

# PRACTICE MANAGEMENT™ 2019 Exhibitor Rules and Regulations

Please review the entire Exhibitor Rules and Regulations. It includes important information about your company's participation in and contribution to the meeting. The rules and regulations are part of the application for exhibit space. Please note all dates and times are subject to change.

The American Society of Anesthesiologists® (ASA®) reserves the right to refuse space to any company whose products or services, in the judgment of the Society, do not meet the educational, scientific or practice needs of our members and meeting registrants.

## 1. Exhibition Dates and Hours

*Dates are subject to change. Exhibit hours will be posted at a later date.*

### Thursday, January 17, 2019

Exhibit Installation and Move In

### Friday, January 18, 2019

Exhibit Hall opens

Welcome Reception

### Saturday, January 19, 2019

Exhibit Hall is open

Exhibit Dismantling and Move Out after the Hall closes

No exhibitor, nor any employee, agent or servant of an exhibitor, shall be permitted to enter the Exhibit Hall until 60 minutes before the official opening hour, nor allowed to remain later than 60 minutes after the official closing hour, except on the last day of the exhibition.

## 2. Exhibition Standards

Exhibits and promotional materials should be dignified, truthful and designed to provide useful and reliable information. The exhibition of a product or service at the PRACTICE MANAGEMENT™ 2019 meeting does not constitute an ASA endorsement of the product or service or of the claims made. Drugs or devices which require pre-market approval from the FDA or which must comply with established product standards will not be eligible to exhibit unless FDA approval has been obtained or the appropriate product standard is met. ASA reserves the right not to sell space for the exhibition of any product or service that is at issue or in litigation with a government agency.

## 3. Permissible Exhibits/Product and Material Distribution

All business activities of the exhibitor must be within the exhibitor's allotted exhibit space. In connection with distribution of product samples in the exhibitor's booth(s), these samples must be distributed at least two feet inside the booth. The servicing or

consumption of alcohol is prohibited. The use of propane, butane or other combustible bottled gas is prohibited. Helium balloons are not permitted.

At the request of ASA, made at any time or times before or during the exhibition, exhibitor must promptly furnish ASA with sample products, packages, labels, advertising and promotional literature that would be or is being distributed before exhibitor will be eligible to participate or continue in the exhibition.

ASA reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the exhibition and to refuse, cancel or restrict any applicant or exhibit that ASA considers undesirable for any reasons. 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. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or anything that ASA deems objectionable. If ASA decides that any of these do not meet its standards or are not suitable, the exhibitor must at once comply with ASA demands or can withdraw and, if appropriate, receive a refund of the rental fee paid, prorated for the unused portion.

Exhibits may not project beyond the space allotted. No exhibit will be permitted to span an aisle or 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. The decorator, with ASA's approval, will provide draping deemed necessary and submit the charges to the exhibitor. All 10'x10' booths may use a height of 8', providing it does not interfere with any other exhibitor's view. All the booths, including signs, may not project above the 8' backdrop. All 10'x10' booths will include an 8' backdrop and 36" high curtain sidewalls. 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 disruptive or 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. Distribution of promotional gummed stickers or labels is prohibited. Any damage occurring from distribution of these types of items where the building management must repair or clean the building, equipment or furniture will be at the expense of the exhibitor.

**4. Prohibition of Exhibitor-Sponsored Educational Sessions**

Commercial firms that exhibit at the PRACTICE MANAGEMENT™ 2019 meeting will not be permitted to conduct or sponsor educational activities, presentations or meetings at the the Paris Las Vegas from and including Friday, January 18, to Sunday, January 20, 2019. Only normal sales presentations describing products and their functions are allowed in exhibit booths and hotel sleeping rooms and suites.

**5. Space Assignment**

ASA will use a priority point system for assigning booth space until January 27, 2018 at 4 p.m. After this date all space assignments will be handled on a first-come, first-served basis. All changes to the layout of the final floor plan will be done at ASA’s discretion. Open spaces on the floor plan may be filled with additional booth spaces if needed. ASA retains the exclusive right to revise the Exhibit Hall floor plan and/or relocate any assigned Exhibitors as determined solely by ASA. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation by ASA.

**6. Facility and Hotel Information**

ASA has secured a block of rooms at a special rate at the Paris Las Vegas. Be sure to mention that you are with ASA to receive the group rate.

Paris Las Vegas  
3655 Las Vegas Blvd S  
Las Vegas, NV 89109  
\$189.00/night single/double occupancy plus tax and daily resort fee for all ASA guests.

**7. Exhibit Space Fees**

Inline 10’ x 10’ .....\$ 2,800  
Corner 10’ x 10’ .....\$ 3,150  
20’ X 20’ Island ..... \$12,600

The price of the booth includes, in addition to the space itself:

- An identification sign showing the company name
- Inclusion in online-community
- 5 complimentary exhibit registrations per 10’ x 10’ booth, if pre-registered.
- One copy per booth of the PRACTICE MANAGEMENT™ 2019 Meeting & Exhibit Guide.

**8. Deposits and Payments**

A 50% deposit must be submitted by March 28, 2018 for applications submitted prior to March 28, 2018. A 50% deposit must be submitted with application for applications submitted March 28, 2018 through September 20, 2018. All payments made by check should be payable to American Society of Anesthesiologists and must be drawn on a U.S bank, no exceptions. VISA, MasterCard and American Express are also accepted. Deposit retention is contingent upon acceptance of space assignments. Checks should be mailed to: ASA Exposition Management  
c/o SPARGO, Inc.

11208 Waples Mill Road - Suite 112  
Fairfax, VA 22030  
Phone: (703) 631-6200 or (800) 564-4220 (within the U.S.)

**9. Full Payment**

The balance of the booth fee is due no later than September 20, 2018. If the balance is not received by the due date, the booth space may be cancelled and reassigned without notification or refund of deposit. No company may exhibit unless full payment for booth space has been received. Final payment should be sent to the address listed herein. Applications received after September 20, 2018 must include full payment of booth rental.

**10. Cancellations, Reduction in Space or Mergers/Acquisitions**

All cancellations, reductions in space or mergers/acquisitions must be sent in writing at ASA Exposition Management at [asaexhibits@spargoinc.com](mailto:asaexhibits@spargoinc.com) or at the address listed herein.

If cancellation or reduction of exhibit space is necessary through March 27, 2018, the exhibitor will forfeit 0% of total space rental. Exhibitors cancelling or reducing their space from March 27, 2018 through September 20, 2018 will forfeit 50% of total space rental. Exhibitors cancelling after September 20, 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 or Reduction of Space regulation.

**11. Delinquent Accounts**

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.

**12. 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.

**12. Exhibitor Personnel**

A company may register up to five individuals per 10’ x 10’ booth equivalent at no charge during advance registration only. A \$100 per person fee will be charged for all representatives registered over this number. The exhibitor badge allows admittance to the Exhibit Hall and, on a space available basis, to the general session. The exhibitor badge does not allow attendance to any breakout sessions or any other pre-conference sessions.

### **13. Badge Distribution**

All badges for representatives who are registered in advance will be distributed on-site at the Exhibitor Registration Desk. A pre-registered representative of the company may sign for any or all badges for that company.

### **14. Guest Badges**

Every effort will be made to assure that only properly identified and authorized registrants enter the exhibit hall. Commercial exhibitors' guest badges are designed to allow access to the exhibit floor to individuals whom an exhibitor has a legitimate need to have present. These individuals may be:

- VIPs for parent company
- advertising agency representatives
- exhibit designers or builders
- exhibitor appointed contractors
- consultants
- industry analysts
- an exhibitor's original equipment manufacturer

Guest badges must not be issued to physicians or allied health individuals who should be registered through the Society's registration process for educational sessions and exhibit viewing. Badges should not be used as a form of registration for personnel working the booth. The exhibiting company is responsible for the actions of their guest. Misuse of the exhibitor guest badge system may result in the expulsion of the exhibitor and guest from the exhibit hall.

### **15. Prizes, Contests and Lotteries**

Prizes, contests and lotteries must have prior approval from ASA. A form will be included in the online Exhibitor Resource Center. Please contact Sharon Wong-Stewart, Exposition Operations Manager, at (571) 279-0028 or [asaexhibits@spargoinc.com](mailto:asaexhibits@spargoinc.com) with any questions.

### **16. Giveaways**

Giveaways are allowed if they are tasteful, available in sufficient quantities to general booth traffic and are latex-free. Giveaways must not obstruct booth traffic and must be stored within the booth space or in an approved area through the general contractor. Giveaways require prior approval from ASA. A form will be included in the online Exhibitor Resource Center. For more information on approved items, please contact Sharon Wong-Stewart, Exposition Operations Manager, at (571) 279-0028 or [asaexhibits@spargoinc.com](mailto:asaexhibits@spargoinc.com).

### **17. 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.

### **18. No Smoking Policy**

Smoking is not permitted in the Exhibit Hall at any time during move-in, show hours, or move-out by exhibit personnel, exhibit

suppliers, or meeting attendees.

### **19. Food Items**

Approval for the distribution of food and beverage items must be obtained from ASA and the Paris Las Vegas catering department. Popcorn, peanuts and other loose items are prohibited. Alcoholic beverages are strictly prohibited (with the exception of the Welcome & Wine Reception).

### **20. Music**

Exhibitors are not permitted to play music in the Exhibit Hall. There are stringent licensing fees for the playing of music at a meeting.

### **21. Proper Attire**

Proper attire consistent with the decorum of the PRACTICE MANAGEMENT™ 2019 meeting is required of exhibitor personnel and company employees during show hours, which includes exhibitor installation and dismantling.

### **22. Photographing and Videotaping**

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

### **23. Inline/Linear Booths**

All 10'x10' booths will include an 8' backdrop and 36" high curtain sidewalls and a 7"x44" company identification sign. All 10'x10' inline booths may use a height of 8', providing it does not interfere with any other exhibitor's view. All the booths, including signs, may not project above the 8' backdrop. 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 - 20' x 20' or larger booths**

All exhibitors occupying a 20 x 20' or larger booth space are required to submit a detailed (3 dimensional) schematic to the ASA Exhibit Management for approval through the online Exhibitor Resource Center. All island booths 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. The maximum height from the exhibit hall floor to the top of the exhibit structure is 20'. Hanging sign is allowed, all hanging signs must be fixed and within the confines of the booth. Hanging Signs and Graphics should be set 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. ENCORE 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. If floor plans are not submitted and construction is determined to be in violation of regulation, ASA has the right to prohibit construction of the booth. Submit schematics through the online Exhibitor Resource Center no later than December 14, 2018. Please contact Sharon Wong-Stewart, Exposition Operations Manager, at (571) 279-0028 or

[asaexhibits@spargoinc.com](mailto:asaexhibits@spargoinc.com) with any questions.

#### **24. Exhibitor Representative's Responsibility**

Neither American Society of Anesthesiologists nor the Paris Las Vegas, their exposition management company, agents, servants, contractors, 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 Paris Las Vegas, and their respective agents, servants, and employees. Exhibitor acknowledges responsibility for obtaining insurance in such amounts deemed appropriate to comply with exhibitor's obligations herein and for exhibitor's protection.

#### **25. Exhibitor Insurance**

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 Management. 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 Exhibit Hall. Such insurance shall name ASA Management, SPARGO, Inc. and the Paris Las Vegas as additional insured. The exhibitor shall be required to provide ASA Exposition Management with said certificate of insurance indicating the appropriate insurance coverage by December 14, 2018.