

# Mid-Atlantic Section of the AUA



September 23 - 26, 2010  
Nemacolin Woodlands Hotel  
Farmington, Pennsylvania

## **OFFICIAL INDUSTRY PROSPECTUS**

*The Mid-Atlantic Section of the American Urological Association is pleased to invite our industry partners to participate in the 68<sup>th</sup> Annual Meeting. Included in this prospectus are many opportunities for industry to show their support of the Section. We thank you in advance for your support and look forward to seeing you in Pennsylvania!*

## **EDUCATIONAL SUPPORT OPPORTUNITIES**

### **Industry-Supported Scientific Symposia\***

**\$15,000**

Industry-supported scientific symposia of up to one and one-half (1 ½) hours may be conducted at scheduled times during the Annual Meeting. Symposia support includes one (1) complimentary meeting registration, acknowledgement in meeting publications, promotional materials and onsite signage, mailing labels for both pre- and post-registration attendee mailings and one complimentary blast email to the Mid-Atlantic Section Membership (mailing pieces must be approved before releasing labels). Symposia may or may not be accredited. Food and audio visual is at your expense.

Thursday, September 23 7:00 pm – 8:30 pm  
Friday, September 24 6:00 am - 7:30 am  
12:30pm – 2:00pm

Saturday, September 25 6:00 am – 7:30 am  
12:30 pm- 2:00 pm

*\*Times subject to change based on final program.*

### **Scientific Sessions**

**\$18,000**

Scientific Sessions of up to two (2) hours in length will be offered on Friday, Saturday and Sunday morning. Support of individual sessions is available at \$18,000 per session. A list of Session Topics will be developed by the Program Committee by May 2010. Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

### **Panel Discussions**

**\$15,000**

Panel Discussions of up to one and one half (1 ½) hours will be offered on Friday, Saturday and Sunday, with up to five (5) panelists participating on a variety of topics to be determined. Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

### **Each Individual Session Below:**

Support includes signage in the meeting area, acknowledgement on-screen in the scientific session room, in meeting publications and in promotional materials.

❖ **State-of-the-Art Lecture**

**\$5,000**

The State of the Art Lecture covers a broad range of urological topics.

❖ **The Hugh Hampton Young Lecture**

**\$5,000**

The Hugh Hampton Young Lecture is the keynote lecture of the Section's Meeting. The President selects the Lecturer who determines the topic.

❖ **The Howard Pollack X-Ray Conference**

**\$5,000**

The X-Ray Conference is a long-standing Section tradition of friendly competition to identify various cases across all urologic topics.

❖ **Support All Lectures**

**\$15,000**

### **Moderated Poster Session**

**\$5,000**

Support includes signage in the poster display area, acknowledgement on-screen in the scientific session room during breaks, in meeting publications and in promotional materials.

## MARKETING SUPPORT OPPORTUNITIES

### **Board of Directors and Past Presidents' Dinner**

**\$10,000**

The company supporting this event will be able to have two (2) company representatives attend this dinner. Support includes recognition during the function.

### **Coffee Breaks**

**\$3,000/day**

The company providing grants for this part of the meeting will have signage at the coffee break acknowledging their support.

### **Hotel Key Cards**

**\$5,000**

All Mid-Atlantic Section meeting attendees would use the hotel key cards and see your message

### **Internet Café**

**\$10,000**

Support includes 3 computer terminals with internet connection, company screensaver on monitors, acknowledgement in meeting publications, promotional materials and onsite signage.

### **Meeting Bags**

**\$5,000**

Every registered attendee will carry your company name and logo (product logo will not be accepted) on their bag. You may include one product flyer in every bag.

### **President's Banquet**

**\$30,000**

The company supporting this event will be invited to have two (2) additional company representatives attend this dinner. Support includes recognition during the function.

### **Theme Night & Welcome Reception**

**\$25,000**

The company supporting this event will receive four (4) complimentary invitations to this event. Support includes recognition during the function.

## PAST EXHIBITORS

Abbott Laboratories  
Accuray Incorporated  
ACMI Corporation  
Advanced Medical Partners  
AKSM Oncology  
Allergan  
American Medical Systems  
American Urological Association  
AmeriPath, Inc.  
Amgen Inc.  
Antigenics  
Applied Medical  
Astellas Pharma US, Inc.  
Astra Tech, Inc.  
AstraZeneca  
Atlas Medical Technologies  
Augusta Medical Systems  
Aureon Laboratories  
Auxilium Pharmaceuticals, Inc.  
Bard Urological Division  
Bayer Corp., Pharmaceutical Div.  
Biolitec, Inc.  
B-K Medical Systems, Inc.  
Boehringer Ingelheim  
Pharmaceuticals  
Boston Scientific  
Bostwick Laboratories  
Calypso Medical  
CBLPath  
ClariPath  
Coloplast Corporation  
Conmed Corp.  
Cook Medical  
Covidien  
CR Bard, Inc.  
CystoMedix, Inc.  
Cytogen Corporation  
Dendreon Corporation  
Diagnostic Health Group  
Dianon Systems  
Direx Systems Corporation  
Dornier Medtech  
Eli Lilly & Company  
Endo Pharmaceuticals  
Endocare, Inc.  
Esprit Pharma, Inc.  
Ethicon Endo-Surgery  
Ethicon Women's Health &  
Urology  
ForTec Medical Inc.  
Galil Medical  
GE Healthcare  
GlaxoSmithKline/Schering Plough  
GTx, Inc  
Gynecare Worldwide  
Gyrus ACMI  
HealthTronics, Inc.  
HMT-USA, Inc.  
Indevus Pharmaceuticals  
Intuitive Surgical, Inc.  
Karl Storz Endoscopy-America  
Karl Storz Lithotripsy-America  
Know Error  
Kosin Technologies  
Laborie Medical Technologies  
Lakewood Pathology Associates  
Laserscope  
Liebel Flarsheim  
Lilly ICOS  
Lisa Laser USA  
Lumenis  
Medispec Ltd.  
Medstone International, Inc.  
Medtronic  
Mentor Corporation  
Merck & Co., Inc.  
MeridianEMR, Inc.  
Mission Pharmacal Company  
Molecular Profiling Institute  
Nextmed  
Novartis Pharmaceuticals  
Novasys Medical, Inc.  
Oceana Therapeutics, Inc.  
Odyssey/Indevus Pharmaceuticals  
Olympus America, Inc.  
Oncura  
Ortho McNeil Pharmaceutical  
Ortho Urology  
Ortho Women's Health and  
Urology  
Our Lab  
PD Labs  
Pfizer Pharmaceuticals  
PLUS Diagnostics  
Praecis Pharmaceuticals  
Prescription Dispensing  
Laboratories  
Procter & Gamble Pharmaceuticals  
Prous Science / Timely Topics in  
Medicine – Urology  
QDX Pathology Services  
Qualigen  
Richard Wolf Medical Instruments  
Sanofi Pasteur  
sanofi-aventis  
Siemens Medical Solutions USA,  
Inc.  
Solvay Pharmaceuticals  
Somnia, Inc.  
Stamen Medical Supplies  
Stryker  
TAP Pharmaceuticals  
Thermatrix  
U.S. Labs  
United Medical Systems, Inc.  
UroChart EMR Intuitive  
Medical Software  
Urologix, Inc.  
Uroplasty  
UroVal, Inc.  
US HIFU, LLC  
Valera Pharmaceuticals  
Verathon Medical  
Vision-Sciences, Inc.  
VIVUS, Inc.  
Watson Pharma, Inc.  
Wedgewood Pharmacy

## 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 12<sup>th</sup>.

### 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**

**Yvonne Grunebaum**

**Director of Industry Relations**

Mid-Atlantic Section, AUA

900 Cummings Center, Suite 221U, Beverly, MA 01915

Telephone: (978) 927-8330 ~ FAX: (978) 524-0498

E-mail: [ygrunebaum@prri.com](mailto:ygrunebaum@prri.com)

**Jennifer Gecawicz**

**Exhibits Coordinator**

Mid-Atlantic Section, AUA

900 Cummings Center, Suite 221U, Beverly, MA 01915

Telephone: (978) 927-8330 ~ FAX: (978) 524-0498

E-mail: [jgecawicz@prri.com](mailto:jgecawicz@prri.com)

**EXHIBIT SPACE APPLICATION**  
**MA-AUA 68<sup>th</sup> Annual Meeting**  
**Nemacolin Woodlands - Farmington, Pennsylvania**  
**September 23-26, 2010**



**Complete and return to:**  
 Mid Atlantic AUA-  
 900 Cummings Center, Suite 221-U,  
 Beverly, MA 01915 USA  
 Phone: 978-927-8330 / Fax: 978-524-0498  
 jgecawicz@prri.com

Please complete all sections of this application and either type or print in each section. Sign and return both sides either with a check payable to MA-AUA, 900 Cummings Center, Suite 221-U, Beverly, MA 01915, or fax both sides with a credit card number to 978-524-0498. Applications received prior to July 9, 2010 must include at least a 50% deposit. After July 9<sup>th</sup>, the total commitment is due in full.

**CONTACT INFORMATION**

Contact Person will receive all correspondence pertaining to this meeting.

Title \_\_\_\_\_

Telephone number \_\_\_\_\_ Fax number \_\_\_\_\_

Email address \_\_\_\_\_

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip/Country \_\_\_\_\_

Website Address \_\_\_\_\_

**EXHIBIT SPACE:**

- 10 x 10 Booth space \$3,200
- 6' x 20" Tabletop \$2,900

Location preferences: (List Booth or Table Numbers)  
 1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_ 4<sup>th</sup> \_\_\_\_\_

# of Tabletop(s) \_\_\_\_\_ x \$2,900 = Total Amount \$ \_\_\_\_\_  
 # of Booth(s) \_\_\_\_\_ x \$3,200 = Total Amount \$ \_\_\_\_\_

*Applications received without payment will not be processed. 50% deposit is due on or before July 9, 2010. After July 9<sup>th</sup> applications must be accompanied by payment in full.*

We would like to be near \_\_\_\_\_

We would not like to be near \_\_\_\_\_  
*The Section will make every effort to honor your location requests.*

**COMPANY DESCRIPTION:** Describe products and services to be exhibited in 10 words or less. This will allow us to determine your company's eligibility to exhibit.

\_\_\_\_\_

**PROGRAM BOOK LISTING:** Please email a 50 word description to jgecawicz@prri.com by August 2, 2010 to be included in the Final Program Book. Please include:

1. "MA-AUA" in the subject line of your email.
2. Company Name & Mailing Address & Website Address
3. 50 word description

If your description is substantially over 50 words we reserve the right to edit your submission.

**PAYMENT METHOD:**  Check amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**  American Express  MasterCard  Visa

Amount to be charged: \$ \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code (3-4 #s on front or back of card) \_\_\_\_\_

Name as it appears on credit card \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Please check if credit card billing address is same as contact information at the top of the form.

If billing address is not the same please enter below.

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Postal Code /Country \_\_\_\_\_

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER July 9, 2010.

**AUTHORIZED SIGNATURE**

**PRINT NAME**

**TITLE**

**FOR MA-AUA USE ONLY**

Date received: \_\_\_\_\_ Total Amount due: \$ \_\_\_\_\_

Amount received: \_\_\_\_\_ Accepted by: \_\_\_\_\_

ID #: \_\_\_\_\_

50% by July 9, 2010 \$ \_\_\_\_\_

PIF after July 9, 2010 \$ \_\_\_\_\_

Space Assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

New space assignment: \_\_\_\_\_ Date assigned: \_\_\_\_\_

## EXHIBIT SPACE APPLICATION (Page 2)

68<sup>th</sup> ANNUAL MEETING MA-AUA ♦ September 23-26, 2010 – Nemacolin Woodlands Hotel - Farmington, PA

The Mid-Atlantic Section of the American Urological Association, Inc., and its authorized representatives are hereinafter referred to as "Show Management."

**1. PAYMENT AND REFUNDS.** Applications submitted prior to July 9, 2010 must be accompanied by a deposit in the amount of 50% of the total commitment. The balance of the space rental charge will become due and payable on or after July 9, 2010. Applications submitted after July 9, 2010 must be accompanied by payment IN FULL. Applications received without such payment will not be processed nor will space assignments be made.

If Show Management receives a written request for cancellation of space on or before July 9, 2010, the exhibitor will be liable for a 25% processing fee. For cancellations received after July 9, 2010, no refunds will be issued.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails 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 booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved.

**2. 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 EXPOSITION.**

**3. USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet, or share the space allotted 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 by them in the regular course of business. Should an article of 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 Areas.

**4. 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 exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

**5. 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. Installation of all exhibits must be fully completed by the opening time of the exposition.

Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

**6. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided 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 prohibited from functioning at any time during the exposition.

**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 exposition.

**7. EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as 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. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the 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.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. 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. Exhibitors must comply with City and State fire regulations.

Independent contractors must conform to IAEE, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

**8. STORAGE OF PACKING CRATES AND BOXES.** 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. Crates 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 and cartons 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 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 Show Contractors for removal time and materials at prevailing rates.

**9. OPERATION OF DISPLAYS.** 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 exposition 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, are determined by Show Management to be objectionable to the successful conduct of the exposition 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.

**Direct Sales.** No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

**Contests, Drawings & Lotteries.** All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. 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. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Live Animals.** Live animals are prohibited.

**Models.** Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

**10. SOCIAL ACTIVITIES.** Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

**11. 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. Neither 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.

**12. INDEMNIFICATION.** The Resort, 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.

**Property Damage.** The facility will not be responsible or liable for any loss, damage, or claims arising out of the exhibitor's activities on the Hotel's premises except for any claims, losses, or damages arising directly from its negligence. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel's premises, covenants not to sue and agrees to indemnify, defend, and hold harmless the facility, and its parent corporation, as well as their respective trustees, directors, officers, agents, servants, employees, and Show Management from any and all such losses, damages, and claims.

**13. CARE OF BUILDING AND EQUIPMENT.** Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

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

**15. 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 REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES 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.**

DATE

AUTHORIZED SIGNATURE

TITLE



MA-AUA 68<sup>th</sup> Annual Meeting  
Nemacolin Woodlands Hotel – Farmington, PA  
September 23-26, 2010



**Complete and return to:**  
Mid Atlantic AUA-Yvonne Grunebaum  
900 Cummings Center, Suite 221-U,  
Beverly, MA 01915 USA  
Phone: 978-927-8330 / Fax: 978-524-0498  
[ygrunebaum@prri.com](mailto:ygrunebaum@prri.com)

## INDUSTRY-SUPPORTED SYMPOSIUM APPLICATION

Exact Title of Symposium		Name of Accrediting Organization	
Sponsoring Company Name		Contact Name	
Address	City	State	Zip
Phone	Fax	Email	

### Brief Description of Symposia Topic and Proposed Faculty:

\* Symposium acceptance is subject to final approval by the MA AUA Scientific Program Committee

**DAY/DATE/TIME OF MEETING** (Please check one)      Number Attendees Expected: \_\_\_\_\_

- Thurs. Sept. 23, 7:00pm – 8:30pm       Fri. Sept. 2, 6:00am – 7:30am       Sat. Sept. 3, 6:00am – 7:30am  
 Fri., Sept. 2, 12:30pm – 2:00pm       Sat., Sept. 3, 12:30 pm- 2:00 pm

### ROOM SET

- Classroom     Podium       Theater       Head table # pp \_\_\_\_  
 Conference     Hollow Square       U-shape       Reception     Banquet (rounds)

**FUNCTION TYPE** \$15,000 (check only one)       Breakfast     Lunch     Dinner

Once space has been assigned and confirmed by MA AUA you will be put in direct contact with a catering representative. Catering, special set fees, AV, electrical/telecommunications and labor are not included in the fee. Each sponsor is responsible for all charges to the facility. By signing below you are authorizing MA AUA to charge the total fee indicated on this form to your credit card.

\_\_\_\_\_  
Signature      Date

**PAYMENT METHOD:**     Check amount enclosed: \$ \_\_\_\_\_

**CREDIT CARD**     American Express     MasterCard     Visa      Amount to be charged: \$ \_\_\_\_\_

\_\_\_\_\_  
Credit Card Number      Expiration Date      Security Code (3-4 #s on front or back of card)

\_\_\_\_\_  
Name as it appears on credit card      Cardholder's Signature

- Please check if credit card billing address is same as contact information at the top of the form.  
 If billing address is not the same please enter below.

\_\_\_\_\_  
Company Name      Street Address      City/State/Postal Code /Country

*WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.*

\_\_\_\_\_  
AUTHORIZED SIGNATURE      PRINT NAME      TITLE

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**Floorplan coming soon!**