



ASCRS

American Society of
Colon & Rectal Surgeons

2020 ASCRS Annual Scientific Meeting

June 6 - 10, 2020
Hynes Convention Center
Boston, MA

**Exhibitor
Prospectus**

Connect 2020

www.fascrs.org
#ASCRS20

The American Society of Colon & Rectal Surgeons

ASCRS is the premier society for colon and rectal surgeons and other healthcare professionals dedicated to advancing the science and treatment of diseases and disorders affecting the colon, rectum and anus. The Society has more than 3,700 physician members of which more than 1,600 are certified by the American Board of Colon and Rectal Surgery.

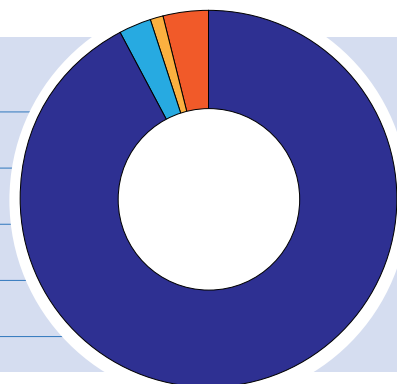
Why you should exhibit at the ASCRS Annual Meeting

- The ASCRS Annual Scientific Meeting is the leading event in the field of colon and rectal surgery.
- More than 2,000 colorectal specialists are expected to attend.
- You will have the unique opportunity to:
 - Target influential decision makers.
 - Interact face-to-face with physicians involved in patient care.
 - Build visibility for your company in a competitive marketplace.
 - Expand your prospect base and strengthen existing customer relationships.
 - Introduce new products and services.
 - Generate new sales leads.
 - Give product demonstrations.
 - Conduct market research.



2019 Attendance in Cleveland, Ohio

Surgeons/Healthcare Professionals	1,828
Non-Physician Professionals	54
Students	22
Other...	75



Exhibitor Information

Exhibit Location

Hynes Convention Center,
Exhibit Hall C & D
900 Boylston St.
Boston, MA 02115

Exhibit Dates

Sunday, June 7 – Tuesday, June 9, 2020

Space Rental Fees

Booth Size	Total Cost	Total Deposit
10' x 10' (in-line)	\$3,250	\$1,625
10' x 10' (corner)	\$3,550	\$1,775
Island Booths	\$39/sq ft	50% of total
Non Profit	\$500	\$500

Terms Of Payment

A 50% deposit of the total booth price must accompany the signed contract before booth space is assigned. The 50% balance due must be received by January 31, 2020. If the contract is submitted after January 31, 2020, it must be accompanied by payment of 100% of the total booth price.

Booth Assignments

Initial space assignments are based on past participation and support. Following the initial space assignments, additional assignments are made on a first-come first-served basis.

Cancellation Policy

Written cancellation received by ASCRS is subject to the following refund amounts:
On or before January 31, 2020, refund minus \$500 per 10' x 10' booth space

Between February 1, 2020 and March 15, 2020, refund minus 50% of total booth cost

After March 15, 2020, no refunds

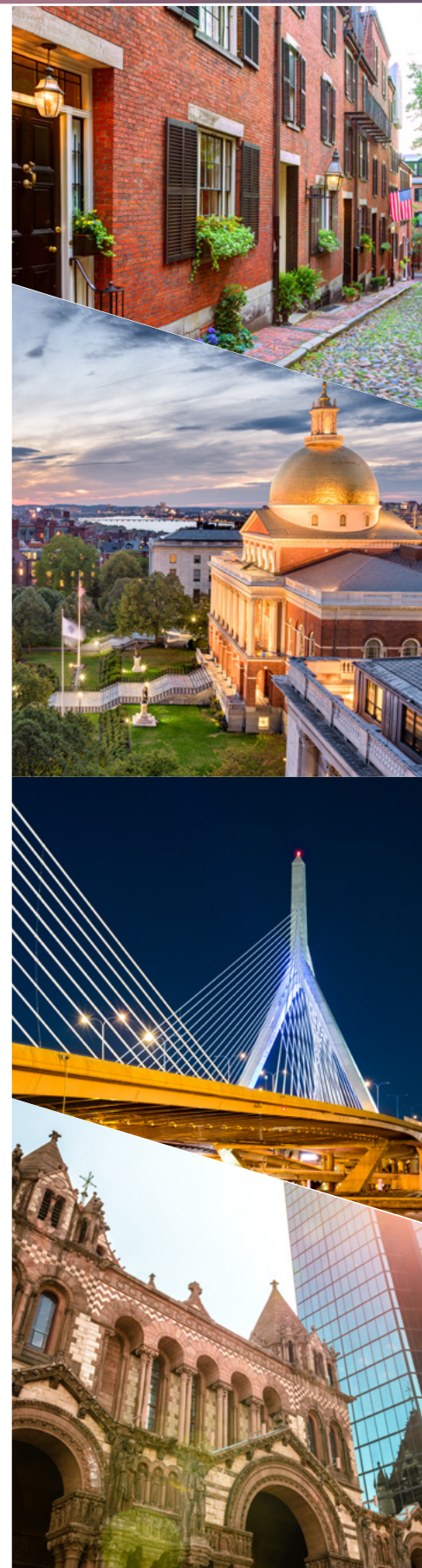
If an exhibitor reduces the size of their confirmed booth, the net reduction of space will be treated as a cancellation. **ASCRS reserves the right to reassign the confirmed booth location at its sole discretion.**

Exhibitor Listing

Exhibiting companies will be listed in the ASCRS Mobile App. This mobile app contains an alphabetical listing with booth number, address and 50-word description of exhibitors' products and services. Your company will also be listed in the virtual exhibit hall on the ASCRS website. Listing is subject to submission deadlines

Scientific Program / Housing Information

The Scientific Program and Housing Information will be posted on the ASCRS website (www.fascrs.org) in January.



Exhibitor Information

Exhibitor Admission To Scientific Sessions

The registration packet for the Annual Meeting will be posted on the ASCRS website (www.fascrs.org) in mid-late January. Your exhibit badge permits you to attend any open session for which there are no optional fees (symposia, plenary sessions, poster presentations, etc.). CME, or other educational credit, is not available for exhibitors – you must fully register as an attendee to claim educational credits.

Official Service And Material Handling Contractor

Freeman has been designated the Official Show Contractor.

Exhibitor Kit

The Exhibitor Kit containing order forms for exhibitor services will be online in January 2020. The Kit will include forms for shipping, labor, material handling, furniture, carpeting, electrical, lead retrieval, and other service providers.

Exhibitors are responsible for forwarding the link to their exhibitor appointed contractor (EAC) who may be ordering services on their behalf.

Shipping

Freeman has been selected to receive, warehouse, transfer and handle all exhibits. Advance and direct shipping labels are available from Freeman and will be included in the Exhibitor Service Kit. Please direct all calls regarding exhibit requirements, freight and shipments to Freeman.

Exhibit Set-Up Hours

Information to be provided January 2020 when Exhibitor Kit is available.

Exhibit Hours (Tentative, subject to change)

Sunday, June 7, 3:30 pm – 6:30 pm

Monday, June 8, 9:00 am – 1:00 pm & 3:30pm – 7:00pm

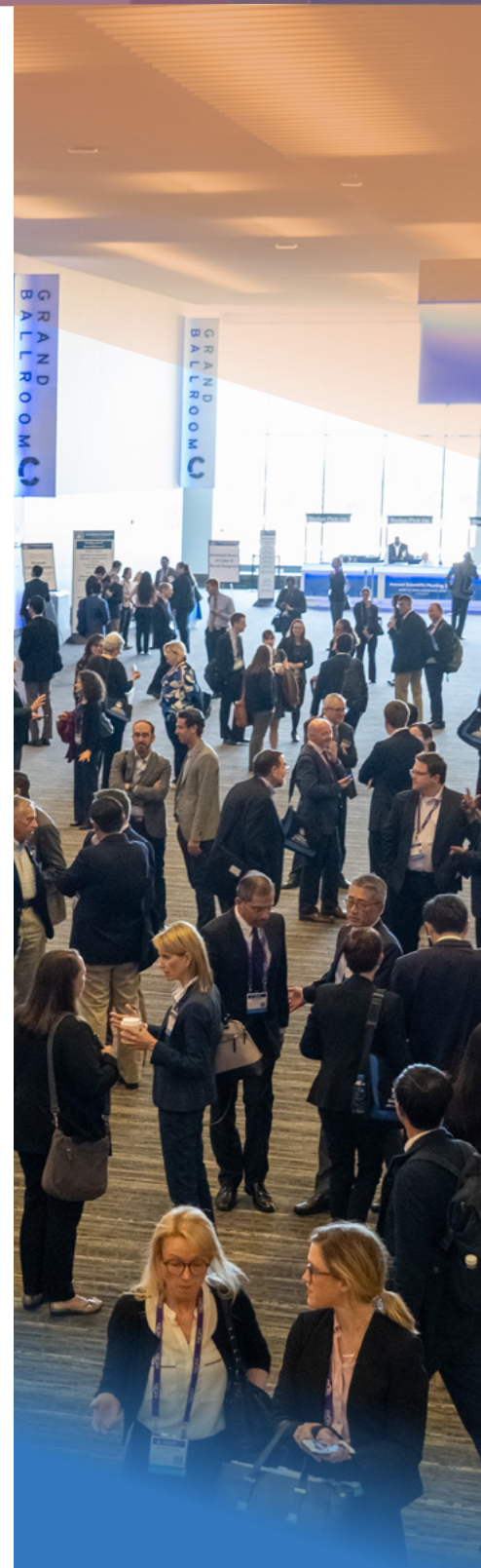
Tuesday, June 9, 9:00 am – 1:30 pm

Exhibit Dismantling Hours

Information to be provided January 2020 when Exhibitor Kit is available.

Exhibitor Registration

All exhibitors must pre-register. Online registration will be open in January 2020. A link to the registration site will be emailed to all exhibiting companies to the email address provided on the Exhibitor Contract. Each company will receive five complimentary exhibitor badges per 10' x 10' booth space purchased. Any additional badges will be \$100 each (subject to change).



Marketing Opportunities

Maximize your exposure with our one-of-a-kind sponsorship opportunities!

ASCRS offers a variety of sponsorship opportunities at the Hynes Convention Center and with our hotel partners. Increase your visibility with colon and rectal surgeons!

For details on the various opportunities available at the 2020 ASCRS Annual Scientific Meeting and throughout the year, please contact James Anderson (847) 686-2308 janderson@fascrs.org.

Product Theaters

This exciting opportunity allows exhibitors to reach attendees beyond their booth space and provides additional face-to-face time with key decision makers. These commercial didactic programs are conducted by exhibitors in a specially constructed theater on the exhibit floor. A limited number of 30 and 60-minute sessions will be presented each day. These unique forums offer exhibitors an excellent opportunity to present sessions on the exhibit floor, while providing increased learning opportunities for attendees.

Non-CME Corporate Forums

Designed to give you greater visibility while reaching a targeted audience of colon and rectal surgeons, these 90-minute Forums enable you to market and promote your product to an audience of key physician decision makers. A limited number of commercial sessions are available on Saturday and Monday evenings during the Annual Scientific Meeting. Maximize your exposure and reserve your spot today.



Marketing Opportunities

Pre-Registered and Post Meeting Attendee Mailing Lists

Exhibitors may purchase these mailing lists for \$200. The pre-registrant list may be used to send product information or invitations to sponsored events. Orders for the pre-registered attendee list are filled four weeks out to provide exhibitors with the maximum number of contacts. All mailing pieces must be approved by ASCRS prior to printing. The post meeting list provides the names and addresses of all Annual Meeting attendees and will be emailed approximately three weeks after the meeting. The order form for the mailing lists will be included in the Exhibitor Kit that will be available online in January. For more information please, contact James Anderson at (847)686-2308 janderson@fascrs.org.

Exhibit Hall Networking Events

Make the most of your networking during the following special ASCRS activities taking place on the show floor:

- Refreshment break, Sunday, June 7
- Lunch for attendees, Monday, June 8
- AM and PM Refreshment break, Monday, June 8
- Refreshment break, Tuesday, June 9
- Lunch for attendees, Tuesday, June 9



Support Acknowledgment:

ASCRS corporate partners and sponsors receive prominent acknowledgment in a variety of ways depending on the program or event. Acknowledgment typically includes:

- Signage at sponsored event
- Recognition at the podium
- Listing in the Annual Meeting Convention Program Guide

This program reflects the special care the Society has taken to address issues identified in the AdvaMed Code of Ethics on Interactions with Health Care Professionals, the PhRMA Code on Interactions with Healthcare Professionals and the ACCME Standards for Commercial Support.

Exhibitor Information

Exhibitor-Sponsored Private Functions

Exhibitor-sponsored private functions are separately organized, non-CME events during which exhibitors meet with ASCRS participants outside of the exposition for the purpose of networking, entertaining and continuing business begun on the exhibit floor. Exhibitors sponsoring any type of private function are required to adhere to the following guidelines established by the ASCRS Executive Council:

- The evenings of Saturday, June 6 after 5:00 pm and Monday, June 8 after 6:30 pm are available for exhibitor sponsored/ industry advertised events. These events cannot conflict with any official ASCRS educational activity or social event.
- Exhibitor sponsored/industry advertised events scheduled during the ASCRS Annual Meeting must be registered with the ASCRS office.

In addition,

- Exhibitor sponsored/industry advertised events should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official ASCRS function. Lobby signs are not permitted.
- Host companies agree to assume all liability arising out of or in conjunction with such functions and agree to indemnify ASCRS against any and all liability and claims.
- Sponsoring companies requiring function space for internal company meetings must complete the Request for Function Space form enclosed in this prospectus.
- Non-exhibiting firms are prohibited from hosting meetings and hospitality functions during the Annual Meeting.



Application/Contract for Exhibit Space



2020 Annual Scientific Meeting

Boston, MA • June 6-10, 2020

Exhibition Dates: June 7-9, 2020

The American Society of Colon & Rectal Surgeons

17W110 22nd Street, Ste. 800 • Oakbrook Terrace, IL 60181 • (847) 686-2250

Contact to Whom Exhibit-Related Correspondence Should be Sent

Company

Primary Booth Contact

Title

Mailing Address

City/State/Zip

Phone

Fax

Email

Sponsorship Decision Maker Contact Info

The undersigned applicant hereby applies for exhibit space at the 2020 ASCRS Annual Scientific Meeting and requests the following exhibit space(s) in order of preference.

1st choice # at \$ 2nd choice # at \$ 3rd choice # at \$

We wish to avoid having our exhibit located adjacent to or opposite from the following company(s). ASCRS cannot guarantee that you will not be placed next to those companies listed below.

Booth Size	Total Cost	Total Deposit	Deposit Policies
10' x 10' (in-line)	\$3,250	\$1,625	<ul style="list-style-type: none"> • For applications received on or before January 31, 2020 50% of total booth price. Balance due by January 31, 2020. • For applications received after January 31, 2020: 100% of total booth price.
10' x 10' (corner)	\$3,550	\$1,775	
Island Booth	\$39/sq ft	50% of total	
Non-Profits	\$500	\$500	

For Official ASCRS Use Only:		
Assigned Booth	Size	Total Amount Due \$
Date Application Received		Amount \$
Payment Type		Trans #
Balance Remaining \$		Balance Due on or Before January 31, 2020
Date Final Payment Received		Amount \$
Payment Type		Trans #

Please complete reverse side.

Application/Contract for Exhibit Space

Exhibitor Information for Publication (if different from front)

Contact Name

Mailing Address

City/State/Zip

_____ _____
Phone Fax

_____ _____
Email Website

Description of Products or Services

Please submit your company description for publication in the final program guide by email to: janderson@fascrs.org.

Maximum 50 words – Must be received by March 15, 2020

Payment Information		
<input type="checkbox"/> Check	Check Number	OR Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express
_____	_____	_____
Credit Card Number	Expiration Date	Security Code:
_____	_____	_____
Name on the Card	Amount to Charge	
_____	_____	
Signature		

Cancellation/Space Reduction Policies

- On or before January 31, 2020: Refund minus \$500 per 10' x 10' booth space
- Between February 1, 2020 – March 15, 2020: Refund minus 50% of total booth cost
- After March 15, 2020: No refunds
- All cancellations of booth space must be received in writing by ASCRS.
- If space is reduced, the net reduction of space will be treated as a cancellation of that space.
- In the case of a reduction in the size of an exhibitor’s assigned booth space, ASCRS reserves the right to reassign the confirmed booth location at its sole discretion.
- The application and signed agreement, when accompanied by the required deposit, and when countersigned by ASCRS, shall become a binding contract in accordance with the terms of the agreement and all Rules and Regulations.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant’s firm and is accepted by ASCRS with the signature of ASCRS’s Management. I hereby certify that I have read and will abide by the ASCRS Exhibitor Prospectus General Rules and Regulations and give ASCRS authorization to contact us via email.

Company Name

Applicant’s Signature

Type or Print Name

_____ _____
Title Date

Return form to:
James Anderson, Manager Sponsorship & Exhibit Sales
American Society of Colon & Rectal Surgeons
17W110 22nd Street, Ste. 800, Oakbrook Terrace, IL 60181
(847) 686-2308
janderson@fascrs.org

 James Anderson
 Manager, Sponsorship & Exhibit Sales
 American Society of Colon & Rectal Surgeons



Function Space Request

2020 Annual Scientific Meeting

Boston, MA • June 6-10, 2020

Function space requests are only for internal company meetings.
Submit this form to ASCRS NO LATER THAN **March 15, 2020**.

Name of Function _____

Exhibiting Company Name _____

Contact Person _____

Address _____

Phone _____

Fax _____

Email _____

Function Day/Date _____ Start Time _____ am/pm End Time _____ am/pm

Function Day/Date _____ Start Time _____ am/pm End Time _____ am/pm

Room Needed Early for Special Set-up No Yes Time _____ am/pm Number of persons attending _____

Function Type Sales Meeting Business Meeting Alumni Event Other Activity (to be approved by ASCRS)

Attendance Company Personnel Physician/Company Other

Setup Desired Conference Hollow Square U-Shaped Theater Schoolroom

Rounds Cocktail Tables Other/Diagram Attached

Additional Specifications (Check all that apply)

Using Audio Visuals Elevated Stage for Lectern/Head Table for _____ persons Standing Lectern Only Other

FEE \$150 PER FUNCTION

Credit Card Number _____ Visa/MasterCard/American Express

Security Code _____ Expiration Date _____ Amount to Charge: \$150/Function

Name on Card _____ Signature _____

I/we have read the ASCRS General Rules and Regulations regarding exhibitor-sponsored private functions in the Exhibitor Prospectus and agree to abide by all ASCRS General Rules and Regulations and hold harmless the ASCRS from and against any and all liability and claims. The exhibitor company is responsible for all fees imposed by the hotel and/or contracted vendors.

Applicant's Signature _____

Type or Print Name _____

Title _____

Date _____

Return form to:

James Anderson, Manager, Sponsorship & Exhibit Sales
American Society of Colon & Rectal Surgeons
17W110 22nd Street, Ste. 800, Oakbrook Terrace, IL 60181
(847) 686-2308
janderson@fascrs.org

ASCRS Use Only
Date _____
Time _____
Location _____
Facility _____



Executive Suites Contract

2020 Annual Scientific Meeting

Exhibition Dates: June 7- 9, 2020

Contact to Whom Correspondence Should be Sent

Company _____

Contact Name _____ Title _____

Mailing Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Executive Suite Size	Total Cost – Exhibiting Company
10' x 20'	\$ 7,500
20' x 20'	\$15,000

POLICIES AND PROCEDURES

Executive Suites are assigned on a first come, first served basis. Companies using Executive Suites must adhere to all Rules and Regulations as set forth in the Exhibitor Prospectus and the convention center rules and regulations. Executive Suites may only be utilized during the published ASCRS exhibit hours. Attendees and guests must be registered for ASCRS to gain access to the exhibit hall.

PLEASE NOTE THAT THESE ROOMS ARE NOT COMPLETELY SECURE. One lockable door is included; however, rooms are not 100% secure. Do not leave prototype or valuables unattended. The security of your Executive Suite and your materials is your responsibility. You are responsible for supplying security guard service, if desired.

ASCRS does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services or upgrades (i.e. furniture, security, equipment, electrical, food & beverage, phones/lines, audio-visual, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.

CME opportunities are not allowed in the Executive Suites.

DEPOSIT/CANCELLATION

- 100% payment at time of contract
- Cancellations must be in writing on or before March 15, 2020 refund minus \$1,500
- No refunds after March 15, 2020

Credit Card Number _____ Visa, MasterCard, American Express

Security Code _____ Expiration Date _____ Amount to Charge _____

Name on Card _____ Signature _____

Return form to:

James Anderson, Manager, Sponsorship & Exhibit Sales
American Society of Colon & Rectal Surgeons
17W110 22nd Street, Ste. 800, Oakbrook Terrace, IL 60181
(847) 686-2308
janderson@fascrs.org

ASCRS Use Only
Date Application Received _____
Booth Number _____
Transaction Number _____



Executive Suites

2020 Annual Scientific Meeting

Exhibition Dates: June 7-9, 2020

The Executive Suite:

ASCRS offers private rooms in the Exhibit Hall for exhibitor meetings and/or product demonstrations.

The Executive Suite is a turn-key option for your organization. Rooms are set conference style and are available in 10' x 20' and 20' x 20' sizes. Executive Suites are available to exhibitors for the duration of the event.

For any questions, contact James Anderson, Manager, Sponsorship & Exhibit Sales, janderson@fascrs.org or (847) 686-2308. Space location will be assigned by ASCRS.

Why secure an Executive Suite at the Annual Meeting?

- Client Meetings
- Sales Meetings
- Recruitment
- Relaxation Room for Staff
- Hospitality Suites
- Training Sessions
- Private Demonstrations

Executive Suite - 10' x 20'

- Meeting room structure with locking door
- One conference table
- 8 conference chairs
- Carpet and padding
- 500 watt outlet
- Wastebasket
- Cleaning for 3 days

Turn-key Price:

Full Conference – Sunday through Tuesday

- **\$7,500** – Exhibitors

Executive Suite - 20' x 20'

- Meeting room structure with locking door
- Two conference tables
- 14 conference chairs
- Carpet and padding
- 500 watt outlet
- Wastebasket
- Cleaning for 3 days

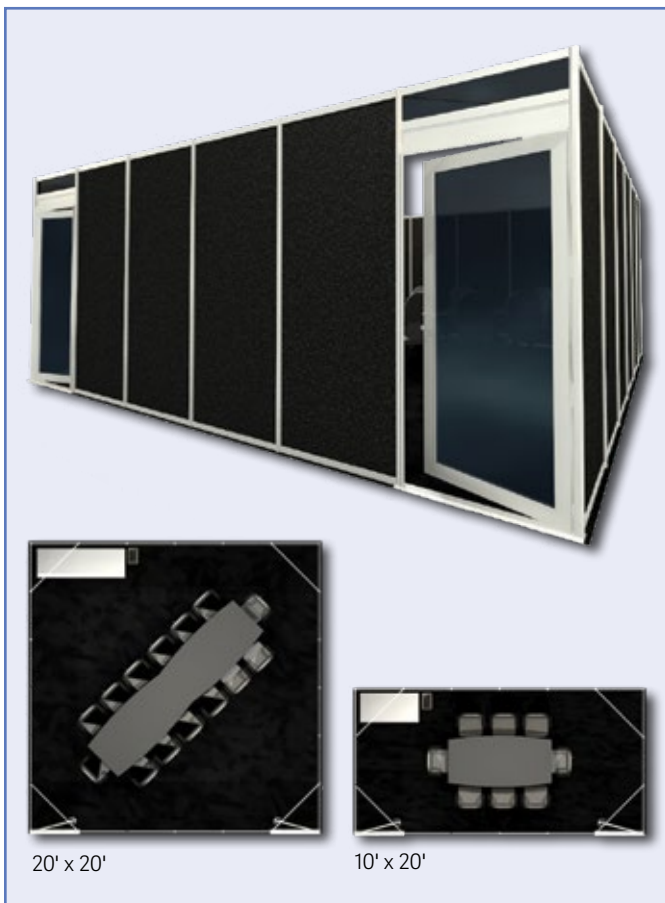
Turn-key Price:

Full Conference – Sunday through Tuesday

- **\$15,000** – Exhibitors

NOTE: ASCRS does not provide logistical support for the Executive Suites apart from the items outlined above.

Expenses incurred for additional services or upgrades (i.e. catering, internet, phone, security, AV, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.



20' x 20'

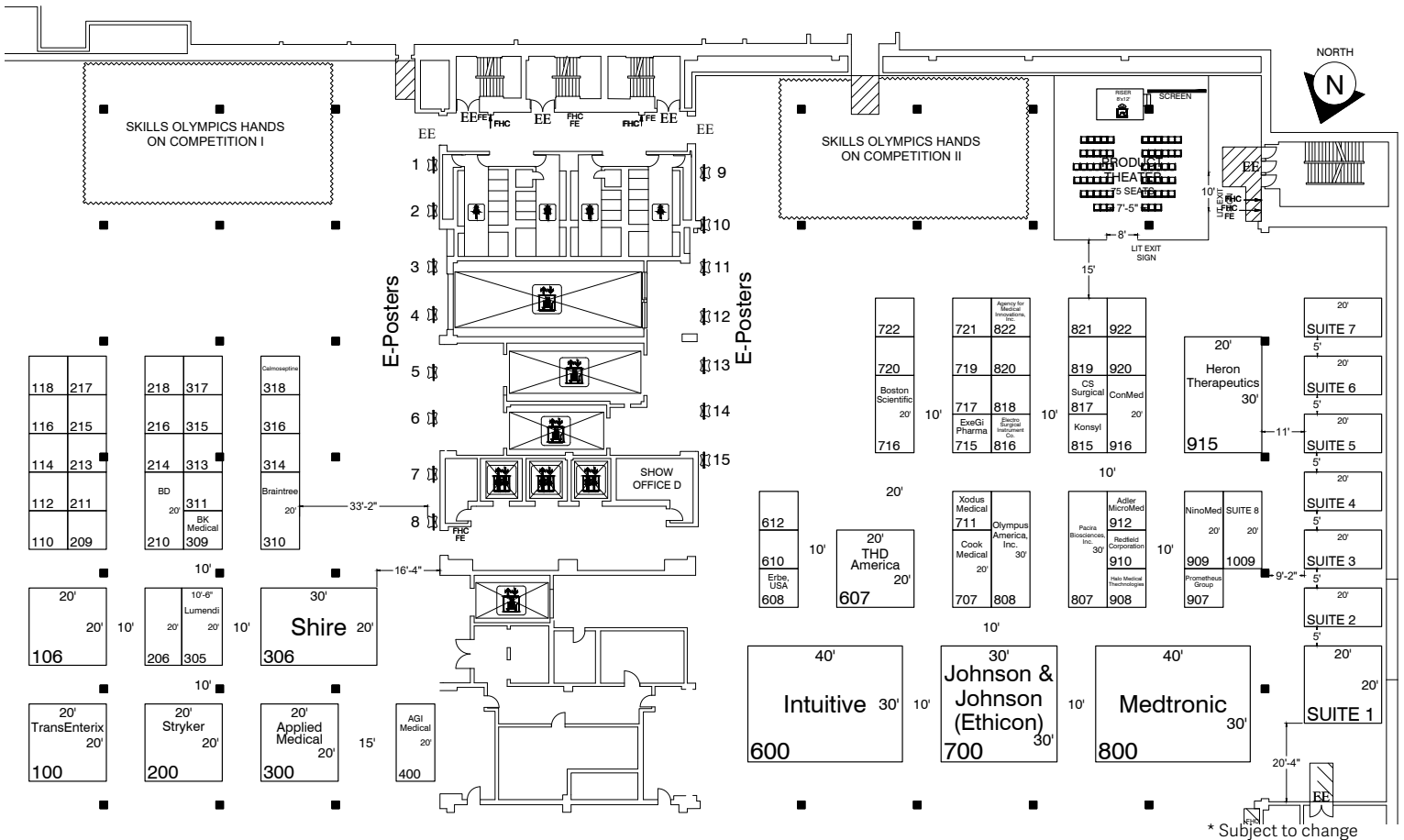
10' x 20'

Past ASCRS Annual Meeting Exhibitors

- 11Health
- Acelity (KCI, LifeCell, Systagenix)
- ACell, Inc.
- Adako USA
- Adler MicroMed, Inc.
- Aesculap, Inc.
- Agency for Medical Innovations (AMI)
- AGI Medical, Inc.
- Allergan
- Ambry Genetics
- American College of Surgeons
- Applied Medical Technology, Inc.
- Automated Medical Products Corp.
- Bard Davol
- Biolitec Biomedical Technology, GmbH
- BK Ultrasound
- Boston Scientific
- Braintree Laboratories, Inc.
- Calmoseptine, Inc.
- City of Hope
- Cleveland Clinic Department of Colorectal Surgery
- Clinical Genomics
- Coloplast
- CONMED
- ConvaTec
- Cook Medical
- CooperSurgical, Inc.
- Creo Medical, Ltd.
- CS Surgical, Inc.
- Cura Surgical, Inc.
- CuraSeal, Inc.
- Diversatek Healthcare
- Eas Innovation, LLC
- Edwards Lifesciences
- Electro Surgical Instrument Company
- ERBE USA, Inc.
- Ethicon US, LLC
- ExeGi Pharma
- First Capital Benefit Advisors, Inc.
- Fistula Solution
- General Surgery News
- GI Logic, Inc.
- GI Supply
- Hackensack Meridian Health
- Halo Medical Technologies, LLC
- HCA
- Heron Therapeutics
- Hitachi ALOKA Medical
- Inner Vision Travel, LLC
- Integra LifeSciences
- International Anal Neoplasia Society (IANS)
- Intuitive Surgical
- Invendo Medical, Inc.
- Invulyt
- Irrisept
- Karl Storz Endoscopy-America, Inc.
- Konsyl Pharmaceuticals
- Kyra Medical, Inc.
- LABORIE
- Lapro-Shark
- Life Sciences , LLC
- Lumendi, LLC
- Mallinckrodt Pharmaceuticals
- Medical Solutions Technologies
- Medrobotics Corp.
- Medspira, LLC
- Medtronic
- Merck & Company
- MiMedx
- Myriad Genetic Laboratories
- NOVADAQ
- Novum Pharma
- OBP Medical
- Olympus America Inc.
- Ovesco Endoscopy USA, Inc.
- Pacira Pharmaceuticals, Inc.
- Path MD Labs
- PRANICURA ,LLC
- Prometheus Group
- Recro Pharma, Inc.
- Redfield Corporation
- Renew Medical
- ResiCal, Inc.
- Richard Wolf Medical Instruments Corporation
- RMD Global, Inc./Hi Dow, Inc.
- Sandhill Scientific
- SAPI MED S.P.A.
- Sebela Pharmaceuticals, Inc.
- Seiler Precision Microscopes
- Shire
- Sontec Instruments, Inc.
- Stryker
- SurgiMark, Inc.
- Surgin Inc.
- THD America
- The Florida Hospital Nicholson Center
- The Medicines Company
- The Prometheus Group
- Torax Medical, Inc.
- TransEnterix, Inc.
- Twistle
- UBS Financial
- United Ostomy Associations of America,
- Vioptix, Inc.
- Wolters Kluwer Health
- Xodus Medical, Inc.
- Zinnanti Surgical Design Group. Inc.

ASCRS 2020 Exhibit Hall Floor Plan*

Hynes Convention Center Halls C&D



Rules and Regulations

These Rules and Regulations are a bona fide part of the contract for exhibit space with the American Society of Colon & Rectal Surgeons (ASCRS) hereinafter referred to as Show Management. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulations and extends to persons, things, printed matter, products and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management's decision and interpretation shall be accepted as final in all cases.

ACCME Standards for Commercial Support: Separation of Education From Promotion

Exhibitor representative(s) will not engage in promotional activities while in the space or place of a CME activity.

ASCRS must comply with ACCME regulations regarding separation of promotion and education; therefore, no ASCRS Member can present at an exhibitor's booth.

Americans with Disabilities Act

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management

Payment of Space

Applications submitted on or before January 31, 2020 must be accompanied by a 50% deposit of the total booth cost. Applications received after January 31, 2020 must include full payment of the total booth cost (payable in US funds and drawn on a US bank).

Cancellation and Refunds

All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before January 31, 2020, the exhibitor will be eligible for a full refund minus \$500 for each 10' x 10' space; between February 1, 2020 and March 15, 2020, eligible for a 50% refund of the total booth cost. No refunds will be made after March 15, 2020. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified, or failure 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 confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to

and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by the exhibitor's failure to comply with the Act.

Arrangement of Exhibits

Each exhibitor is provided access to an official Exhibitor Kit. 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 prohib-

ited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Booth decorations are to be professional, standard booth design. No gimmicks or attention-getting decorations are permitted. Nothing may be taped, posted, nailed, screwed or otherwise attached to columns, walls, drape, floor or any interior or exterior surface of the center. Exhibits are not permitted to span an aisle by ceiling or floor covering. Signs, parts of exhibits, supplemental lighting or any other exhibit material suspended from or attached to the ceiling of the exhibit hall must be approved by Show Management. Exposed or unfinished sides and/or backs

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 EXHIBITION.

Rules and Regulations (continued)

of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during set-up and, at the direction of Show Management, the decorator will install draping at the exhibitor's expense to any part of the exhibit deemed objectionable by other exhibitors or Show Management.

Attorneys' Fees

Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys' fees.

Booth Representatives

Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

Contests, Drawings, Lotteries

All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exhibition.

Controversial Procedures

Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice endorsed by the American Society of Colon & Rectal Surgeons. Should a potential exhibitor have a question in this regard, that exhibitor should contact Show Management before the meeting opens.

Copyright Licensing

Exhibitor is solely responsible for obtaining any required licenses to broadcast, per-

form or display any copyrighted materials including but not limited to music, video and software. The exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by the exhibitor's failure to obtain requisite license.

Direct Sales

Only those products listed on the exhibit application may be exhibited. Additional products for display must have Show Management approval prior to the exhibition. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

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 exhibition periods and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move-out.

Exhibitor Plan Review

Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

Exhibits & Public Policy

Each exhibitor is charged with knowledge of all state, county and city laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of

the exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as an 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. Exhibitors must comply with city and state fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to 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 his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. 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. Cylinders containing oxygen, compressed air or other medical gas must be secured by strap, stand or cart in an upright position to prevent tip-over. X-ray equipment may be displayed but not operated. Combustible materials used in the exhibit hall must be flame-proof in accordance with the City Fire Department Codes. Use or storage of flammable liquids, gasses or solids is strictly prohibited.

Rules and Regulations (continued)

FDA Regulations

Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

Food Products

Food products may not be distributed unless they are the products being promoted at the exhibit or they are used to demonstrate the company's product(s). Food products must be approved by the exhibit hall food and beverage department (special fees may apply) and Show Management. Food must be wrapped or in a container and not cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free.

Giveaways

The American Medical Association has adopted guidelines governing gifts to physicians from industry. These guidelines have been endorsed by Show Management and other medical organizations and by the Pharmaceutical Manufacturers Association. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Show Management for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. The "Notification of Intent to Distribute Premium or Novelty Items" form will be included in the Exhibitor Kit and must be returned to Show Management for approval no later than thirty (30) days prior to the opening of the exhibition. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitors may not distribute unofficial badges or company nameplates. No helium balloons may be used as booth decoration or inflated to distribute to visitors. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

Indemnification

Exhibitor agrees that he will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of the exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by the exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management, as the case may be. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against the exhibitor or relating to this lease or the Premises leased hereunder, then the exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

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. Any space not claimed and occupied by three (3) hours prior to the published

Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. If an exhibitor is late in removing its exhibit and causes Show Management to incur overtime or other costs, then the exhibitor will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may be subject to an early teardown fee and will also affect future applications.

Island Booths

An island booth is exhibit space with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. No drapery is provided for island booths. Island booth displays (including decorations) may not exceed 16' in height unless approved by Show Management. An exhibitor whose booth is adjacent to island booths should expect the same reasonable sight line from the aisle as they would expect as if they were adjacent to an exhibitor with a standard booth.

Liability and Insurance

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. None of Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

Rules and Regulations (continued)

Literature Distribution

All demonstrations or other activities must be confined to the limits of the exhibitor's booth. 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 unless approved by Show Management. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited unless approved by Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space unless approved and coordinated by Show Management. Show Management will offer an official door drop bag, to have your materials considered please contact Show Management.

No Smoking

Show Management has established a policy of no smoking. This applies to the exhibit hall, lounge and meeting rooms.

Operation of Exhibits

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 exhibition 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, is determined by Show Management to be objectionable to the successful conduct of the exhibition 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. The

use of celebrity spokespersons, magicians, fortune-tellers, dancers, mimes, puppet shows, other entertainment or special promotional activities is prohibited unless exhibitor has written permission from Show Management.

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 REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE 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.

Photography

An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Show Management may take photographs and may use them freely in any media for Show Management purposes.

Property Damage

Neither Show Management nor the exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and the exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party

hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and the exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Signage

Signs for Show Management approved sponsored functions are permitted but limited to two (2) per hotel and must have prior written approval from Show Management. Signage for product or activity promotion is not permitted outside the space contracted unless specifically authorized by Show Management.

Social Activities

Any social function or special event planned by an exhibiting company to take place during the meeting dates must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. Social and hospitality functions should be held on an invitation-only basis. Host companies must make it clear to their guests that the event is not an official ASCRS function. Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify Show Management 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 hotel management. No lobby signs are permitted.

Sound

Exhibits that include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb adjacent exhibitors and their patrons, nor cause the aisles

Rules and Regulations (continued)

to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

Standard Booth

All linear booths are 100 sq ft (10' x 10') unless otherwise noted. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8' 3" in height. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line. No solid exhibit construction may exceed 3' 6" in height, except in the rear one-half of the booth. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit.

Storage Of Packing Crates and Boxes

Unattended freight in any display space as of one (1) hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. 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 and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit materials 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 for 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 the

service contractor for removal time and materials at prevailing rates. None of Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

Use of Certain Property

Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Show Management, the service contractor, the exhibit facility and the city and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

Use of Independent Contractors

Exhibitors who plan to use the services of anyone other than the official service contractor must notify Show Management at least thirty (30) days in advance of Show dates by completing the "Request for Use of Exhibitor-Appointed Contractor" form included in the Exhibitor Kit. This includes exhibit designers and builders, audiovisual and computer suppliers, florists, security firms, photographers, etc. Independent contractors must: perform all services in a professional manner in accordance with the Exhibiting Rules and Regulations; not engage in solicitation of business on the exhibit floor for present or future conventions; order decorator labor in advance, either with the official service contractor or directly from the union or from exhibitor appointed contractor; and have all licenses, permits or bonding required by the federal, state, county or municipal governments and the Convention Center or Hotel Management prior to commencing work; and shall provide Show Management with an original Certificate of Insurance at least two (2) weeks prior to the Show dates. The insurance certificate must prove the policy will be in effect during the published installation and dismantling dates. Comprehensive general liability insurance

against claims for bodily injury or death and property damage of not less than \$1,000,000 for each occurrence and an active worker's compensation insurance policy covering all permanent employees and temporary labor hired to perform work on this event are required.

Use of Space

No exhibitor shall assign, sublet or share their allotted space with another business or firm unless 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 with by them in the regular course of business. Should an article of a 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 area.

Waiver

Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.



ASCRS

American Society of
Colon & Rectal Surgeons

Future ASCRS Meetings

April 24 – 28, 2021

San Diego Convention Center
San Diego, CA, USA

April 30 – May 4, 2022

Tampa Convention Center Tampa, FL, USA

June 3-7, 2023

Washington State Convention Center
Seattle, WA, USA

The American Society of Colon & Rectal Surgeons

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