

EXHIBIT OPPORTUNITIES

Exhibit Hours*

Thursday, September 23	5:30 pm – 7:30 pm**
Friday, September 24	7:00 am – 3:15 pm
Saturday, September 25	7:30 am – 11:00 am

*Times subject to change based on final program.

**Reception in Exhibit Hall

Traffic Builders In Exhibit Hall

- Reception on Thursday Evening
- Continental breakfast and coffee breaks each day will be served exclusively in the Exhibit Hall
- Lunch on Friday

Exhibit Details

Coming Soon!

Exhibit Space Fees

10' x 10' Booth **\$3,200**

Includes:

Side and back drape
3 Registrations

Table Top space **\$2,900**

Includes:

1 - 6' x 20" draped table
2 –chairs
3 Registrations

Standing equipment in table top exhibit spaces, such as lithotripters, will be permitted provided it fits in the 6' x 30" space. In most cases this would preclude the use of the 6' x 20" table. Should equipment be larger than table top exhibit space reserved, that equipment will not be allowed to be displayed. Companies bringing in standing equipment must notify Show Management in writing, prior to the meeting.

A 50% deposit of the contracted space should be forwarded with the Application for Exhibit Space. The balance must be paid by July 12, 2010. Checks should be made payable to the Mid-Atlantic Section, AUA and mailed to:

Mid-Atlantic Section, AUA
900 Cummings Center, Suite 221U, Beverly, MA 01915
Telephone: (978) 927-8330 ~ FAX: (978) 524-0498

Refunds and Cancellations

Cancellations received in writing by July 12, 2010 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after July 12th.

Conducting Exhibits

Drawings, raffles, or quiz-type contests will be permitted, but must be submitted to show management for final approval. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Section. The right is reserved to refuse

applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Space Assignment *

Space assignment will be given to companies in the order in which applications are received. Following the July 12, 2010 deadline, exhibit assignments will be made on a space available basis. If space is filled by July 12, 2010, applications received will be placed on a waiting list and notified immediately. Exhibitors wishing to avoid assignment of space adjacent to a particular company should indicate this on their application. Careful consideration will be given to such requests*.

*The Mid-Atlantic Section, AUA reserves the right to alter the Exhibit Floor Plan at any time.

Installation

The exhibit hall will be available for set-up from 11:00 - 4:30 p.m. on Thursday, September 23, 2010. All exhibits must be set by 4:30 p.m. without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted.

Dismantling

All exhibits must remain intact until the official closing time of 11:00 a.m. on Saturday, September 25, 2010, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all material must be removed no later than 2:00 pm.

Shipping Instructions

Please refer to the online exhibitor service kit available in July.

Hotel Reservation Forms, Electrical, Telecommunications, Audio/Visual and Computer Equipment

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

Infringement

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

Fire Protection

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

Special Needs



If you require special accommodations in order to fully participate in the meeting, please contact the Mid-Atlantic Section, AUA office.

Security

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

Exhibit Personnel

All exhibit personnel must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Each company is allotted three (3) badges per exhibiting space purchased. Additional badges are \$100.

Protection of the Hotel Building

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

be the final judge thereof and his decision shall be binding on all parties concerned.

Hazardous Waste

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

Indemnification

The Hotel, MAAUA, and Exhibitor agree to indemnify and hold each other and the other's officers, directors, agents and employees harmless against any and all claims, costs and expenses, including reasonable attorney's fees, arising out of or relating to the other's performance under this agreement.

Liability and Insurance

Exhibitor is required to insure their obligations set forth in the section entitled "Indemnification" above and to provide evidence of such insurance upon request. For any activity introduced onto the premises by an outside contractor hired by the Exhibitor, Exhibitor will be fully responsible for the actions of such outside contractor.

CONTACT INFORMATION

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