



EXHIBITOR RULES & REGULATIONS

TABLE OF CONTENTS

- [Agreement to the ASA Exhibitor Rules and Regulations](#)
- [ASA Enforcement of the Exhibitor Rules and Regulations](#)
- [Adjustment of Exhibit Floor Plan](#)
- [ANESTHESIOLOGY® 2017 Meeting Schedule](#)
- [ASA Logo Use](#)
- [Booth Activities](#)
 - [Crowd Control](#)
 - [Device/Drug Products](#)
 - [Drawings and Raffles \(Prizes, Contests/Lotteries\)](#)
 - [Food and Beverage](#)
 - [Giveaways](#)
 - [Market Research](#)
 - [Presentations](#)
 - [Selling Product and Services](#)
 - [Sound](#)
 - [Use of microphones and restrictions on volume](#)
- [Booth Height](#)
- [Booth Space Package](#)
- [Cancellation /Reduction of Space /Mergers & Acquisitions](#)
- [Carpeting of Exhibit Space](#)
- [Carpeting of Downsized or Reduced Exhibit Space](#)
- [Contractor Services](#)
 - [Official Contractors](#)
 - [Exhibitor-Appointed Contractors \(EAC\)](#)
 - [EAC Terms and Conditions](#)
- [Dismantling/Exhibit Removal](#)
- [Electrical Services](#)
- [Eligibility](#)
- [Empty Crates](#)
- [Exhibit Design](#)
- [Exhibit Hall Attendance/Exhibitor Registration](#)
- [Exhibit Hall Installation](#)
 - [Move In](#)
 - [General Move-In](#)
 - [Final Setup](#)
 - [Opening Day](#)
- [Exhibit Hall Reception](#)
- [Exhibit Hall Schedule](#)
- [Exhibit Space Rates for ANESTHESIOLOGY 2017](#)
- [Exhibit Specifications and Restrictions](#)
- [Exhibitor Listing – Exhibit Guide](#)
- [Exhibitor Responsibilities](#)
- [Fire Safety Regulations](#)
- [Freeform Exhibits \(20'x20' or larger Island Booths\)](#)
- [Furnishings and Signs](#)
- [General Requirements](#)
 - [Signage](#)
 - [Use of Lighting Truss Systems](#)
 - [Request to Back out Overhead Lights](#)
 - [Exhibit Elements Not Permitted](#)
- [Hazardous Waste](#)
- [Hotel and Travel Information](#)
- [Inline Exhibits \(10'x10' or multiples thereof\)](#)
- [Latex-Free Meeting](#)
- [Location of Exhibits and Scientific Sessions](#)
- [Marketing and Promotion](#)
- [Mergers and Acquisitions](#)
- [Music](#)
- [No Smoking Policy](#)
- [Payment Terms](#)
- [Photographing and Videotaping](#)
 - [News Media](#)
 - [Professional Attendee](#)
 - [Exhibitor](#)
 - [Penalties for Unauthorized Use of Cameras](#)
- [Press Conferences](#)
- [Prohibition of Exhibitor-Sponsored Scientific Sessions](#)
- [Prohibition of Sponsored Symposia](#)
- [Proper Attire](#)
- [Security and Liability](#)
- [Shipment of Exhibit Materials](#)
- [Shuttle Bus Service](#)
- [Space Assignment](#)
- [Storage of Crates and Boxes](#)
- [Subletting of Space](#)
- [Suitcasing/Soliciting](#)
- [Violations and Penalties](#)
 - [On-Site Procedure for Identifying and Managing Violations](#)
- [Welcome Reception](#)

2018 ANNUAL MEETING

Meeting Dates:	October 13-17, 2018
Exhibit Dates:	October 13-15, 2018
Location:	Moscone Center San Francisco, California
Exhibit Location:	South Halls A-C
Exhibit Installation:	October 10-12, 2018
Exhibit Dismantling:	October 15-17, 2018

Agreement to the ASA Exhibitor Rules and Regulations

Submitting an Application and Contract for Exhibit Space (in person, via email, fax or online) is considered signed by an official of the exhibiting company indicating that the exhibitor rules and regulations have been read and agreed to before any space assignment will be made. Exhibitors will receive a copy of the agreement via confirmation letter.

ASA Enforcement of the Exhibitor Rules and Regulations

The American Society of Anesthesiologists®' Rules and Regulations serve to protect the integrity of the ANESTHESIOLOGY annual meeting, ensure compliance with laws, codes ordinances and contracts with the exhibition facility and ensure all exhibitors are treated fairly.

Adjustment of Exhibit Floor Plan

The American Society of Anesthesiologists and ASA Exposition Management (SPARGO, Inc.) reserves the right to add, move or remove booths if necessary. The floor plan is subject to change.

ANESTHESIOLOGY® 2018 Meeting Schedule

The ANESTHESIOLOGY 2018 annual meeting begins on Saturday, October 13 at 7 a.m. and adjourns Wednesday, October 17 at 12 p.m. During that period, neither exhibitors nor their agents may conduct or sponsor any educational, marketing or media activities directed toward ANESTHESIOLOGY 2018 professional registrants other than as part of ANESTHESIOLOGY 2018 program or as specifically authorized by ASA. Exhibiting companies and organizations may not offer CME credit to ASA professional attendees within their exhibit space or at any satellite event conducted outside of the convention center during the ANESTHESIOLOGY 2018 meeting schedule.

ASA Logo Use

The name American Society of Anesthesiologists or ASA, are registered trademarks of the American Society of Anesthesiologists. Use of the aforementioned in conjunction with advertisements, promotional materials, endorsements, statements, contests and/awards of any kind is prohibited. Violators may be subject to such civil and criminal penalties as provided by federal and state laws.

The ANESTHESIOLOGY 2018 logo is also a registered trademark of the American Society of Anesthesiologists. However, ASA will grant permission to exhibitors and advertisers to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's advertiser's participation at ANESTHESIOLOGY 2018. Samples of the proposed use of the ASA or ANESTHESIOLOGY 2018 logo should be submitted for approval to ASA by email at asaexhibits@spargoinc.com.

Booth Activities

All activities of each exhibitor, its employees and/or agents during ANESTHESIOLOGY 2018, which are directed toward ASA meeting registrants, other than entertainment and social functions permitted, must be confined to the exhibitor's exhibit space. All booth activities must be professional and educational in nature and related to the field of anesthesiology. Exhibitors must submit a Booth Activity Request Form through the online Exhibitor Resource Center for approval by Friday, September 7, 2018.

A. Crowd Control

As a matter of safety and courtesy to others, all presentations, demonstrations and marketing/promotional activities, including meetings with customers and staff, must be confined to the exhibit space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Adequate space/seating for presentations and demonstrations must be provided within the exhibitor's booth. ASA and ASA Exposition Management reserve the right to have the exhibitor discontinue any activity or dismantle any display/demonstration feature that interferes with the normal traffic flow.

Exhibitors are required to allocate adequate exhibit space near these gathering zones to conveniently accommodate company personnel and visitors. Companies anticipating large crowd gatherings are responsible for keeping the aisles around their space clear. During show hours, Crowd Control/Security Guards will maintain appropriate use of aisles. At its sole discretion, ASA determines exhibitor personnel excessive crowd violation. Written notices will be issued to companies in violation along with assessment of a \$50 fine (per incident). Company personnel not cooperating and found in violation will be issued a Violation Notice.

The primary exhibitor contact will be:

1. Provided a copy of the Violation Notice stating name of the individual, time and location of incident(s.)
2. Issued an invoice for payment of fine(s.)

B. Device/Drug Products

Equipment for demonstrations must not pose a safety hazard. Please refer to FDA guidelines for the use of devices, such as Ultra Sound devices, for demonstration purposes. All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs.

Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA (premarket approval) and 510(k) devices must be identified to ASA as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to ASA upon application submission:

1. Exhibitor notifies and identifies the medical device to ASA.
2. Verify to ASA that a 510(k) application has been filed.
3. Exhibitor is required to display in plain view in their booth that they have applied, but have not yet received FDA approval.

Devices/drugs presented for marketing outside the United States must be clearly and conspicuously labeled as such, so as not to cause confusion or possible misrepresentation. Failure to meet marketing and labeling standards will result in the removal of the device/drug in question from the exhibit hall or forfeiture of exhibit space.

C. Drawings and Raffles (Prizes, Contests/Lotteries)

Drawings and raffles may be conducted according to the following guidelines: The selection process for drawings and raffles cannot take place on the exhibit floor during normal hours of operation. Winners are not required to be present to win. The total prize awarded may not exceed \$1,000 in retail value. ASA and ASA Exposition Management reserve the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibition. Exhibitors must submit

a Drawing/Raffle/Giveaway Form through the online Exhibitor Resource Center for approval by Friday, September 7, 2018.

Contests and games outside of drawings and raffles of any kind in conjunction with all exhibitor activities are prohibited. Exhibiting companies that interact with physicians and other healthcare professionals during the ASA annual meeting are asked to review the codes of ethics developed by PhRMA and AdvaMed. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

D. Food and Beverage

Approval for the distribution of food and beverage items must be obtained from the ASA and SAVOR...San Francisco, the exclusive provider of food and beverage at the Moscone Center. Popcorn, peanuts and other loose items are prohibited. Exhibitors must submit a Food and Beverage Distribution Request Form through the online Exhibitor Resource Center for approval Friday, September 7, 2018.

Beverages may be distributed from the exhibitor's booth by using the following guidelines:

1. Beverages may not be displayed as a promotion or to attract attendees (with the exception of the Reception).
2. Beverages may be distributed to an attendee only during the course of a meeting or conference within enclosed areas of the exhibitor's booth.
3. Beverages must be provided in generic cups or glasses supplied by SAVOR...San Francisco, the exclusive provider of food and beverage at Moscone Center.
4. Alcoholic beverages are strictly prohibited (with the exception of the Welcome Reception).

Exhibitors who will be providing food and beverage to attendees in their exhibit booths must order and pay for porter service through the exclusive general services contractor. This is not required if you are only providing such services during the Welcome Reception.

E. Giveaways

Handout materials are to be straightforward, professional and non-combative in nature. Small token gifts that are not worn or displayed and may be carried in the pocket, such as pens, pencils, luggage tags or pocket calendars, are acceptable and may be distributed from the exhibitor's booth without prior approval. A complete list of approved giveaways and an approval form will be included in the online Exhibitor Resource Center. It is the responsibility of the exhibitor to receive prior approval for any handout/novelty item that may be questionable in nature. Exhibitors must submit a Drawing/Raffle/Giveaway Form through the online Exhibitor Resource Center for approval by Friday, September 7, 2018.

Exhibiting companies that interact with physicians and other healthcare professionals during the ANESTHESIOLOGY 2018 annual meeting are asked to review the codes of ethics developed by PhRMA and AdvaMed. Ethical practices and industry conduct can differ among companies. It is the responsibility of each company to decide what types of activities are appropriate as they relate to sales and promotional events.

F. Market Research

Exhibitors may conduct market research as a booth activity. Attempting to survey or gather data in other areas of the convention center is prohibited. Focus groups are prohibited anywhere inside the convention center.

G. Presentations

In booth presentations of educational content during the ANESTHESIOLOGY 2018 annual meeting is prohibited unless specifically authorized by ASA. In accordance with the guidelines of the Accreditation Council for Continuing Medical Education, at no time and in any form are exhibitors allowed to promote specific components of the ASA meeting program

or offer CME credit.

The use of key opinion leaders or company employees to promote exhibitor products is permitted within the exhibit space; **HOWEVER, ASA leadership and/or physician presenters on the ANESTHESIOLOGY 2018 program are expressly prohibited from promoting exhibitor products. Exhibitors with presenters in booth must identify and disclose.**

ASA reserves the right to order presentations discontinued if they are noncompliant with ASA guidelines. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

Demonstrations, product literature and handout materials are to be straightforward, professional and non-combative in nature and must avoid the use of sideshow or theatrical gimmicks.

Activity and attire of models and demonstrators shall be consistent with the professional atmosphere of the ASA meeting. The use of live animals, magicians, puppet shows, fortune tellers, dancers, celebrities or celebrity look-alikes, live performances of music, costumed characters, mimes, robots, balloons or other entertainment is prohibited. Exhibitors wishing to include in-booth entertainment such as a photo booth, caricature artist, etc. must have prior approval. Exhibitors must submit a Booth Activity Request Form through the online Exhibitor Resource Center for approval by Friday, September 7, 2018.

Presentations should be directed into the booth and not into the aisle. Live presentation and product demonstration areas should be positioned well within the freeform setback requirements.

If video is used to demonstrate equipment by simultaneously using a live model and videotape, a sign clearly indicating the simulation must be posted.

Please refer to the examples below for acceptable language to be used in communications and on any promotional or booth materials pertaining to the ANESTHESIOLOGY® annual meeting, such as in booth presentations:

- This event is held adjunct to ANESTHESIOLOGY® 2018
- This event is not sponsored or endorsed by ASA
- This event does not qualify for continuing medical education (CME)

All three of these disclaimers are required for all promotional materials for non-accredited industry events.

ASA and ASA Exposition Management will not attempt to settle disputes between exhibitors over issues such as trademark violations, sign copy and copyright violation claims. ASA and ASA Exposition Management understand the sensitivity of these issues; however, ASA and ASA Exposition Management are not a judge, jury, regulator or police officer, and enforcement or protection options are limited.

H. Selling Products/Services

In the event that an exhibitor engages in on-location transactions, the exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

I. Sound

Sound must be at a level that does not disturb neighboring exhibits (80 decibels when measured by ASA Exposition Management from any adjacent aisle) and presentations must be done in a manner that does not encourage congregation of attendees in aisles.

J. Use of microphones and restrictions on volume

Booths measuring 20'x20' or larger may use microphones inside booths to explain products. The volume of AV equipment and the volume of sound emitted by the products themselves shall be kept within the level of common sense as far as possible considering relationships with nearby booths. Live music is prohibited.

Exhibitors using audio systems should direct the sound into their booth and not towards the aisle or neighboring exhibits. The exhibitor will be required to stop using a system if, in the opinion of ASA Exposition Management, the sound level or presentation is objectionable to attendees or adjacent exhibitors.

The following steps will be taken by ASA Exposition Management to ensure that appropriate sound levels are followed:

- 1st Violation: The offending exhibitor will be notified (via the ASA Exhibition Violation Notice) and instructed to comply with stated guidelines.
- 2nd Violation: The offending exhibitor will be issued a Second Violation Notice indicating non-compliance and instructed to reduce the volume immediately and will lose 25% of their total Priority Points associated with future meeting participation.
- 3rd Violation: Immediately following issue of Third Violation Notice, electrical sources will be terminated at exhibitor's expense for remainder of the day and 50% of their total Priority Points will be deducted from the future meeting participation. The exhibitor will assume full responsibility for any damage to their exhibit or demonstration resulting from failure to adhere to exhibition sound level requirements.

Booth Height

Linear booths (10' x 10') may use a height of 8', providing it does not interfere with any other exhibitor's view. Linear booths, including signage, may not project above the 8' backdrop. Linear booths will include an 8' high backdrop and 36" high curtain sidewalls. All display fixtures over 4' in height and placed within 10 linear feet of adjoining exhibits must be confined to that area of the exhibitor's space which is within 5' of the backline. No peninsula or "end-cap" booths are allowed.

Island booths may use a height of 20'. Island exhibits must be accessible from all four sides and must be arranged to allow see-through visibility. They must not obstruct substantially the view of, or interfere with, other exhibitors' displays.

Booth Space Package

Booth space package includes the following:

- Two (2) complimentary exhibitor booth personnel badges per 100 square feet of contracted exhibit space. Additional exhibitor badges over the allotment may be purchased for an additional \$65 each by the deadline as noted in the Exhibitor Service Manual. After the deadline, the fee for each additional exhibitor badge over the allotment will be \$105. This price is subject to change
- 8' high back drape, 36" high side rails.
- 7" x 44" identification sign – includes company name and booth number.
- Admittance to General Scientific Sessions based on seating availability.
- Publication of company name, booth number, city, state, website address and a 250 character company or products/services description in the ANESTHESIOLOGY 2018 Meeting & Exhibits Guide for applications received by July 27, 2018.
- Company listing on the ANESTHESIOLOGY 2018 website.

Cancellation /Reduction of Space /Mergers & Acquisitions

Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing to:

ASA Exposition Management

c/o SPARGO, Inc.

11208 Waples Mill Road, Suite 112

Fairfax, VA 22030

asaexhibits@spargoinc.com

It is the responsibility of the exhibiting company to ensure that the cancellation/reduction notification notice has been received by ASA Exposition Management. When ASA Exposition Management receives written notice that an exhibiting company is reducing exhibit space, the number of exhibitor badges will be reduced accordingly.

- If cancellation or reduction of exhibit space is necessary through December 21, 2017 there will be no penalty.
- Exhibitors canceling or reducing their space from December 22, 2017 through June 14, 2018 will forfeit 50% of total space rental.
- Exhibitors canceling or reducing their space after June 18, 2018 will forfeit 100% of total space rental.

Exhibiting companies cancelling participation due to mergers/acquisitions by another exhibiting company will be handled as a cancellation and subject to the cancellation fees described in the Cancellation/Reduction of Space/Mergers & Acquisitions regulation.

Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space.

Carpeting of Exhibit Space

To improve the appearance of the exhibit hall, carpet is **required in all booth spaces and is to be provided at the exhibitor's expense**. It is suggested that the carpet be compatible with the exhibit hall colors of Tuxedo (black and white) carpet and gray drape. Scientific and Educational booths will have silver carpet and blue 8' back wall and side rail drapes. ASA Exposition Management will have carpet installed, at the exhibitor's expense, in exhibit spaces that do not have carpet installed by 2 p.m. on Friday, October 12.

Carpeting of Downsized or Reduced Exhibit Space

Downsized or reduced exhibit space will be carpeted at the exhibitor's expense. An invoice for the total square footage necessary to carpet the area reduced will be issued by ASA Exposition Management for immediate payment.

Contractor Services

A. Official Contractors

ASA will designate official service contractors to provide to the exhibitor. Supervision, electrical, plumbing, cleaning, telephone, security, drayage, rigging and catering services must be provided by the designated official contractor. All services not ordered in advance must be procured through the Official Contractor's Exhibitor Service Desk at the Moscone Center. FREEMAN, the general services contractor, will have complete control of all dock and loading facilities and will receive all direct and advance shipments and van loads, handle all freight and provide all rigging labor and equipment.

B. Exhibitor-Appointed Contractors (EAC)

Exhibitors using contractors other than the official ASA contractors for labor, supervision or any other service must submit an Exhibitor Appointed Contractor Form on or before Friday, September 7, 2018 through the online Exhibitor Resource Center. No requests, addenda or substitutions received after that deadline will be considered. Only requests from exhibitors not (EACs) will be considered.

C. EAC Terms and Conditions

A request will be approved only if it will not interfere with or prejudice the orderly setup, interim services or dismantling of the exhibition. Requests will not be approved if they are inconsistent with the commitments made and obligations assumed by ASA

in any contract with official service contractors or in its lease with the Moscone Center. All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may, at the discretion of ASA, result in the appointed contractor's removal from the exhibit floor.

Dismantling/Exhibit Removal

Each exhibitor will complete arrangements for removal of its material from the Moscone Center in accordance with these rules and the instructions provided in the Exhibitor Service Manual.

Electrical Services

The exhibitor must arrange for all necessary electrical service, preferably in advance. Electrical forms will be included in the online Exhibitor Service Manual. Forms must be completed and returned to FREEMAN. FREEMAN is the exclusive provider of electrical service for ANESTHESIOLOGY 2018.

Eligibility

The American Society of Anesthesiologists retains the sole right to determine the eligibility of which companies and organizations may exhibit at American Society of Anesthesiologists' meetings.

Empty Crates

Empty stickers will be available at the FREEMAN Service Desk and should be placed on crates when ready for removal to the storage area. Empty crates will be picked up and stored by FREEMAN, the official general services contractor and returned to your booth at the close of the meeting.

All empty crates must be labeled for removal from the exhibit floor by 5 p.m. on Friday, October 12, 2018. All crates not ready for removal at this time must be within the perimeter of the booth space.

Exhibit Design

The regulations listed herein are presented to create and maintain an open atmosphere on the show floor. 100% occupancy of allowed exhibit space is discouraged. In designing exhibits, good judgment and consideration for neighboring exhibitors and attendees should be a primary objective.

Electrical cords, rear sides of audio/visual equipment and other aspects of the exhibit not intended for public view must be concealed or displayed so as not to distract from neighboring exhibits. Any portion of exhibit with visible unfinished sides or back exposed must be draped off at the exhibitor's expense.

If the floor plans (where required) are not submitted or exhibit construction is determined to be in violation exhibit design regulations, ASA and ASA Exposition Management reserves the right to prohibit construction of the booth. Booths are subject to show site review and modification where necessary, will be at the exhibitor's expense. Exhibits built in non-compliance of the ASA rules and regulations are subject to the loss of priority points.

Exhibit Hall Attendance/Exhibitor Registration

Exhibit hall attendance is limited to qualified exhibitors and professional registrants and spouses. Exhibitor badges are produced by using only the company name submitted on the Application/Contract. The official ANESTHESIOLOGY 2018 badge must be worn at all times while in the exhibit hall. Do not deface badges by inserting company cards or applying novelty items. Defaced badges will be confiscated and the wearer escorted off the exhibit floor.

Each exhibiting company will receive two (2) complimentary badges for each 100 square feet of exhibit space contracted. Additional exhibitor badges over the allotment may be purchased for an additional \$75 each by the deadline as noted in the Exhibitor Service

Manual. After the deadline, the fee for each additional exhibitor badge over the allotment will be \$125. Badges are non-transferable. The price is subject to change.

Exhibitor badge registration opens in July 2018. Exhibitor badges must be picked up onsite. Exhibitor badges will allow exhibitors into sessions with the exception of sessions that require attendees to pay an additional fee. These include Problem-Based Learning Discussions and Workshops. Registered exhibitor representatives may attend courses if space permits after all ticketed professional registrants have entered. CME or CE credit is not offered to exhibitors.

Exhibitor representatives must remain in the rented space and are not admitted to the exhibit floor for the purpose of viewing other exhibits. Exhibitor personnel may not enter another exhibitor's booth space without obtaining permission. Be considerate of other participating companies. Exhibitor personnel are not permitted to enter an unstaffed booth of another exhibitor at any time. Exhibiting companies are responsible for monitoring their own space. Exhibitors are strictly prohibited from soliciting outside their booth.

It is a violation to admit a person eligible for professional registration as exhibitor personnel. False certification of individuals as exhibitor representatives, misuse of exhibitor badges or any other method of assisting unauthorized persons to gain access to the exhibit floor will be cause for loss of priority points, a change of exhibiting status and/or payment of the registration fee for each violation.

Children under the age of 16 are not allowed on the exhibit floor at any time. The use of motorized vehicles, including Segways®, with the exception of ASA-approved wheelchairs, is not permitted by exhibiting personnel or for attendee use in the exhibition halls during ANESTHESIOLOGY 2018.

Exhibit Hall Installation

The exhibitor may not occupy exhibit space until all conditions as set forth in these rules and regulations are met. All power tools and equipment used in the installation of exhibits must be operated in compliance with safety guidelines, as prescribed by OSHA or other recognized authorities, for the protection of the operator and others working in the vicinity. Table and circular saws, lathes, grinders, sanders and other power equipment may not be set up and/or operated in aisles or unprotected areas. The use of motorized vehicles, including hydraulic lifts, is not permitted by exhibitors or exhibitor appointed contractors (EACs). All lifts and operators must be provided by the appropriate official service contractor.

All high work, including the installation and adjustment of all supplemental lighting, requiring cranes and hydraulic lifts, must be completed during the exhibitor's move-in schedule. No hi-lifts will be admitted on the exhibit floor after 6 p.m. on Friday, October 12, 2018.

A. Move-In

Exhibitor freight will be received and installation will begin in accordance to the exhibit schedule which will be included in the online Exhibitor Service Manual, which will be available in July 2018.

B. General Move-In

General setup for all exhibitors will begin Wednesday, October 10, at 8 a.m. No freight will be accepted at the Moscone Center for exhibitors prior to Wednesday, October 10.

C. Final Setup

If setup of any exhibit has not started by 6 p.m., Friday, October 12, ASA Exposition Management may order the exhibit to be set up and the exhibitor billed for all charges incurred. ASA and ASA Exposition Management will not be responsible for any damage incurred. All exhibits must be substantially completed by 6 p.m., Friday, October 12, and all aisles cleared of exhibit materials and crates. All components yet to be installed must be within the exhibitor's space.

D. Opening Day

All technical exhibits must be fully operational by 8 a.m. Saturday, October 13. After this hour, no installation work will be allowed without special permission from ASA. No installation will be allowed during published hours of the ANESTHESIOLOGY 2018 Commercial Exhibits.

Exhibit Hall Reception

A reception will be held in the exhibit hall on Saturday, October 13. This reception will provide exhibitors with an opportunity for dedicated time with ANESTHESIOLOGY 2018 annual meeting attendees. Please complete and submit the Welcome Reception application included in the online Exhibitor Resource Center to participate.

Exhibit Hall Schedule

EXHIBIT HALL SCHEDULE IS SUBJECT TO CHANGE.

Exhibitor Move In

Wednesday, October 10: 8 a.m. – 4:30 p.m.

Thursday, October 11: 8 a.m. – 4:30 p.m.

Friday, October 12: 8 a.m. – 6 p.m.

All exhibits must be fully installed by 6 p.m., Friday, October 12, 2018

Show Hours

Saturday, October 13: 10:30 a.m. – 3:45 p.m.

Sunday, October 14: 9 a.m. – 3:45 p.m.

Monday, October 15: 9 a.m. – 1 p.m. #

Exhibitor Move Out

Monday, October 15: 1 - 8 p.m.

Tuesday, October 16: 8 a.m. – 4:30 p.m.

Wednesday, October 17: 8 – 10 a.m.

- Early dismantling of exhibits is expressly prohibited.

FREEMAN, the official general services contractor, will install any exhibitor not set-up by 6 p.m. on Friday, October 12, with the appropriate charges billed to the exhibitor. No set-up will be allowed on Saturday morning, October 13.

Exhibit Space Rates for ANESTHESIOLOGY 2018

- Standard – \$48.00 per square foot
- Premium – \$51.50 per square foot
- Corner Premium – \$300 per corner

- Payment Terms:
 - A 50% deposit is due by December 22, 2017 for applications submitted prior to December 22, 2017.
 - A 50% deposit is due with application when submitted between December 22, 2017 and June 14, 2018.
 - 100% payment is due with application when submitted after June 14, 2018.

ASA requires payment in full no later than June 15, 2018. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Exhibit Specifications and Restrictions

Exhibits must conform to the usual requirements. Commercial exhibitors shall be restricted to those acceptable to the American Society of Anesthesiologists. Acceptable exhibitors are companies whose products or services must be relevant professionally to the practice of anesthesia and in good taste. No novelty items, including jewelry and t-shirts, may be sold from the exhibit booth. No subletting of space will be permitted. Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time. FREEMAN, the general services contractor, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor.

Aisles must be kept clear for traffic. Exhibitors' activities, personnel, giveaways, and equipment must be confined within the booth space. No loudspeakers, public address systems, lights, or other equipment that may be annoying to adjacent exhibitors shall be permitted in the booths. Sound leakage must not interfere with any other exhibitor. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floor, or other parts of the building or furniture. ASA Exposition Management and the Moscone Center must approve in advance any special lighting or lighting trusses that must be secured to the ceiling. Distribution of promotional gummed stickers or labels is prohibited. Anything in connection therewith necessary or proper for protection of the building, equipment, or furniture will be at the expense of the exhibitor.

Exhibitor Listing – Exhibit Guide

A list of exhibitors who apply for space by Friday, July 27, 2018 will be published in the printed Meeting & Exhibits Guide to be distributed in attendee registration bags at the meeting. Descriptions that are not approved by ASA Exposition Management by July 27, 2018 will not be printed in the Meeting & Exhibits Guide. All exhibitor listings will be posted on the ANESTHESIOLOGY 2018 annual meeting web site.

Exhibitor Responsibilities

All commercial exhibit material must be packed and ready for outbound shipment by 10 a.m. Wednesday, October 17, 2018. Any materials not called for at that time will be shipped at the exhibitor's expense by a carrier selected by the official general services contractor. All space occupied by an exhibitor must be surrendered in the same condition as it was at the commencement of occupation. The exhibitor is responsible for removal of excess debris, bulk quantities of printed material, floor covering and any item other than that which can be easily removed by broom sweeping. Costs related to removal of same are the responsibility of the exhibitor.

Fire Safety Regulations

All curtains, drapes and decorations must be of fire retardant materials. Exits, fire extinguishers, fire hoses and fire sprinkler closets must be visible and accessible at all times. Compressed gases are allowed only in approved containers at Moscone Center. Only a one-day supply will be allowed in the display area and must be secured. Storage of compressed gasses is not allowed at the Moscone Center. Storage services will be available through FREEMAN, the official general services contractor. Use of two wire extension cords is prohibited. All temporary wiring must be accessible and free from debris and storage materials. All packing containers, wrapping materials and display materials must be removed from behind booths and placed in storage. Helium balloons are not allowed in the hall. Flammable liquids with flash point less than 110 degrees Fahrenheit are prohibited and may not be used or brought into the building. Combustible liquids with flash points higher than 110 degrees Fahrenheit must be stored in and dispensed from approved safety cans, and must be removed from the building before the show opens.

Freeform Exhibits (20'x20' or larger Island Booths)

ASA Exposition Management will consider freeform designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are:

1. All freeform exhibits should have access from all four sides and must allow 40% visibility from front to back and side to side. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of ASA.
2. Exhibitors must submit diagrams of booths 20'x20' or larger for approval. Diagrams should include colored-rendering, complete scale drawings, both concept and construction, calling out open sightlines, a plan view of the booth indicating applicable setback, exhibit height, live demonstration areas and supplemental/backout lighting requests. Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs. These should be submitted as a digital file to ASA Exposition Management for basic approval along with the Freeform Booth Approval Form by Friday, September 7, 2018 through the online Exhibitor Resource Center.
3. If floor plans are not submitted and approved and construction is determined to be in violation of regulation, ASA and ASA Exposition Management have the right to prohibit construction of the booth. Freeform booths are subject to show site review and modification where necessary, at the exhibitor's expense. Exhibits built in non-compliance with ASA rules and regulations are subject to losing priority points.
4. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.
5. No part of any freeform exhibit may exceed a height of 20' from the floor of the exhibit hall.

Furnishings and Signs

Furniture, decorations, signs, and miscellaneous items may be rented from FREEMAN. The complete Exhibitor Service Manual will be available online in July 2018. A 7" x 44" identification sign will be provided for all in-line booths.

General Requirements

All exhibits must conform to and enhance the professional, education and instructional atmosphere of the meeting. Overstatement in the design is to be avoided. Exhibitors are required to provide approved floor coverings for all booths. Appropriate display components and furniture must be provided by the exhibitors at their expense. If locations of columns, utilities or other architectural components of the facility are considerations in the construction of an exhibit, it is the responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations. Materials used in the exhibit hall must be flame retardant in accordance with City of San Francisco Fire Ordinances. Exhibitors shall possess a certificate of flame retardation for all display materials used in the exhibit. This certificate must be made available for inspection on demand. Electrical equipment and display components must conform to the electrical code of San Francisco. Please refer to the online Exhibitor Service Manual, available in July 2018, for complete and detailed information.

Every effort has been made to ensure the accuracy of all information distributed by ASA; however, up-to-minute information is not always available. ASA, ASA Exposition Management, Moscone Center and their contractors or agents make no warranties as to the precise accuracy of floor plans issued in conjunction with or pertaining to the exposition.

- **Signage**

Exhibitors with island booths are permitted to hang identification signs from the ceiling of the Moscone Center. All identification signs must be fixed and within the confines of the booth. Hanging Signs and Graphics should be set back 10 ft. from adjacent booths and be directly over contracted space only. The top of the booth's sign may not extend more than twenty-four (24) feet from the exhibit hall floor and cannot block the visibility of ASA signs. Exhibits built in non-compliance of the ASA regulations are subject to losing priority points. FREEMAN is the exclusive provider of rigging and hanging sign installation. Please be cognizant of the height/clearance over your exhibit space due to ceiling height and/or arches.

- **Use of Lighting Truss Systems**

Overhead lighting systems, attached to the facility steel structure, are permitted ONLY if the exhibit measures 1,000 square feet or greater. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram to ASA along with the ASA Freeform Booth Design Form by Friday, September 7, 2018 through the online Exhibitor Resource Center. All requests must be reviewed and approved by ASA Exposition Management. Exhibit elements are not to be attached to the lighting truss. Exhibits built in non-compliance of the ASA rules & regulations are subject to losing priority points.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, and pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

- **Request to Back out Overhead Lights**

Overhead hall lights may be requested to be shut off to those exhibitors with freeform booths measuring 1,000 square feet or greater. Make your request by using the Freeform Booth Design Form found in the ASA Exhibitor Service Manual. Lights may only be turned off when directly overhead and in the confines of your booth. No light will be turned off if located outside the confines of your booth or too close to an aisle. ASA has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid showing the placement and the number of lights located over your booth, an exhibiting company or appointed EAC may contact ASA Exposition Management at asaexhibits@spargoinc.com.

- **Exhibit Elements Not Permitted**

Balloons, flashing lights and strobe lighting of any kind are prohibited. Any changes required in bringing an exhibit into compliance will be made at the exhibitor's expense. Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or to ASA.

Hazardous Waste

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors that generate materials fitting the above description of hazardous waste in the course of their meeting activities should:

- Be aware of the full scope of the hazards associated with their wastes.
- Conform to the requirements of all regulatory agencies having jurisdiction in the location of the creation of hazardous wastes.
- Ensure that all company personnel or agents who could possibly be engaged in the transportation, containerization, use, coordination or disposal are fully informed of associated risks.
- Submit a Booth Activity Request form by Friday, September 7, 2018 through the online Exhibitor Resource Center to ASA Exposition Management for review and approval.

The exhibiting company will be responsible for any costs or expense associated with the removal or disposal of hazardous wastes resulting from the activities of the exhibiting company or an agent of the exhibiting company.

Hotel and Travel Information

All exhibitors housing should be arranged through OnPeak|GES, the official ASA Housing Bureau. Rates and locations will be listed on the Hotel Reservation Site. Information will be available to all exhibitors in May. Travel information will also be available concerning reservations.

Inline Exhibits (10'x10' or multiples thereof)

The minimum exhibit space is 10' x 10'. The back 5' of the basic exhibit may be occupied up to a height of 8'. The front 5' of the rented space may be occupied from the floor up to a height of 4'. Equipment may exceed the 4' height limit but may not be higher than 8' and must be placed so as not to block the view or impede the sight lines of adjacent exhibits. Live or video demonstrations must be confined to the back 5' of the rented space. No hanging signs are permitted with inline exhibits. ASA Exposition Management shall, at its expense, provide basic furnishings such as side and backwall drape and a standard booth sign.

Latex-Free Meeting

Exhibitors are prohibited from using latex products such as gloves, balloons and other latex-based promotional items due to the significant prevalence of latex sensitivity among anesthesiologists.

Location of Exhibits and Scientific Sessions

Scientific sessions will be held at the Moscone Center. Scientific and Commercial exhibits will be in Halls A-C of the South Hall.

Marketing and Promotion

The list of ASA exhibitors shall not be published, in whole or in part, other than in ASA official publications and on ASA official Web sites. Said list will not be released by ASA for promotional purposes, other than to ASA official contractors.

Exhibitors may purchase use of attendee data (opt-in only) on a limited license basis from ASA for promotions of their product and services to attendees. At no time and in any form are exhibitors allowed to promote specific components of the ASA meeting program. Email addresses, telephone and fax numbers of ASA attendees will not be made available. Attendee data remain the property of ASA. Use of same is limited to the specific use(s) and time period approved by ASA. Unauthorized use, including but not limited to resale or unauthorized solicitation, may result in the loss of Exhibitor status.

All promotional materials must be approved by ASA and ASA Exposition Management prior to printing, use and/or distribution. Please allow a minimum of five business days for approval. See the ANESTHESIOLOGY 2018 Language Use Guidelines for more information.

Distribution of any printed material, showing of equipment or product presentations to ASA registrants or guests by exhibitors, other than in the exhibitor's assigned space, is prohibited. Exhibitors may not engage in any type of marketing activities at hotels during the ASA meeting schedule.

ASA strongly discourages exhibiting companies from displaying banners, billboards, other signage or promotional activities in the public domain, other than official ASA promotional opportunities, within 30 miles of the ANESTHESIOLOGY 2018 annual meeting official venue and hotels.

Mergers and Acquisitions

Companies that have merged with, been purchased by, or have purchased another company, may use the exhibit points from either company alone, whichever is more, but not combined points of both companies. ASA should be notified in writing that the acquisition or merger between companies has been completed and list the date of completion.

Companies will have to select one company name to be used for all printed materials (badges, publications, etc.) Companies requesting a transfer of points must be "directly related" to an exhibiting company in order to inherit those points. A "directly related" company shall be defined as a company that is wholly owned by a subsidiary or one which has merged with another company.

Points will be awarded only if similar product lines are displayed. The sale of a product, product lines, certain technology, or certain assets to another company will be considered to transfer priority points only if and to the extent determined by ASA in its sole discretion. All requests for transferring priority points must be submitted in writing to the ASA Exposition Management and confirmed in writing by the parent of subsidiary company.

Music

Exhibitors will not be permitted to play music in the Connection Center (exhibit hall.) There are stringent licensing fees for playing music at a meeting.

No Smoking Policy

Moscone Center is a smoke-free facility. A smoke-free policy will be enforced and in effect during installation, meeting operation and dismantling hours. Outside designated smoking areas will be provided.

Payment Terms

- A 50% deposit is due by December 22, 2017 for applications submitted prior to December 22, 2017.
- A 50% deposit is due with application when submitted between December 22, 2017 and June 14, 2018.
- 100% payment is due with application when submitted after June 14, 2018.

ASA requires payment in full no later than June 15, 2018. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

In the event the indebtedness evidence hereby is collected by or through an attorney, the American Society of Anesthesiologists hereof shall be entitled to recover reasonable attorney's fees to the extent permitted by applicable laws. Should the delinquent account be placed with a collection agency, the exhibitor also will be liable to repay a twenty-five percent (25%) service collection fee. This may include, but is not limited to, filing fees, court costs, collection agency fees and attorney fees.

Photographing and Videotaping

Exhibitors may not photograph or videotape any other company's exhibit on the exhibit floor.

News Media

During exhibit hours, members of the media with ASA press badges may photograph, videotape or mechanically it floor for new reporting purposes only. News media must have advance consent of exhibitors before photographing or taping in their booths. All registered press sign an agreement to abide by these rules.

Professional Attendee

Exhibitors may not deny a reasonable request from an attendee to photograph or videotape an exhibit from the aisle. Media (i.e., local and national television networks) members may photograph, videotape or mechanically record the exhibit floor only when accompanied by an ASA appointed escort.

Exhibitor

Exhibitors are allowed to photograph videotape or mechanically record their company's booth during regular floor access hours. This must be done without the use of electrical lighting. Videotaping/photography are permitted Saturday through Monday only and must be arranged 30 days in advance and approved by ASA Exposition Management via the Booth Activity Request form available through the online Exhibitor Resource Center.

Exhibitors are allowed to have independent film crews videotape their booth during hours when the Connection Center is open to attendees, Saturday through Monday of the annual meeting. Film crews must be accompanied by an ASA-appointed escort. ASA-appointed escorts are available for a fee and must be paid in advance or onsite by the individual exhibitor. These escorts are limited and are available on a first-come, first-served basis. Arrangements for such activities must be made 30 days in advance through the ASA. Exhibitor will be asked to refrain from photographing, videotaping or mechanically recording if such activity interferes with setup, show activities or teardown.

Each exhibitor has control over the space it has rented and may prevent others (including exhibitors) from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit or presentations from within its rented space. Contact an ASA Exposition Management if you experience problems with another exhibitor photographing or videotaping your exhibit (if possible, photograph or videotape the inappropriate activity for proof and ease of reference).

Penalties for Unauthorized Use of Cameras

- 1st Violation: Confiscation of film/digital disk, camera or both. Deduction of 25% of total Priority Points associated with future meeting participation.
- 2nd Violation: Confiscation of film/digital disk, camera or both. Deduction of 50% of total Priority Points associated with future meeting participation, and removal of individual taking unauthorized pictures from the show floor.

Press Conferences

All press conferences and media events related to an exhibitor's participation at ANESTHESIOLOGY 2018 must be coordinated with the ASA Newsroom staff. Press conferences by exhibitors on the exhibit floor are prohibited. No press conferences may be scheduled at hotels or other locations away from the meeting site during the annual meeting. To make press conference arrangements or for more information, call ASA at (847) 825-5586.

Prohibition of Exhibitor-Sponsored Scientific Sessions

Commercial firms which exhibit at ANESTHESIOLOGY 2018 will not be permitted to conduct or sponsor educational activities, presentations, or meetings in San Francisco during restricted times. In accordance with ASA policy, unofficial activities may NOT be held during the following days and times:

Friday, October 12:	6 a.m. – 10 p.m.
Saturday, October 13:	7 a.m. – 7 p.m.
Sunday, October 14:	7 a.m. – 7 p.m.
Monday, October 15:	7 a.m. – 7 p.m.
Tuesday, October 16:	7 a.m. – 7 p.m.
Wednesday, October 17:	7 a.m. – 7 p.m.

Only normal sales presentations describing products and their functions are allowed in exhibit booths. ASA provides the scientific education at the meeting. The schedule is subject to change.

Prohibition of Sponsored Symposia

Commercial firms are not allowed to sponsor scientific symposia at the meeting during restricted times. In accordance with ASA policy, unofficial activities may NOT be held during:

Friday, October 12:	6 a.m. – 10 p.m.
Saturday, October 13:	7 a.m. – 7 p.m.
Sunday, October 14:	7 a.m. – 7 p.m.
Monday, October 15:	7 a.m. – 7 p.m.

Tuesday, October 16: 7 a.m. – 7 p.m.

Wednesday, October 17: 7 a.m. – 7 p.m.

Proper Attire

Proper attire consistent with the decorum of ANESTHESIOLOGY 2018 is required of exhibitor personnel during show hours.

Security and Liability

Each exhibitor must provide for the safeguarding of its goods, materials, equipment, and display at all times. Although guards will be on duty, neither ASA, Moscone Exhibition Center, SPARGO, Inc., nor FREEMAN will be responsible for loss of any material or property of the exhibitor by or for any cause. Exhibitors can arrange for guard service for their booths. Exhibitor property passes are required to remove equipment from the exhibit hall and will be available at the FREEMAN service desk.

The exhibitor must surrender the occupied space in the same condition as it was at the time of occupation. The exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors; and exhibitor agrees to indemnify and hold harmless ASA, SPARGO, Inc., FREEMAN, Moscone Center, its employees, agents, or representatives from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities of the exhibitor.

Neither American Society of Anesthesiologists nor the Moscone Center, their agents, servants, contractors, representatives, or employees, are liable for injuries to any person or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to or arise from or be in any way connected with the exhibitor's occupation of display space or the acts or omissions of exhibitor's agents, servants, contractors, or employees, except for claims for damage or injuries caused by or resulting from the negligence of the ASA and the Moscone Exhibition Center and their respective agents, servants, contractors, representatives, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's own protection.

The exhibitor shall, at its sole cost and expense, procure and maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by ASA. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than \$2,000,000. During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the exhibition hall. Such insurance shall name ASA, SPARGO, Inc., FREEMAN and the Moscone Center as additional insured. The exhibitor shall be required to provide ASA Management with said certificate of insurance indicating the appropriate insurance coverage by Friday, September 7, 2018.

Shipment of Exhibit Materials

Exhibitors may ship their displays and product in advance to FREEMAN, the official general services contractor warehouse, or directly to the Moscone Exhibition Center during set up days. Information on shipping will be available in the online Exhibitor Service Manual which will be available in July 2018.

Shuttle Bus Service

Shuttle bus service will be available between most hotels listed on the housing form and the Moscone Center, based on the distance from the center. The shuttle bus schedule indicating pickup points and times will be available to exhibitors on the ANESTHESIOLOGY 2018 website.

Space Assignment

The American Society of Anesthesiologists assigns exhibit space on a priority system based on points. This system is designed to recognize a company's past exhibits with the Society. Strict adherence to this system allows ASA to process each company's application fairly.

ANESTHESIOLOGY annual meeting exhibitors earn priority points for 2018 space selection based on the following criteria:

- 10 points for each 10' x 10' equivalent space purchased for the current year ANESTHESIOLOGY annual meeting.
- Double exhibit space points for reserving exhibit space onsite at the previous year annual meeting. For example: If a company earned 10 points for purchasing a 10'x10' space, and reserved their 2017 exhibit space onsite at the 2016 meeting, they would receive 20 exhibit space points.
- 25 points when using onPeak, the official ASA annual meeting housing company to book reservations for exhibit personnel.
- 1 point for every \$1,000 spent in ASA's corporate supporter program, Welcome Reception, Exhibitor Headquarters, or advertising.

Priority points are cumulative. Companies are ranked by their total points and scheduled for exhibit space selection. Priority points will be calculated for the company name stated on the exhibitor contract. On your application, please notify us if there are firms which you do not wish to be located adjacent to or opposite from. Please note that proximity problems are also a major factor in booth assignments and may be a reason you are not assigned one of your choices.

Storage of Crates and Boxes

San Francisco Fire Department Regulations prohibits the storage of cartons or other materials (regardless of construction) behind exhibits or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc. during the exhibition and return promptly marked materials at the completion of the meeting. Materials not in accordance with these regulations will be discarded.

Subletting of Space

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet, or shared with any other party.

- Exhibitors may display only those products or goods that they manufacture or regularly distribute. This information must be included on the Application/Contract for exhibit space
- Sharing of exhibit space is permitted only for divisions of the same company.

Suitcasing/Soliciting

Only contracted exhibitors are permitted to promote their products, services or company at ANESTHESIOLOGY 2018. Unless a marketing opportunity has been contracted by the exhibitor, all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to:

- "Roaming" characters
- Approaching exhibitor booth to sell products
- Leaving and/or distributing product information in public space and show floor aisles

Exhibitors found doing so will be sent back to their booth space and materials left will be recycled. Attendees will be asked to leave the show and forfeit their badge. Any "suit casers" should be reported to the Exhibit Sales Office. Repeated violations will be reported to Security and may result in loss of future exhibiting privileges. We make every effort to ensure you won't be solicited at your booth. However, this does occur at trade shows. Should you be approached, kindly take down the name and company and provide the information to ASA Exposition Management.

Violations and Penalties

Violations such as, but not limited to, late payments, unauthorized giveaways and misuse of exhibitor badges, may result in the loss of priority points toward next year's meeting. Multiple violations may result in additional point loss or status change. ASA may, at its discretion, deem an exhibitor ineligible for the Preferred Exhibitor space rate for the following year for violations of current ASA Exhibitor Rules and Regulations. The exhibitor can reestablish eligibility by remaining in compliance with all ASA Exhibitor Rules and Regulations the following year.

Substantial violation of any of these ASA Exhibitor Rules and Regulations by the exhibitor or its employees or agents may, at the option of ASA, result in forfeit of the exhibitor's right to occupy exhibit space, and such exhibitor shall forfeit to ASA all monies paid or due. Upon evidence of substantial violation, ASA may take possession of the space occupied by the exhibitor and remove all persons and goods. The exhibitor shall pay all expenses and damages that ASA may incur through the enforcement of this rule.

On-Site Procedure for Identifying and Managing Violations

All facets of the exhibition are managed by ASA and ASA Exposition Management. ASA Exposition Management manages the supervision of the exhibition, including routinely monitoring the exhibit hall during installation, exhibition and dismantle for possible violations.

1. Identification of a rule violation results in written communication to exhibitor representatives explaining the nature of the violation. The written notice explains the timing/process for correcting the violation: (a) immediately, if violation poses a safety hazard, (b) by 6 p.m. the evening before official opening, when the violation occurs during installation, or (c) before opening of the next exhibition day, if the violation occurs during an official day of exhibition.
2. Written notice will identify specific time for re-inspection of specified violation. If the violation has not been corrected by that time, a second notice will be issued and priority points for subsequent meeting of participation are forfeited.
3. Further failure to correct the violation will result in loss of additional priority points for subsequent meeting participation. Written notification of violation(s) and change of exhibitor status will be sent to the official representative and chief executive officer of the exhibiting company before distribution of the subsequent prospectus. Exhibitors must fully comply with rules and regulations at a subsequent exhibition to qualify for future reinstatement.
4. In any case involving a willful or grossly negligent violation or a violation causing or threatening a significant safety hazard or disruption of the exhibition, ASA may, in addition to penalties described above, impose on expedited basis additional penalties.
5. Exhibitors should contact ASA Commercial Exhibits Services with questions concerning procedures for identifying and managing violations of the ASA Exhibition Rules and Regulations.

Welcome Reception

A reception will be held in the Connection Center (exhibit hall) on Saturday, October 13. This reception will provide exhibitors with an opportunity for dedicated time with ANESTHESIOLOGY 2018 attendees. The time will be published at a later date.

FUTURE ANNUAL MEETINGS:

October 19-23, 2019	Orlando, FL
October 3-7, 2020	Washington, D.C.
October 9-13, 2021	San Diego, CA