org

DISTRIBUTION OF PRINTED MATERIALS

The distribution of printed materials is strictly limited to the exhibitor's booth in the Exhibit Hall. This restriction also applies to placement of signs and/or distribution of materials in any official ISASS hotel.

ISASS Logo Use

The name **ISASS** and the ISASS logo are registered trademarks of the ISASS. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/or awards of any kind without the expressed written consent of the Conference Management Team is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

PHOTOGRAPHY

Recording equipment (audio, video, or photo) is prohibited in the exhibition area, industry workshops and/or educational sessions. The following rules apply:

Recording of any educational session or presentation is prohibited.

Sponsors of officially-sanctioned Industry Workshops may record their own workshop.

Audio, video, or photo recording of exhibits or products displayed in the exhibit hall is not permitted without the permission of appropriate authorized personnel of that exhibitor.

Exhibitors may photograph or video activity of their own products within their own exhibit parameters. Any live feed videos must be approved in advance by the Conference Management Team.

STANDARD BOOTHS

Booth space will be assigned in segments. The booths can not be divided. Total height of exhibits **may not exceed heights of thirty (30) feet in height**, from the floor to the top of any exhibitor structure. This includes but is not limited to hanging signs and/or lighting/theatrical truss. All display fixtures must be confined to that area of the exhibitor's space. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit.

Additional services (electrical connection, telephone, flowers, furniture, etc.) will be provided at an extra cost and will be proposed in a form in your Exhibitor Manual upon initial reservation. Electrical requirement, high-speed internet, accessories and any additional furniture other than noted are the responsibility of the exhibiting company.

EXHIBITOR-SPONSORED ENTERTAINMENT AND HOSPITALITY FUNCTIONS

Exhibitor-sponsored private functions or meetings by companies are separately organized events during which exhibitors meet with ISASS12 participants outside of the confines of the exposition to network, entertain, and continue business begun on the exhibit floor.

Exhibitors should conduct social events and hospitality functions in a manner consistent with the professional and educational nature of ISASS. We encourage sponsorship of events or services that support or compliment the educational programs, thereby benefiting all participants.

These activities must be conducted at times that do not conflict with the official scientific program, exhibit hours, Industry Workshops, or any ISASS - sponsored social events.

Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

- The Conference Management Team **MUST BE INFORMED** of all planned social and hospitality functions by the exhibiting company completing a Request for Meeting Space and Social Function Form.
- Exhibitors are prohibited from hosting hospitality functions or satellite events during the official hours of the ISASS Annual Conference.
- Hospitality and social 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 ISASS function.

HOSPITALITY SUITES

Hospitality Suites may be available to companies who are exhibitors at ISASS12. Companies requesting a suite should do so through Melanie Mitchell of ISASS (melanie@isass.org) at the same time as accommodation requests are made. Upon approval by the Society, a confirmation will be sent.

EXHIBITOR MANUAL

Exhibitor manual will be available in January/February to order your needs for your booth and please keep in mind the discount deadline for such is **February 17, 2012**.

ISASS SOCIAL EVENT

Tuesday, March 20:
Opening Reception
5:00 p.m. - 7:00 p.m.
in the Exhibition Area