

2010 ASCCP BIENNIAL MEETING

EXHIBITOR INFORMATION AND REGULATIONS

2010 MEETING DATE

March 24-27, 2010
Green Valley Ranch Resort
Las Vegas, Nevada

EXPECTED ATTENDANCE

500 - 700 obstetrician-gynecologists, family physicians, pathologists, gyn-oncologists, residents, nurse practitioners, and related, licensed healthcare professionals.

PURPOSE

The American Society for Colposcopy and Cervical Pathology (ASCCP) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

To complement the scientific sessions of continuing medical education meetings, exhibits of the latest developments in equipment, supplies and services available in the marketplace add value to the professionals' learning experiences. Therefore, companies providing relevant goods and services are offered the ability to rent booth space to showcase their products and services.

ASCCP strictly adheres to the ACCME's *Standards for Commercial Support* regarding exhibits, which state:

The distribution or granting of CME credits, in any category, from an exhibit booth is strictly prohibited.

Exhibits - When commercial exhibits are part of the overall program, arrangements for these shall not influence planning or interfere with the presentation of CME activities. Exhibit placement shall not be a condition of commercial support for a CME activity.

Commercial Activities During Education Activities - No product promotion material or product-specific advertisement shall be displayed or distributed in the education space immediately before, during, or immediately after a CME activity certified for credit.

Commercial Supporters at Educational Activities - Representatives of commercial interests may attend an educational activity, but may not engage in sales or promotional activities while in the space or place of the CME activity. Any representative of a commercial supporter wishing to attend the educational activity may do so at the

corporate representative rate, but is strictly prohibited from the sale of and/or discussion of products while attending the educational activity.

2009 PhRMA Code – By applying for exhibit space, the commercial interest agrees to adhere to the 2009 PhRMA *Code on Interactions with Healthcare Professionals*. The exhibitor agrees that interactions between company representatives and health care providers should be focused on providing information on products and scientific and educational information. The code prohibits distribution of non-educational items such as pens, mugs and other logo-branded items, as well as items for personal benefit (e.g., tickets to recreational or entertainment events).

CODES AND REGULATIONS

By applying for exhibit space, an exhibitor agrees to adhere to and be bound by ASCCP's Exhibit Rules and Regulations.

Exhibitors shall not permit others to do anything to the booth or do anything in the facility that will in any way increase the insurance premiums payable by ASCCP or the owners or managers of the facility.

Exhibitor shall not sublet the booth or any equipment provided by ASCCP, nor shall the exhibitor assign its lease in whole or in part to any party without prior written notice to and approval from ASCCP.

The exhibitor further agrees to adhere to and be bound by: 1) all applicable fire, utility, and building codes and regulations; 2) any and all rules and regulations of the facility where the program is held; 3) applicable terms of all leases and agreements between ASCCP and the managers or owners of the facility; and, 4) the terms of any and all leases and agreements between ASCCP and any other party relating to the exhibit.

DEMONSTRATIONS

All demonstrations, displays, and audio equipment must be confined to the booth and regulated so as to not disturb neighboring exhibits.

ASCCP shall have the right to exclude or to require modification to any display or demonstration that, in its sole discretion, is considered unsuitable to, or not in keeping with, the character of the exhibition.

U.S. FOOD AND DRUG ADMINISTRATION (FDA)

ASCCP requires that all exhibitors must be in compliance with FDA regulations regarding all products or devices regulated by the FDA.

Any mention of product names that are accompanied by information on usage and indications is considered advertising and subject to applicable FDA guidelines.

Exhibitors shall comply with all applicable FDA regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA-approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available at their exhibit space a letter from the FDA that describes the allowable use of any drug or device exhibited. Information and guidance may be obtained from the FDA's information line at 1-888-463-6332 or 1-301-796-5000, or through the FDA Division of Drug Marketing, Advertising and Communications Research by email at DTCP@fda.hhs.gov.

BOOTH RENTAL RATES

All booths are priced at \$2000.00 for each 10'x10' booth. This fee is for booth space **only**. Assignment of booths will be made only when full payment is received by ASCCP.

To obtain a booth, the Company must complete, sign and submit a registration form to ASCCP. Electronic signatures are acceptable.

All companies will be listed in the final program should your application be accepted prior to February 22, 2010.

SPECIAL LEEP WORKSHOP FEE (NON-CME ACTIVITY)

On Saturday, March 27, 2010 from 1:00 pm until 4:00 pm there will be a hands-on training workshop as part of the Biennial Meeting. If an exhibitor is willing to stay an extra day and provide at least two LEEP machines with smoke evacuators, grounding pads, cords and electrodes, the booth charge will be reduced to \$1500 for a 10'x10' booth.

COMPANY REPRESENTATIVES

Each company will be allowed two (2) representatives per 10'x10' booth. Additional representatives may attend at the cost of \$150 each.

EXHIBIT DAYS, DATES, AND TIMES

All days, dates and times to visit the exhibits are listed below:

Wednesday, Thursday, and Friday, March 24-26 – 6:30 am until 4:45 pm
Saturday – 6:30 am until 10:00 am

Breakfast and coffee breaks will be located in the exhibit area with participants visiting exhibits at those times.

SPACE ASSIGNMENTS

Whenever possible, space will be assigned according to the exhibitor's choice, but the final arrangements will be determined by ASCCP. Booths will be assigned on a first-come, first-served basis. Please indicate on the enclosed application form your first, second, and third choices.

Once an application with full payment is received, the Company will be sent a confirmation.

Please make checks payable to ASCCP, 152 West Washington Street, Hagerstown, MD 21740. Deposit or receipt of an exhibitor's funds does not guarantee placement as an exhibitor.

LOCATION RELATIVE TO OTHER EXHIBITS

Exhibitors may designate their preference in being located near other companies or their wish not to be located adjacent or opposite designated companies.

These requests will be honored to the greatest extent possible in conjunction with assignment priorities and requests for special locations on the exhibit floor.

BOOTH CONSTRUCTION

ASCCP will provide a 10'x10' space with 8' high back drape, 3' high side drapes, 7"x44" ID sign, 6' draped table, 2 side chairs and a wastebasket for use by the exhibitor with 20 Amp electrical service.

Backdrops for exhibits should not exceed 8' in height unless booth is freestanding.

SPECIAL FUNCTIONS

No special functions shall be open during regularly scheduled hours of the meeting (whether CME or non-CME hours) or during exhibit or ASCCP social or business functions. Any special functions planned by registered exhibitors in conjunction with the meeting must be approved in writing through the ASCCP National Office, 152 West

Washington Street, Hagerstown, Maryland 21740. No other commercial-sponsored events may be held.

BOOTH SET-UP AND DISMANTLING

Champion Exposition Services will arrange the pipe and drape set-up, table, chairs, signage, and wastebasket for each exhibit booth.

Electrical service will be provided by the Green Valley Ranch Resort.

Exhibitor move-in will take place Tuesday, March 23, 2010 from 1:00 pm to 6:00 pm.

All exhibit material must be unpacked by 6:00 a.m. on the beginning day of the meeting to permit the removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage.

Exhibits will close at 10:00 am on Saturday, March 27, 2010. All exhibits must be removed from the exhibit area by 2:00 pm on Saturday, March 27, 2010. LEEP exhibitors may pack up for storage overnight after completion of the workshop.

SHIPPING INSTRUCTIONS

An Exhibitor Kit will be forwarded regarding shipping instructions and exhibit set-up process.

CRATE STORAGE

Empty crates, boxes and cartons must be removed from the exhibit area by 6:00 a.m. the beginning day of the meeting. These materials should be nested as much as possible to conserve precious storage space.

Containers or skids left on the display floor after 6:00 a.m. on the beginning day of the meeting will be considered refuse and disposed. You are encouraged to store crates, boxes and cartons of a size that will fit beneath the skirted exhibit tables. **Please do not store anything of value in crates that will be placed in storage.**

LIABILITY

ASCCP and the hotel will not be responsible for loss or damage to displays or exhibits, including but not limited to damage incurred during the installation, removal, maintenance, occupancy or use of the display or exhibit. The exhibitor further agrees to protect, defend, indemnify and save ASCCP and the Hotel, its owners and operators, and their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by the installation, removal, maintenance, occupancy or use of the display or exhibit.

In all cases, the exhibitors will assume responsibility for damage of property and accidents and injuries to exhibitors, employees, contractors, or meeting participants.

SECURITY

ASCCP and the hotel assume no responsibility for the safety of property of the occupant of the booth, Company officers, agents, or employees from theft, damage by fire, accident, or other causes. ASCCP will take necessary and reasonable measures to assure that the hotel will lock the exhibit or display room at the close of each day that the exhibit or display room is in use.

FIRE REGULATIONS

All display and exhibit material must be flame proof and subject to inspection by the local Fire Marshal. No illegal, hazardous or flammable fluids or substances may be brought into, used or shown in the display or exhibit area.

RESPONSIBILITY FOR DAMAGE TO PROPERTY

The exhibitor is responsible for any damage to the meeting venue by company representatives or their exhibit.

No signs or other articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner that may deface or destroy hotel property. Likewise, no attachments can be made to the floors by nails, screws or any other devices that would cause damage. All space is leased subject to these restrictions.

VIOLATION OF RULES AND REGULATIONS

Violation of any of ASCCP's regulations may lead to immediate closure of the exhibitor's booth, banning of an exhibitor representative, or barring of an exhibitor's representative at future meetings. **No monetary adjustments will be made for exhibit shutdowns.**

CANCELLATION

Notification of an exhibitor's decision to cancel exhibit space must be submitted, in writing, to ASCCP.

A refund of \$1900.00 will be possible **only** if a cancellation notice is received in writing, on or before February 22, 2010. No refunds will be issued for cancellations received after February 22, 2010.

FOR MORE INFORMATION

For additional information, contact Debbie McClain at the ASCCP National Office by telephone at (301) 733-3640, by email at dmccclain@asccp.org, or visit our website at www.asccp.org.