Kiawah Eye 2017

June 1-3 | Kiawah Island, South Carolina

Exhibit/Sponsorship Prospectus

Showcase your products and enjoy personal contact with more than 350 attending ophthalmologists
Dear Exhibitor and Sponsor,

You’re invited to exhibit at and sponsor Kiawah Eye at the Kiawah Island Golf Resort in South Carolina from June 1-3, 2017. This annual meeting has proven to be a valuable educational resource for ophthalmologists. It offers a renowned faculty to provide physicians with perspective on the clinical, surgical and subspecialty advances they care about most.

We deliver a personal meeting experience. This is a dynamic meeting that encourages audience participation, so that everyone can benefit from sharing experiences and challenges. This intimate and interactive approach is our niche – time and space constraints at the larger meetings won’t allow for such open communication between faculty and attendees.

A testament to our excellent presenters and programming, physician attendance increases every year – with 2016 having the highest registration over the past 8 years! The Program Committee and we are hard at work building on this momentum to produce our most successful and engaging experience yet – making it the ideal opportunity for you to network one-on-one with your target audience.

These features make Kiawah Eye a unique educational experience:

- **Intimate atmosphere** with 350 colleagues together in one room.
- **Comprehensive program** covering topics in interactive cornea, glaucoma, cataract, refractive, retina, oculoplastics, common challenges, and surgical techniques.
- **Distinguished faculty** to offer their experienced insight into both common and unique challenges.
- **Interactive format** offering attendees the opportunity to exchange experiences, ideas and research with faculty and colleagues during audience response sessions, debates and round table discussions.
- **Valuable CME** to keep physician practices current as they earn *AMA PRA Category 1 Credit(s)*™.
- **Island activities** including golf, tennis, hiking, the beach and spa to explore on this beautiful barrier island.

Our attendees have voiced their appreciation that we have been able to keep costs low while continuing to provide more every year. We’ve maintained an affordable registration rate of $825 for 3 full days of quality CME education. Hotel rooms are also discounted for meeting attendees and exhibitors starting at $254 per night at the Kiawah Island Golf Resort.

Our attendees will be on Kiawah Island looking for updates, perspective and information on new products, services and equipment. I encourage you to be here to greet them. Contact AMS Exhibit Management to learn how you can increase your exposure and maximize your impact at Kiawah Eye 2017.

We look forward to your participation.

*Kerry D. Solomon, MD*
*Eric D. Donnenfeld, MD*
*Program Directors*
SNAPSHOT OF OPPORTUNITIES

Gain valuable exposure and prominent recognition through one or more of these opportunities:

**EXHIBIT OPPORTUNITIES**

- **Exhibit Space:**
  Gain nearly 7.5 unopposed hours with your target audience for as low as $4,100.

- **Premier Exhibitor:**
  Stand out as a “Premier Exhibitor” on the meeting app and printed program book for an additional $2,000.

**SPONSORSHIP OPPORTUNITIES**

- **Sponsorship Packages:**
  - **$26,000 Gold Level** – Includes all the benefits of the bronze and silver levels PLUS your choice of a premium promotional item.
  - **$16,000 Silver Level** – Includes all the benefits of the bronze level PLUS one meter sign billboard and upgrade to “Premier Exhibitor” listing on the meeting app and printed program book.
  - **$11,000 Bronze Level** – Includes one exhibit booth, literature rack, sponsorship email blast, and recognition on the meeting signage, PowerPoint slide, program book and meeting app.

- **A-La-Carte Sponsorships:**
  - **Meeting App (exclusive)** – Attract more attention before, during and after the meeting as the sole sponsor of the official meeting app for $10,000.
  - **Window Clings** – Display your company’s message prominently in the meeting area for $10,000.
  - **Meeting Area Wi-Fi (exclusive)** – Sponsor Internet access in the meeting area for $10,000. Attendees will see your message each time they log on.

**INDUSTRY EXPERT THEATERS (IETs)**

The meeting offers a limited number of IETs. IET sponsors are also eligible for recognition as a gold sponsor. Guidelines and applications are available upon request.

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**Contact Us**

**Exhibit and Sponsorship Contact Information:**
Stephanie Burleigh  
Toll-free: 1-800-257-8290, ext. 337  
In NJ/International: 856-848-1712, ext. 337  
Email: exhibits@contactAMS.com  
Fax: 856-848-3522  
Mail to: Attn: Stephanie Burleigh  
Kiawah Eye Exhibits  
6900 Grove Road • Thorofare, NJ 08086-9447

**Industry Expert Theater Contact Information:**
Robin Simon  
In NJ/International: 856-848-1712, ext. 472  
Email: rsimon@contactAMS.com
**Geographic Breakdown**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>South</td>
<td>75%</td>
</tr>
<tr>
<td>Northeast</td>
<td>12%</td>
</tr>
<tr>
<td>Midwest</td>
<td>10%</td>
</tr>
<tr>
<td>West</td>
<td>3%</td>
</tr>
</tbody>
</table>

Effectively reach the southern region

**Registration History**

![Graph showing registration history from 2012 to 2016 with record breaking attendance in 2016.]

**AbouT OUR MEETING AND ATTENDEES**

**Tentative Agenda Topics**

- Retina
- Cataract Surgery
- Interactive Cornea
- Video Symposium: Surgical Techniques
- Diagnostics
- Stepping Up Your Game: Going from Good to Great: Pearls to Use in Your Practice
- Glaucoma
- Oculoplastics for the General Ophthalmologist
- Survive or Thrive
- Hot Topics: What’s New and What’s to Come: A Rapid Fire Panel
- Storm Eye Update

**Attendance reached an all-time high in 2016**

**Nearly 7.5 exhibit hours for only $4,100**

**51% of Exhibitors committed to Kiawah Eye 2017 while onsite at the 2016 meeting!**

With 2016 having the highest registration over the past 8 years, this is an ideal opportunity for you to increase exposure and maximize your impact at Kiawah Eye 2017.

**Geographic Breakdown**

- **South**: 75%
- **Northeast**: 12%
- **Midwest**: 10%
- **West**: 3%

**Effectively reach the southern region**
EXHIBIT INFORMATION

Tentative Exhibit Hours

| Thursday, June 1, 2017 |  
|---|---|
| 7:30 am – 8:00 am | Continental Breakfast |
| 9:45 am – 10:15 am | Refreshment Break |
| 1:00 pm – 1:30 pm | Lunch Break |
| 2:52 pm – 3:22 pm | Refreshment Break |
| 5:30 pm – 6:30 pm | Welcome Reception at Town Center Mall |

| Friday, June 2, 2017 |  
|---|---|
| 7:30 am – 8:00 am | Continental Breakfast |
| 11:45 am – 12:15 pm | Coffee Break |
| 2:20 pm – 2:50 pm | Coffee Break |

Note: Times are subject to change.

Reserving Exhibit Space
To reserve table top exhibit space at Kiawah Eye 2017, complete and submit the Application for Exhibition form found in this package. The application must be completed in its entirety and the 50% deposit must accompany the application.

Exhibit Price and Payment
The price of the tabletop exhibit space is $4,100. A 50% deposit must accompany the space reservation form. The balance is due on February 10, 2017.

Payment Policy
The completed application and 50% deposit should be sent to:

Kiawah Eye 2017
Attention: Kirsten Schuitema
6900 Grove Road, Thorofare, NJ 08086-9447

All payments must be made by check or draft drawn on a U.S. Bank made payable to “Kiawah Eye Exhibits 2017.”

The remaining balance is due February 10, 2017. An invoice will be sent 30 days prior to the due date.

Federal ID #30-0747466

Exhibit Specifications
All exhibit spaces are 6’ wide tabletops unless otherwise indicated on the floor plan. The exhibit area is carpeted. The following services are included with the exhibit rental:

- Tabletop Exhibit Space
- One 6’ draped table
- One side chair
- Four exhibitor badges per tabletop
- Admission to meeting sessions
- Complimentary copy of both the pre-registration attendee mailing list and post-show final attendee mailing list
- Ventilation and heat
- Cleaning of aisles and booths
- Complimentary refreshments in the exhibit hall, coffee breaks and Welcome Reception
- Perimeter security service beginning during off-hours
- Listing in the Exhibitor Directory of the Symposium Program

Assignment of Booth Space
Priority for space assignment will be based on the following:

- The order in which applications are postmarked or received via facsimile
- Availability of space requested (3 space maximum)
- The special needs of the Exhibitor

Facsimile transmission will be accepted only if a purchase order or check requisition for the deposit accompanies the application. Requests received by facsimile will be held for 10 working days only. If the application and deposit have not been received by the end of that 10-day period, the reservation will be released.

A floor plan of the exhibit area accompanies this prospectus. Please review the diagram carefully and note the locations of entrances, exits, ceiling heights, etc., before indicating your preferred booth on the application. Exhibit Management will make every effort to assign your preferred location. If your preferred space is not available, Exhibit Management will contact you to discuss alternative space. Exhibitors who wish to avoid assignment of space adjacent to that of a particular competitor should indicate that desire on their applications. Careful consideration will be given to all such requests. Exhibit Management reserves the right to relocate or reassign exhibit booths at any time for the overall benefit of the meeting.
Exhibitor Badges
All participants affiliated with Exhibitors must be registered. Four badges are included per exhibit space. Additional badges are available at $300 each for admission into sessions. Exhibitors will receive registration forms in the Exhibitor Service Kit. Admission to the exhibit area and sessions will be by badge only. Badges will be available onsite. Exhibits must be staffed at all times during the hours the Exhibit Hall is open. As a courtesy to attendees and fellow Exhibitors, please adhere to the opening and closing hours. Exhibitor badges will not be given to registrants who should pay the registration fee.

Exhibitor Service Kit
Exhibitors will receive an Exhibitor Service Kit approximately 90 days prior to the opening of the meeting. The Exhibitor Service Kit contains information on labor union rules and regulations, shipping and drayage services, as well as order forms for the rental of furniture and other special materials. Exhibitors are urged to order all furnishings no later than two weeks before the opening of the meeting. This helps to reduce costs and minimize delays during exhibit set-up.

Exhibitor Hotel Accommodations
A special block of rooms has been secured at the Kiawah Island Golf Resort at a room rate of $254-$635. These are competitive room rates for this property. We encourage you to call and refer to Kiawah Eye 2017 to reserve your room. Deadline for the room rate of $254-$635 at the Kiawah Island Golf Resort is May 1, 2017.

Cancellations
Any exhibitor who wishes to release assigned space must do so 90 days prior to the meeting to be refunded all fees paid to date minus a $750 administrative fee. For cancellations of space within 89 days of the meeting, the Exhibitor will be responsible for 100% of the entire booth fee. In the event the exhibit hall is sold out and we are able to resell your booth space, the cancellation penalty will be 50% of the rental charge.

Upgrade to a Premier Exhibitor!
Enhance your exhibitor listing and your presence. Be a “Premier Exhibitor” on both the meeting app and printed program book for an additional $2,000.

<table>
<thead>
<tr>
<th>Premier Exhibitor Features</th>
<th>Meeting App</th>
<th>Printed Program Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlighted listing</td>
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<td>✓</td>
</tr>
<tr>
<td>Company logo</td>
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<tr>
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<tr>
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<td>✓</td>
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<tr>
<td>Website URL hyperlink</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Booth #</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Booth located on interactive floor plan</td>
<td>✓</td>
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</table>
APPLICATION FOR EXHIBIT SPACE

June 1-3, 2017
Kiawah Island, South Carolina

Company

Street Address

City

State

Zip Code

Submitted by

Signature

Contact Person

Email

Phone

Fax

Website

Exhibition Space

Total number of tabletop exhibit spaces requested ($4,100 each): ______________

Will you be displaying a piece of freestanding diagnostic equipment?

☑️ Yes ☐ No

Exhibitor Cancellation Policy

Any exhibitor who wishes to release assigned space must do so 90 days prior to the meeting to be refunded all fees paid to date minus a $750 administrative fee. For cancellations of space within 89 days of the meeting, the Exhibitor will be responsible for 100% of the entire booth fee. In the event the exhibit hall is sold out and we are able to resell your booth space, the cancellation penalty will be 50% of the rental charge.

Booth Preferences

Please list four choices of exhibit space (list booth number from exhibit hall floor plan enclosed). It is suggested that you do not concentrate your choices in one area because many Exhibitors may choose the same area. Kiawah Eye reserves the right to rearrange the floor plan or relocate booths.

Preferences:

First ________________ Second ________________ Third ________________ Fourth ________________

List any exhibitor you do not wish your exhibit to be near:

________________________________________________________________________________________

List any exhibitor you do wish your exhibit to be near:

________________________________________________________________________________________

Premier Exhibitor

Do you want to upgrade to a Premier Exhibitor listing for an additional $2,000? (see page 5) ☑️ Yes ☐ No

Exhibitor Listing and Program Book: Deadline April 7, 2017

An informal company listing will be included in the symposium program to be distributed to attendees of the meeting. The listing is provided as a service to attendees and a benefit to exhibitors. All information, including your company name, will appear in the program exactly as you specify here. Please be precise in providing information. You may submit amendments or revisions to this listing, in writing, to the Exhibit Manager.

☑️ Check to use contact information written above

Company

Street Address

City

State

Zip Code

Phone

Website

Payment

You are hereby authorized to reserve the exhibit opportunities indicated below for use in the Kiawah Eye meeting. This application is made with the understanding that the applicant agrees to abide by all rules, requirements, restrictions and regulations set forth in this agreement or as may be especially designated by Kiawah Eye or Association & Meeting Solutions and their agents. Failure to abide by such rules and regulations results in forfeiture of all moneys paid or due Management under terms of this agreement. The total package price is $4,100. Exhibit hall listing and exhibit space are not available separately. The undersigned agrees to include a 50% deposit toward the package fee when submitting this application.

Full payment of exhibit space and sponsorship programs is due by February 10, 2017.

☑️ Enclosed is my check made payable to “Kiawah Eye 2017 Exhibits”

☑️ I wish to use my credit card to pay for exhibit space: ☑️ Visa ☑️ MasterCard ☑️ American Express

Credit Card Number

Exp. Date

3-4 Digit Security Code

Print Name

Signature

Total Amount to Charge $
SPONSORSHIP OPPORTUNITIES

Sponsorship Packages

Gain high-value exposure and prominent recognition for your products and services with one of our sponsorship packages

GOLD PACKAGE $26,000

Includes all benefits of the Silver and Bronze Sponsorship Packages plus the following exposure and recognition:

• Program book back cover ad: Corporate branded advertisement on the back cover of the meeting program.
• Lanyard: Corporate branded lanyard to hold name badge worn by all attendees.
• Meeting bags: Corporate logo on meeting bags provided to all attendees.
• Hotel keycards: Product or corporate branded keycards given to attendees as they check into their hotel room.

SILVER PACKAGE $16,000

Includes all benefits of the Bronze Sponsorship Package plus the following exposure and recognition:

• Meter sign billboard: Meter sign to be placed in a prominent location within the common area of the event. Sponsor will be responsible to supply ad materials which may reflect product or corporate branding.
• Enhanced exhibit listing: Upgrade to “Premier Exhibitor” on the meeting app and printed program book includes highlighted listing, company logo, 100-word description and document upload.

BRONZE PACKAGE $11,000

Includes the following exposure and recognition:

• Exhibit booth: One standard Exhibit Space.
• Literature rack: Exclusive to meeting sponsors, the official product literature rack(s) will be placed in a prominent location within the common area of the event. Each bronze sponsor will receive one (1) slot in which to place product literature.
• Sponsorship email blast: To pre-registration list sent from the meeting.
• Meeting signage: Inclusion on all meeting signage, including entrance units(s), noting meeting sponsors according to sponsorship level.
• PowerPoint: Inclusion on a PowerPoint slide noting meeting sponsors according to sponsorship level.
• Program book listing: Inclusion in sponsor listing in program book according to sponsorship level.
• Meeting App: Inclusion in sponsor listing in Meeting App according to sponsorship level.

A-la-carte Sponsorships

Meeting App (exclusive): $10,000

Attract more attention before, during and after the meeting as the sole sponsor of the official meeting app. The opening splash screen helps you to make a strong first impression; users will see this full-screen promotion every time they open the app. Rotating banner ads help you attract more leads by rotating up to 6 banner ads at the top of the screen that users will see the entire time they have the app open. Ad clicks will drive traffic to your exhibit booth or company website.

Window Clings: $10,000

Display your company’s message prominently for everyone to see as they enter and exit the meeting rooms and exhibit hall throughout the 3-day meeting.

Meeting Area Wi-Fi (exclusive): $10,000

Sponsor Internet access in the meeting area for all attendees. Attendees will see your message each time they log on. Attendees can use the sponsored Wi-Fi to view the meeting app content and for personal use.

Have an idea of your own?

Call us and we’ll work with you to find a sponsorship opportunity that both supports your goals and benefits the meeting attendees.
You are hereby authorized to reserve the sponsorship/support opportunities indicated below for use at Kiawah Eye 2017. By signing this application, the applicant agrees to fulfill all sponsorship responsibilities set forth by Kiawah Eye and Association & Meeting Solutions and their agents. Failure to abide by these rules and regulations will result in forfeiture of all moneys paid or due Management under terms of this agreement. A 50% deposit is required at time of application submission and the balance is due by February 10, 2017.

Enclosed is my check made payable to "Kiawah Eye 2017 Exhibits."

I wish to use my credit card to pay for sponsorship:

- Visa  
- MasterCard  
- American Express

Credit Card Number
Exp. Date
3-4 Digit Security Code

Print Name
Signature
Total Amount to Charge $

Sponsorship Packages:

- **GOLD PACKAGE: $26,000**
  - Choose one:
    - Program Book Back Cover Ad
    - Hotel Keycards
    - Meeting Bags
    - Meeting Lanyards

- **SILVER PACKAGE: $16,000**

- **BRONZE PACKAGE: $11,000**

A-la-carte Sponsorships:

- **Meeting App: $10,000**
- **Window Clings: $10,000**
- **Meeting Area Wi-Fi: $5,000**

*Or call us to discuss one of your own ideas*

Contact Us

**Exhibit Contact Information:**
Stephanie Burleigh
Toll-free: 1-800-257-8290, ext. 337
In NJ/International: 856-848-1712, ext. 337
Email: exhibits@contactAMS.com
Fax: 856-848-3522
Mail to: Attn: Stephanie Burleigh • Kiawah Eye Exhibits • 6900 Grove Road • Thorofare, NJ 08086-9447
The file requirements in each section are for items listed in that section only, as applicable to each sponsor/exhibitor:

**Sponsorship Packages**

**Logo (gold, silver, bronze)**
- Corporate Logo: 4-color, at least 5” tall, vector EPS or AI graphic only

**Meter sign (gold, silver)**
- Corporate or Product Art: 4-color, 87” h x 38” w
  - add bleed: at least 1/4” on all sides, leave bottom 6” free of text for base, hi-res PDF, 300 dpi

**Premier Exhibitor (gold, silver)**
- Company or Product Logo: 4-color, at least 5” tall, vector EPS or AI graphic file only
- Company or Product Description: 100 words or less text description
- Company or Product Document Upload: Low-res PDF document less than 5MB

**Program book back cover ad (gold option)**
- Corporate Ad: 4-color
  - Trim size: 8.5” x 11”
  - Bleed size: 9” x 11.5”
  - Live area: 7” x 10” (any text, images or borders you do not want to get cut off during the trim, should land inside this area)

**Lanyard (gold option)**
- Company Logo: 1-color, at least 5” tall, vector EPS or AI graphic only

**Meeting bags (gold option)**
- Company Logo: 1-color, at least 5” tall, vector EPS or AI graphic file only

**Hotel keycards (gold option)**
- Company or Product Design: 4-color front and black back; vector artwork (preferred) or Photoshop artwork in layered files, CMYK, 300 dpi
- Contact us to see which back template specs to follow

**A-la-carte Sponsorships**

**Column wrap**
- OSN/IDC/Melanoma: Corporate or Product Ads: Hi-res PDF, full color, 39” w x 80” h with a 1.5” bleed on all 4 sides (42” w x 83 h” final size)
- Hawaiian Eye (Grand Hyatt Kauai): Corporate or Product Ads: Hi-res PDF, full color, 57¾” w x 87” h (no bleed)
- Hawaiian Eye (Hilton Waikoloa Village, Big Island): Corporate or Product Ads: Hi-res PDF, full color, contact us for size
- Hawaiian Eye (Grand Wailea Maui): Corporate or Product Ads: Hi-res PDF, full color, contact us for size
- OT Hawaii: Contact us for specs

**Meeting area Wi-Fi**
- Corporate or Product Ads: Contact us for specs

**Meeting bag insert**
- Corporate or Product Brochure/Flyer: Max dimensions 8.5” x 11”; max weight 3oz

**Door Clings**
- Corporate or Product Ads: Hi-res PDF, 4-color, top 29”w x 37h” and bottom 29”w x 30”h
  - add bleed: 2 picas all the way around and set up file with crop marks to actual size and include the bleed.

**Meeting app: Exclusive Sponsorship**
- Corporate or Product Rotating Banner Ads: PNG only.
  - Create up to 6 ads both sizes below:
    - 640 x 150 pixels
    - 1242 x 1929 pixels
- Corporate or Product Splash Screen: PNG only.
  - Create 1 ad in all sizes below:
    - 640 x 817 pixels
    - 1536 x 1706 pixels*
    - 2048 x 1188 pixels*
  - *Safety Margins: The safety margins ensure that branding, sponsor logos, and other important elements don’t get cut off during device rotation.
  - - Left: 290 pixels
  - - Right: 290 pixels

**Meeting app: Shared Sponsorship**
- Corporate or Product Rotating Banner Ads: PNG only.
  - Create up to 3 ads in both sizes below:
    - 640 x 150 pixels
    - 552 x 150 pixels
- Shared Splash Screen: PNG only.
  - Create 1 ad in all sizes below:
    - 640 x 405 pixels
    - 1020 x 1190 pixels
    - 1242 x 960 pixels*
    - 1536 x 850 pixels*
  - *Safety Margins: The safety margins ensure that branding, sponsor logos, and other important elements don’t get cut off during device rotation.
  - - Left: 290 pixels
  - - Right: 290 pixels
EXHIBIT RULES AND REGULATIONS

**Installation**

**Wednesday, May 31, 2017 | 4:00 pm – 7:00 pm**

**Thursday, June 1, 2017 | 6:30 am – 7:30 am**

Times are subject to change. A final schedule will be provided in the Exhibitor Service Kit. Installation of Exhibits must be carried out during the times listed. All crates and packing material must be unpacked and ready to be removed from the exhibit area by Thursday, June 1st at 7:30 am. These materials should be nested as quickly as possible. Storage stickers must mark all containers to be stored and returned at the close of the exhibits. Any exhibit that is not unpacked by this time will be put in storage and can be returned only after the exhibits close on the first day the exhibition hall is opened. Containers or skids without storage stickers will be considered refuse and will be disposed. No refuse, such as empty cartons, may be placed in the aisle after the exhibition area is swept the final time. Exhibitors are urged not to litter the floor of the booths and aisles after the final cleaning of the exhibit area. Crates, boxes and cartons may not be stored behind booth backgrounds. Nothing of value should be left in crates that are going to storage. After returning crates at the close of the show, the hotel will provide a bill-of-lading, shipping labels and clerical assistance in preparing the forms for outbound shipment.

**Dismantling Exhibits**

No packing of equipment, literature or dismantling of exhibits will be permitted until the official closing time after the last break on the last day of exhibits. Exhibitors who pack up early may not receive their first booth choice at next year’s meeting. All exhibit material must be packed and ready for removal from the exhibit area by the close of the exhibit hall on Friday, June 2, 2017. Exact dismantle times will be distributed via the Exhibitor Service Kit. Installation of Exhibits must be carried out during the times listed. All crates and packing material must be unpacked and ready to be removed from the exhibit area by Thursday, June 1st at 7:30 am. These materials should be nested as quickly as possible. Storage stickers must mark all containers to be stored and returned at the close of the exhibits. Any exhibit that is not unpacked by this time will be put in storage and can be returned only after the exhibits close on the first day the exhibition hall is opened. Containers or skids without storage stickers will be considered refuse and will be disposed. No refuse, such as empty cartons, may be placed in the aisle after the exhibit area is swept the final time. Exhibitors are urged not to litter the floor of the booths and aisles after the final cleaning of the exhibit area. Crates, boxes and cartons may not be stored behind booth backgrounds. Nothing of value should be left in crates that are going to storage. After returning crates at the close of the show, the hotel will provide a bill-of-lading, shipping labels and clerical assistance in preparing the forms for outbound shipment.

**Subletting Space**

The subletting, assignment or apportionment of the whole or any part of exhibit space is prohibited. No exhibitor may permit any other party to exhibit in the space assigned to them, advertise any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within space assigned to them without written consent of exhibit management. No persons, firm or organization not having contracted with exhibit management for the occupancy of space in the exhibit hall will be permitted to display or demonstrate its products, processes or services, distribute advertising materials in the halls or corridors of the conference, or in any other way occupy or use the facilities for purposes inconsistent with these regulations.

**Mailing List**

Pre-meeting mailings increase booth traffic and exposure of your company’s products and services. To assist you in reaching this goal, one complimentary pre-registration list for The Meeting will be available. Additional uses may be purchased for $300 per use. The complete mailing list of pre-registrants will be available on or after May 3, 2017. In addition, a complimentary final attendee list will be available. In order to receive this list, exhibitors must submit their exhibitor evaluations which will be distributed onsite. The mailing lists are only available in electronic format. Please note that the attendee mailing lists do not include email addresses. Exhibitors who choose to mail promotional materials to our pre-registration list and/or final post-show list must have their promotional item approved by Meeting Management. A sample of the piece you will be mailing must be the final draft. The text of all mailers is subject to approval by Meeting Management. Please remember that use of the meeting logo is not permitted on promotional materials. If you are ordering lists for multiple mailers, you must provide a sample mailer for each list you wish to obtain. Please contact the Exhibit Manager for further details. A signed copy of The Meeting mailing list agreement, found in the Exhibitor Service Kit, must accompany all mailing list requests, regardless if being used for informational purposes or a specific mailing. Mailing list requests will not be processed without this form. For more detailed information regarding these lists, please refer to the Exhibitor Service Kit.

**Shipping Information**

Shipping information will be included in the Exhibitor Service Kit.

**Insurance**

Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident, or loss of any kind must do so at their own expense. Exhibitors are urged to take a portal-to-portal rider available at a nominal cost on their own insurance policies protecting them against loss through theft, fire, damage, etc. As a courtesy to Exhibitors, security service for the exhibit area will be furnished by Exhibit Management during the hours as deemed necessary. The furnishing of such service is in no case to be understood or interpreted by Exhibitors as a guarantee to them against loss or theft of any kind.

**Cancellation of Meeting/Expositions**

It is mutually agreed that in the event of cancellation of The Meeting as a result of strikes, governmental regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and Exhibit Management shall determine an equitable basis for the refund of such portion of the exhibit fees as possible, after due consideration of expenditures and commitments already made.
Notice
The names or titles of CME activities, symposia and other presentations or events associated with a CME activity are the property of Association & Meeting Solutions. Exhibitors and commercial supporters of those CME activities, symposia and other presentations or events shall not use the names or titles of those activities, symposia, presentations or events in promotional programs, campaigns or other efforts to induce attendance without written permission from Association & Meeting Solutions. In addition, no Exhibitor or commercial supporter shall reward any participant for attendance at a CME activity, symposium, presentation or event, including, but not limited to, gifts or prizes, either given directly or as part of a raffle or other similar contest. Association & Meeting Solutions reserves the right to restrict attendance at CME presentations to members of the target audience.

General Information
The Meeting reserves the right to determine what is acceptable publicity and advertising, and also reserve the right to restrict at any time any display or activity it deems inappropriate or undesirable. In the event of such restriction, The Meeting will assume no liability for any expenses incurred by the affected company. The restrictions outlined here also apply to advertisements in other media which refer to The Meeting. All product/service demonstrations, interviews, instructional activities and distribution of promotional literature within the hotel must be confined to the limits of the assigned exhibit space. No exhibitor shall use the name of The Meeting or any symbol or logo identified therewith, in any manner representing that the exhibitor or his products or services possess the approval or endorsement of The Meeting. Product literature, both printed and visual, must be designed in accordance with the professional nature of The Meeting.

Notice of Disability
In compliance with the Americans with Disabilities Act of 1990, The Meeting will make all reasonable efforts to accommodate persons with disabilities at its meeting. Please call Meeting Management with your requests.

Contests/Raffles/Drawings
The Meeting is a professional, scientific, educational meeting; please keep this in mind when planning your contest, drawing, raffle, etc. Exhibit Management must approve all contests, lotteries, drawings, raffles and games of chance. All requests must be submitted to Exhibit Management for review and approved 30 days in advance of the meeting. No unapproved items may be used as a “prize.”

Wireless Internet Access
The use of Kiawah Eye Business Room wireless access is not permitted within exhibitor booths. A form will be provided in the Exhibitor Service Kit for Internet access.

Exhibitor Functions/Hotel Space Request
The Meeting has strict policies that limit unofficial activities throughout the week. These unofficial activities include social events, meetings, focus groups and industry-supported symposia that are not planned or sponsored by Meeting. Only exhibiting companies are eligible to host a third party event. Unofficial activities cannot be held during the official meeting hours, or during an official Meeting event such as breakfast, lunch or evening symposia or workshops. This also includes official Meeting receptions. Please contact the Exhibit Manager for specific times. Exhibitors are not permitted to book space directly through the hotel. All requests for space and special programs must be submitted in writing on the meeting space request form included in your Exhibitor Service Kit.

Sales
The purpose of the technical exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales are permitted provided that the transactions are conducted in an appropriate and professional, business-like manner. The Meeting reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Sales, canvassing or distributing promotional materials outside the exhibitor’s own booth is not permitted. Solicitation of business except by exhibiting companies is prohibited.

No Solicitation Policy
The exhibit hall will be strictly policed to eliminate solicitation of exhibitors by other exhibitors and third parties. If you are approached, please report it to the Registration Desk immediately. Individuals who fail to observe The Meeting no solicitation policy will be removed from the exhibit hall and jeopardize the participation of the company they represent. Companies may only distribute promotional materials from their designated exhibit booth areas. Any distribution of promotional materials outside of your company’s exhibit booth will be a violation of the guidelines set forth by The Meeting and may subject your company to removal from the exhibit hall. This will be strictly enforced.

Disposal of Infectious Products
Exhibitors conducting wet labs must contact the hotel directly to determine the appropriate disposal method. This also pertains to exhibitors using any nature of sharp instruments.

Management of Space
Space at The Meeting is managed by Meeting management. Upon completion and receipt of space request, all efforts will be made to accommodate applicants on a first-come, first-served basis. The assigned meeting room will be provided “empty,” and the exhibiting company will be responsible for expenses and arrangement of logistical support, equipment and services obtained directly from the facility.
EXHIBIT RULES AND REGULATIONS

Use of the Meeting Name/Logo
The name and logo of The Meeting are proprietary marks. Use of the meeting logo is expressly prohibited. Use of the meeting name, including materials mailed to The Meeting pre-registration list, must be submitted to Exhibit Management for review and approval; sample materials will be required in electronic and/or hard copy format before permission can be granted.

Use of Scientific Program Content
The Meeting is not a public event. Programs presented at the meeting are for the education of attendees as authorized by The Meeting. Any use of the program content, the name of a speaker and/or program title, or the name of The Meeting without written consent of Meeting Management is prohibited. For this purpose, “program content” includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts. This policy applies before, during and after the meeting.

Copyright Information
Information displayed and/or presented at all sessions during The Meeting is the property of The Meeting and/or the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of The Meeting.

Floor Reconfiguration
The Meeting reserves the right to reconfigure the exhibit hall floor plan. The Meeting also reserves the right to relocate any exhibit at any time. If the affected exhibitor does not agree with the relocation and wishes to withdraw from the exhibition, all application fees will be refunded. The Meeting has the right to limit the number of exhibitors of similar products or services in order to ensure quality and a broad spectrum of products in limited exhibit space.

Staffing
Exhibits must be staffed at all times during the meeting. Those firms that do not keep their area staffed and operating until the official closing time jeopardize their participation at future meetings.

Children’s Admission to the Exhibit Hall
Children (age of 18 years or less) are welcome in the exhibit hall during show hours, provided they are accompanied by a registered attendee and/or exhibitor at all times. No children (age 18 or less) are allowed in the exhibit hall during setup or dismantling. No strollers are allowed for safety reasons. The registered attendee and/or exhibitor who is responsible for the child assumes all responsibility for damages to any exhibits.

Amendments to Rules and Regulations
All matters and questions not covered by these regulations are at the discretion of The Meeting. The Meeting may amend these regulations at any time. All amendments shall be equally binding upon publication on all parties affected by them as the original rules and regulations.

Contractual Considerations
Contract Submission of the official Application for Exhibit Space and receipt by the exhibitor of the specific exhibit space assignment letter constitutes a contract for the right to use the space allocated. Please note that the Prospectus rules and regulations governing the exhibit are part of the application of space. Any matters not specified in the Prospectus shall be resolved at the sole discretion of the Exhibit Manager.

Hall Security
The official show badge must be worn at all times by exhibitors and attendees in the exhibit hall and in the sessions. Anyone not wearing the proper badge will be asked to leave the hall by the security officers. Security/watchman service will be on duty at all times. As a courtesy to exhibitors, perimeter watchman service for the exhibit area will be furnished by The Meeting during the hours deemed necessary by The Meeting. The furnishing of service is in no case to be understood or interpreted by exhibitors as a guarantee to them against loss or theft of any kind.

Violations
If any exhibiting company fails to observe the policies outlined in this Prospectus, or engages in unfair or deceptive practices in connection with the exhibition, The Meeting reserves the right to terminate the exhibit onsite and may refuse assignment of space for future meetings.

Signage/Banners
Directional or promotional signs for events not planned or sponsored by The Meeting are not permitted. Hanging signs or banners are not permitted due to space constraints.

The Meeting reserves the right, in its sole discretion, to limit participation of any organization or individual.