

# 29<sup>th</sup> ANNUAL MEETING

American Society for Metabolic & Bariatric Surgery | June 17 - 22, 2012 | San Diego, CA

## EXHIBITOR PROSPECTUS



# 2012 Annual Meeting

American Society for Metabolic and Bariatric Surgery

## EXHIBITOR REGISTRATION\*

Saturday, June 16	4:00 pm – 7:00 pm
Sunday, June 17	8:00 am – 5:00 pm
Monday, June 18	7:00 am – 5:00 pm
Tuesday, June 19	8:30 am – 4:30 pm
Wednesday, June 20	8:30 am – 4:30 pm
Thursday, June 21	8:30 am – 4:30 pm

## EXHIBITS OPEN\*

### Integrated Health Expo Center

Monday, June 18	7:00 am – 5:00 pm
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### Main Exhibit Hall

Tuesday, June 19	9:00 am – 4:00 pm
Wednesday, June 20	9:00 am – 4:00 pm
Thursday, June 21	9:00 am – 4:00 pm

## DISMANTLING DATES/TIMES\*

### Integrated Health Expo Center

Monday, June 18	5:00 pm – 6:00 PM
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### Main Exhibit Hall

Thursday, June 21	Close of Show – 8:00 pm
Friday, June 22	8:00 am – 1:00 pm

\*Exhibit Hours and Schedule are Tentative and Subject to Change.



# 29<sup>th</sup> ANNUAL MEETING

American Society for Metabolic & Bariatric Surgery | June 17 - 22, 2012 | San Diego, CA

Dear Exhibitors:

The American Society for Metabolic & Bariatric Surgery (ASMBS) invites you to exhibit at its 29th Annual Meeting, which will be at the San Diego Convention Center, June 17-22, 2012, in San Diego, California. The exhibit dates will be Tuesday-Thursday, June 19-21.

More than 2,400 surgeons, physicians and integrated health professionals are expected to attend the annual meeting to familiarize themselves with new developments in the surgical treatment of obesity. Featuring a roster of distinguished faculty, the Scientific Program will consist of Oral, Video and Poster Presentations, as well as Symposia, Workshops and Special Presentations.

The Technical Exhibits are a vital extension of the Scientific Program as they inform our attendees of commercially available products and services related to bariatric & metabolic surgery. Your representatives will have the opportunity to meet with the key decision makers from around the world. The educational contribution made by the Exhibitors is an important and valued part of the ASMBS Annual Meeting.

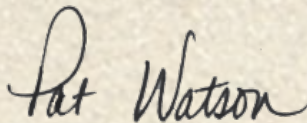
This Exhibitor Prospectus contains pertinent information regarding exhibiting at the 29th Annual Meeting of the ASMBS. Please take a few moments to review the information.

Of particular interest this year is the new Integrated Health Exposition Center. This one-day-only event is designed for engaging interaction between the integrated health professional and exhibitor in an intimate environment. The number of companies will be limited to encourage more one-on-one conversations. See page 05 for details.

Submit your application to exhibit, and reserve your space as soon as possible. **Remember – the deadline to get your application in and make use of your priority points is December 31! After December 31st**, space is assigned on a first-come, first-served basis. If you have any questions or concerns, do not hesitate to contact us.

We look forward to your participation and continued partnership.

With warm regards,



Pat Watson, CMP  
Convention Director

American Society for Metabolic & Bariatric Surgery  
100 SW 75th Street, Suite 201, Gainesville, FL 32607  
phone: 352-331-4900 | fax: 352-331-4975

email: [watsonp@asmbs.org](mailto:watsonp@asmbs.org) | website: [www.asmbs.org](http://www.asmbs.org)



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## PURPOSE

The 29th Annual Meeting of the American Society for Metabolic and Bariatric Surgery (ASMBS) in San Diego will be a gathering of influential surgeons and integrated health professionals committed to the surgical treatment of obesity. The Exhibit Hall provides a unique extension of their educational experience as they review the most current information on products and services for this specialty.

## CONFERENCE DATES

### Educational Sessions

June 17-22, 2012

### Integrated Health Expo Center

June 18, 2012

### Main Exhibit Hall

June 19-21, 2012

## MEETING LOCATION

### San Diego Convention Center

111 West Harbor Drive  
San Diego, CA 92101

### Educational Sessions

Upper Level, Rooms 20-33

### Exhibits

Halls G & H

## HOUSING

### HEADQUARTERS HOTEL

#### Hilton San Diego Bayfront

One Park Blvd.  
San Diego, CA 92101  
1-800-445-8667 | 2012.asmb.org  
Single/Double Occupancy:  
\$239 + 12.56% tax per night

### OVERFLOW HOTELS

#### San Diego Marriott Marquis and Marina

333 West Harbor Drive  
San Diego, CA 92101  
1-800-228-9290 | 2012.asmb.org  
Single/Double Occupancy:  
\$235 + 12.56% tax per night

#### Omni San Diego

675 L Street  
San Diego, CA 92101  
1-800-843-6664 | 2012.asmb.org  
Single/Double Occupancy:  
\$239 + 12.56% tax per night

*Mention Bariatric Surgery conference to receive the conference rate.*

## EXHIBIT INSTALLATION HOURS

Sunday & Monday, June 17-18  
8:00 am - 5:00 pm

\*All exhibits in the Integrated Health Expo Center must be set up no later than 5:00 pm on Sunday, June 17.

\*All exhibits in the Main Exhibit Hall must be set up no later than 5:00 pm on Monday, June 18.

## EXHIBIT HOURS

### Integrated Health Expo Center

Monday, June 18 ..... 7:00 am - 5:00 pm

### Main Exhibit Hall

Tuesday, June 19 ..... 9:00 am - 4:00 pm

Wednesday, June 20 ..... 9:00 am - 4:00 pm

Thursday, June 21 ..... 9:00 am - 4:00 pm

\*Exhibit hours are tentative and subject to change. Exhibitors may access the Exhibit Hall one hour prior to opening on exhibit days.

## EXHIBITOR REGISTRATION HOURS

Saturday, June 16 ..... 4:00 pm - 7:00 pm

Sunday, June 17 ..... 8:00 am - 5:00 pm

Monday, June 18 ..... 7:00 am - 5:00 pm

Tuesday, June 19 ..... 8:30 am - 4:30 pm

Wednesday, June 20 ..... 8:30 am - 4:30 pm

Thursday, June 21 ..... 8:30 am - 4:30 pm

## EXHIBIT INSTALLATION AND STAFFING

All exhibits in the Integrated Health Expo Center must be set up by 5:00 pm on Sunday, June 17, unless special arrangements have been made with the Convention Director. All exhibits in the Main Exhibit Hall must be set up by 5:00 pm on Monday, June 18. As a courtesy to the attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the meeting until the scheduled closing of the Exhibits on Thursday, June 21st. Exhibitors are strongly urged to staff their booths with a minimum of two representatives, as failure to have personnel in the exhibit booth at all times may result in loss of Priority Points. Exhibitors will be allowed in the Exhibit Hall one hour prior to opening and one hour after closing.

## EXHIBIT DISMANTLING

### Integrated Health Expo Center

Monday, June 18 ..... 5:00 pm - 6:00 pm

### Main Exhibit Hall

Thursday, June 21 ..... Close - 8:00 pm

Friday, June 22 ..... 8:00 am - 1:00 pm

No dismantling of exhibits before close of show on Thursday, June 21. There is a penalty of loss of Priority Points if this occurs.

## ADMISSION TO ASMBS EDUCATIONAL SESSIONS

The Preliminary Program for the 2012 Annual Meeting will be available online at 2012.asmb.org. Admission to the Plenary Session is provided as a complimentary part of your exhibit package, on a space-available basis. You also may attend additional educational courses by registering for them and paying the appropriate fees.

## ADMISSION TO ASMBS SOCIAL EVENTS

Admission to the Welcome Reception and/or the ASMBS AfterDark **is not** included in your exhibit package; however, tickets are available for purchase either before the meeting or on site.

## PROSPECTIVE EXHIBITORS

Prospective exhibitors may visit the Exhibit Hall during exhibit hours. The fee for prospective exhibitors is \$100 per person per day. A maximum of two company representatives may attend per day. Activities of the prospective exhibitors are limited to the assessment of the Exhibit Hall for future participation in the ASMBS Annual Meeting. Any commercial activity is prohibited and will result in immediate expulsion from the Exhibit Hall and ineligibility to exhibit at future ASMBS meetings and/or courses.

## FOR MORE INFORMATION

Pat Watson, CMP  
Convention Director  
p: 352.331.4900  
f: 352.331.4975  
e: exhibit@asmb.org

The rates are for single/double occupancy. Each additional person will be \$20 per night. These rates are effective until the room blocks close on May 13, 2012 (or sells out, whichever comes first). Rates are subject to applicable taxes at 12.56%. Conference rates will apply three days prior to and following the dates of the conference based on availability.

## **DECEMBER 31, 2011**

Exhibit Application and Contract to Exhibit, including 50% deposit, is due.

Initial space assignments, based on Priority Points, are made. Space assignments after December 31st will be made on a first-come, first-served basis.

## **JANUARY 31, 2012**

Notification of space assignment and informational materials mailed.

## **MARCH 31, 2012**

Deadline for final payment of exhibit space. Applications received after March 31st must include full payment.

Deadline to cancel exhibit space with refund (less \$500 administrative fee).

No refunds will be made for canceled exhibit space after March 31st.

Exhibitor Service Manuals will be emailed and available online.

Deadline to submit logo and description for printing in Attendee Program Book.

Deadline to submit drawings for island and end-cap (peninsula) booths.

## **MAY 18, 2012**

ASMBS hotel room block closes (or whenever room block is full, whichever comes first).

## **MAY 18, 2012**

Deadline for Certificates of Insurance

Deadline for Exhibitor-Designated Contractor forms

## **JUNE 1, 2012**

Deadline to register Exhibit Personnel without \$100 fee

## **JUNE 17-18, 2012**

Exhibit Installation

## **JUNE 18, 2012**

Integrated Health Expo Center

## **JUNE 19-21, 2012**

Main Exhibit Hall

## **JUNE 21-22, 2012**

Exhibit Dismantling



Photo courtesy of: Timothy Hursley; [www.visitsandiego.com](http://www.visitsandiego.com)

## ADVERTISING IN THE ANNUAL MEETING ATTENDEE BOOKLET

**Price \$800 Half-Page; \$1,500 Full-Page**

Your company's half- or full-page color ad will be included in the Attendee Information Booklet.

### Advertising Standards Statement

The American Society for Metabolic and Bariatric Surgery (ASMBS) welcomes advertising in its publications and at its educational events as an important means to keep the bariatric surgical community informed of products and services for bariatric and metabolic surgery. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information. These standards apply to all product-specific promotional material submitted to ASMBS programs.

Advertisements must not be deceptive or misleading. All claims must be supported by data and be meaningful in terms of performance and other benefits. ASMBS Reserves the right to request additional supporting information as needed.

Advertisements should include footnotes where testing methodology and statistical analysis are identified. References from surgical and scientific literature are acceptable, provided the facts cited are truthful, fair, accurate, and represent fairly the body of literature regarding the claim.

## ADVERTISING IN SOARD

Surgery for Obesity and Related Diseases, the official journal of the ASMBS, is the ideal vehicle for communicating with healthcare professionals in the field of bariatric surgery. This journal is mailed monthly to over 2,500 constituents. For information on placing your ad, please contact Pat Hampton at 212-633-3181.

## ATTENDANCE LIST

The ASMBS will provide each exhibiting company the names and addresses of pre-registered attendees approximately one month prior to the Annual Meeting. Within one month following the Annual Meeting, each exhibiting company will be provided the names and address of all Annual Meeting attendees. This service is offered free of charge in appreciation for the exhibiting company's participation. The attendee will be offered an "opt-out" option for inclusion of email address on this list.

## COFFEE BREAKS

**Price: \$3,000/day – Exclusive**

Supporters will be listed in signage and in the Attendee Information Booklet. Exhibitors may also provide napkins and/or cups imprinted with company logo and booth number.

## COMPANY INFO AND LOGO IN ANNUAL MEETING ATTENDEE BOOKLET

**Price: Basic Listing – complimentary  
Premium Listing - \$500**

As a complimentary part of your exhibit package, each exhibiting company will be listed in the Annual Meeting Attendee Booklet which is distributed to all meeting attendees.

**Basic listing includes:** your black & white logo, company name, contact information and booth number.

**Premium Listing includes:** basic listing plus your company/product description (up to 100 words) and your color logo.

The information should be submitted via email to [exhibit@asmbs.org](mailto:exhibit@asmbs.org) by March 31st. *Please see graphics requirements on registration form (page 21).*

## DIRECTIONAL FOOTPRINTS

**Price: \$2,000**

Lead attendees directly to your booth! Purchase directional footprints with your company's custom design on each footprint covering the floor leading from the Exhibit Hall entrance to your booth. As attendees follow the trail, they will find themselves at your booth to learn more about your products and services.

## HOTEL KEY CARDS

**Price: \$12,000**

Your company's messages will be seen over and over by meeting attendees when they use their hotel room keys.

## INTERNET STATION

**Inside Exhibit Hall**

**Price: \$20,000 - Exclusive**

**Near Registration**

**Price: \$25,000 - Exclusive**

The on-site Internet Station allows for easy access to the Internet for all attendees. The default screen on each monitor may include your company or product name or logo, booth number and a line to your company website.

## LANYARDS

**Price: \$12,000 – Exclusive**

These are made available to all professional attendees for attaching to their name badges. Receive constant exposure by having your company name and logo displayed on every attendee.

## LEAD RETRIEVAL AND DATA MANAGEMENT SYSTEM

In order to assist exhibitors in getting the most out of their exhibiting experience, a lead retrieval system will be available for rental by exhibitors. Order forms and a fee schedule will be included in the Exhibit Service Kit.

## LUNCHEON

**Price: \$5,000/day – Exclusive**

Supporters will be listed in signage and in the Attendee Information Booklet. Exhibitors may also provide napkins and/or cups imprinted with company logo and booth number.

## PRODUCT DISPLAY CASE

**Price: \$5,000 - Exclusive**

Put your product front and center with display space in our Product Display Case located near the Attendee Registration area.

## PROMINENT SIGNAGE/BANNERS

**Price: Variable**

Many opportunities exist for your company's signage/banners to be placed in prominent locations throughout the facility.

## RELAXATION STATION

**Price: \$20,000 – Exclusive**

Sponsor the Relaxation Station on the exhibit hall floor and be a hero to attendees who can receive free neck and back massages in the lounge. Special benefits: Collect leads! Attendees must go to YOUR booth to receive a voucher to redeem at the Relaxation Station for their free, 10-minute neck and back massage. You may provide branded clothing, such as golf shirts, that the massage practitioners wear. Branded signage at the Relaxation Station informs attendees to go to your booth to receive a voucher.

Continued on next page



## TOTE BAGS

**Price: \$30,000 - Exclusive**

Your company will stand out with this essential sponsorship. Attendees appreciate the tote bag to carry the information they gather at the Annual Meeting. Tote bags will be made available for each attendee with your company name and logo printed on the bags.

## TOTE BAG INSERTS

**Price: \$2,500**

Put your company's product information into the hands of qualified buyers. ASMBS will insert your materials into the Tote Bags which will be provided to each attendee.

## MOBILE APP

**Price: Variable**

Promote your company and products on this year's conference mobile guide and drive foot traffic directly to your booth during the show. The mobile guide will be accessible to attendees before, during, and after the show extending the value of your sponsorship beyond the show dates.

## WIRELESS INTERNET IN MEMBER LOUNGE

**Price: \$20,000 – Exclusive**

ASMBS members will benefit from the wireless internet made available to them due to the sponsorship of your company. Supporter will be listed in signage and in the Attendee Information Booklet.

For more information on availability of any of these Marketing Opportunities, please contact Pat Watson, CMP, Convention Director, at [exhibit@asmbs.org](mailto:exhibit@asmbs.org).



Photo courtesy of: Timothy Hursley; [www.visitsandiego.com](http://www.visitsandiego.com)



## EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

Supporters of our 29th Annual Meeting will be recognized with prominently displayed signage at the meeting, on the ASMBS Annual Meeting website (2012.asmbms.org) and inside the final program book which will be distributed to all annual meeting attendees.

### Annual Meeting Educational Grant Support Levels:

Platinum .....	\$75,000
Gold .....	\$60,000
Silver .....	\$30,000
Bronze .....	\$10,000
Star .....	\$5,000

### Hands-On Skills Labs Educational Grant Support Levels:

Platinum .....	\$20,000
Gold .....	\$15,000
Silver .....	\$10,000
Bronze .....	\$5,000
Star .....	\$2,500

For more support information, contact Teresa White, [teresa@asmbms.org](mailto:teresa@asmbms.org).

## INDUSTRY-SPONSORED SYMPOSIA

Provide attendees with an extra learning opportunity by hosting an educational symposium on a topic and in a format of your choice. An overview of your content is required at the time of your request and must be approved by the ASMBS.

Symposia will be filled on a first-come, first-served basis.

Symposia time slots are available Sunday and Monday, June 17th and 18th, at 7:00 pm and will be located at the headquarters hotel. The fee for Sunday night is \$3,500; the fee for Monday night is \$5,000. Contact Pat Watson, [exhibit@asmbms.org](mailto:exhibit@asmbms.org) for more details.

The ASMBS does not participate in joint sponsorships for CME credit; therefore, if credit is provided for any symposium, it is a direct responsibility of the sponsoring company.

## INTEGRATED HEALTH EXPO CENTER Monday, June 18

### Here's the advantage

- Limited number of companies
- Special expo room where the focus is on our integrated health members
- Intimate & engaging environment
- One day only
- Coffee breaks and lunch will be served in the Expo Center

### Each exhibitor will receive:

- 8' skirted table
- Pre- and Post-Registration Lists
- Special Recognition in Attendee Information Booklet

For an additional \*\$500 you can also exhibit in the main exhibit hall June 19-21.

\*10X10 space

Respond now and secure your table-top in this unique, intimate setting.

For more information contact: Pat Watson, 352-331-4900, [exhibit@asmbms.org](mailto:exhibit@asmbms.org).

**Hurry we expect this event to sell out!**

## NEW THIS YEAR!

You asked for it!  
**YOU GOT IT!**  
A devoted day.  
A devoted location.

We are devoted to connecting  
you with the ASMBS Integrated Health.



Photo courtesy of: Owen McGoldrick; [www.visitsandiego.com](http://www.visitsandiego.com)

## SPACE RENTAL FEES

In-line .....	\$25 per square foot
Corner .....	\$30 per square foot
End-cap Booths .....	\$30 per square foot
Island Booths .....	\$32 per square foot

### Integrated Health Expo Center

Table-Top.....	\$2,500 each
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*See Application/Contract to exhibit on page 20 for combined pricing*

## EXHIBIT RENTAL FEES

Space will be rented at \$25 per square feet for inline locations, \$30 per square feet for corner locations, and \$32 per square feet for island locations. Standard booth rental includes side (3') and back wall (8') drape and a 7" x 44" sign indicating booth number and company name.

Exhibitors are entitled to five complimentary badges per 100 square feet purchased. Additional badges for exhibit personnel may be purchased for \$100 each.

Exhibitors will be provided the names and contact information of pre-registered attendees approximately one month prior to the meeting. The post-registration list will be provided shortly following the meeting. Both lists will include email addresses of those attendees that have authorized us to do so.

Exhibit personnel may attend any of the Plenary Session on Wednesday, Thursday and Friday, on a space-available basis. This does not include courses offered on Sunday, Monday and Tuesday. Exhibit personnel may register for and pay registration fees for these courses. Exhibit personnel representing companies that are Corporate Council members may register for these courses at the discounted member rate. Contact the ASMBS office for registration information.

## PAYMENT POLICY

A 50% deposit of the total booth space cost must accompany the signed application. The balance must be received by March 31, 2012. All Applications for Exhibit Space received after March 31, 2012 must be accompanied by full payment.

## CORPORATE COUNCIL DISCOUNT

ASMBS Corporate Council Members receive a 10% discount on booth fees. Visit [www.asmb.org](http://www.asmb.org) for more information about the Corporate Council.

## BOOTH ASSIGNMENT PROCEDURE

All applications are considered for assignment according to the number of Priority Points and the date and time the application is received by the ASMBS. When companies that have an equal number of points request the same booth space, space will be assigned based upon the date and time the application is received by the ASMBS. All other factors being equal, the ASMBS may judge some exhibits to be of more professional interest than others and maybe assigned accordingly. For exhibitors to take advantage of their Priority Points, the ASMBS must receive the applications by December 31, 2011.

Acceptable forms of payment are American Express, MasterCard, Visa or a check in U.S. funds drawn on U.S. institutions made payable to the American Society for Metabolic and Bariatric Surgery.

## PRIORITY POINTS

Space assignments are based upon the number of years a company has exhibited at the ASMBS Annual Meeting. One point is accrued for every 100 square feet for each year in which a company has exhibited.

If an exhibiting company merges with, buys, or is bought by, another company, the highest number of points accumulated by either company will be recorded as the Priority Point total. Points are not combined to determine the newly-organized company's point status. Companies requesting a change in points must be "directly related" to an exhibiting company. A "directly related" company shall be defined as a company that is wholly owned by, a subsidiary of, or one that has merged with another company. All requests for point transactions must be submitted in writing to the ASMBS and confirmed in writing by the parent or subsidiary company.

Companies may lose points by:

- Not exhibiting at the ASMBS Annual Meeting for one year (lose 5 points)
- Not exhibiting at the ASMBS Annual Meeting for two consecutive years (lose ALL points)
- Rules and Regulations violations.

## SPACE ASSIGNMENT CONSIDERATIONS FOR ALL EXHIBITORS

Exhibitors who wish to avoid assignment of space adjacent to that of a particular competitor should so indicate in their application. All such requests will be given careful attention.

Because it is almost impossible to contact all exhibitors for new selections of booth space, ASMBS reserves the right to assign the next best substitute space when the requested space is not available. ASMBS also reserves the right to modify the floor plan to accommodate space sales or to avoid conflicts. ASMBS reserves the right to adjust the floor plan, relocating exhibit booths as necessary after consultation with affected exhibitors. Exhibitors are encouraged not to concentrate all space choices in one area of the floor.

## CANCELLATION OR REDUCTION OF SPACE

Notification of an exhibitor's decision to cancel or reduce exhibit space must be submitted in writing. If cancellation or reduction of space occurs prior to March 31, 2012, a refund will be issued minus a \$500 administrative fee. There will be no refund for cancellation or reduction of space after March 31, 2012, unless the exhibit hall is sold out and the booth space is re-sold.

## INTEGRATED HEALTH EXPO CENTER

There will be a limited number of table-top exhibits available in the exposition center. Exhibits will be on a first come basis. Table-tops will be assigned on site.



## INSURANCE AND LIABILITY

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the ASMBS Annual Meeting, including its indemnity obligations herein. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, state and federal laws, ordinances and regulations for any of its activities in connection with the ASMBS Annual Meeting.

Exhibitors should maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policies and procedures and should cover ASMBS as an additionally named insured.

Each exhibit company is responsible for obtaining, for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ASMBS, its officers, directors, agents, members, or employees.

All agents or representatives of an exhibitor performing services at the Convention Center directly for an exhibitor, and who are not the exhibitor's employees, must provide ASMBS with original certificates of insurance.

By executing the Application & Contract to Exhibit, Exhibitor agrees to indemnify, hold harmless and defend ASMBS and its members, officers, directors, employees and agents from and against any and all liabilities, claims, losses, damages, causes of action, demands, costs and expenses of any kind whatsoever including, without limitation, court costs, interest and attorney's fees, which ASMBS or its members, officers, directors, employees or agents may incur, suffer or be required to pay, incident to or arising out of, directly or indirectly, any intentional, reckless or negligent act or omission or breach of the terms, conditions or provisions of these Rules and Regulations by Exhibitor or its agents, servants or employees.

Exhibitor further agrees that it is solely responsible for the conduct, actions and omissions of its employees, agents, servants and independent contractors, whether acting within

or without the scope of their authority, and agrees to indemnify, hold harmless and defend ASMBS and its members, officers, directors, employees and agents from and against any and all liabilities, claims, losses, damages, causes of action, demands, costs and expenses of any kind whatsoever including, without limitation, court costs, interest and attorney's fees, resulting directly or indirectly from such acts or omissions.

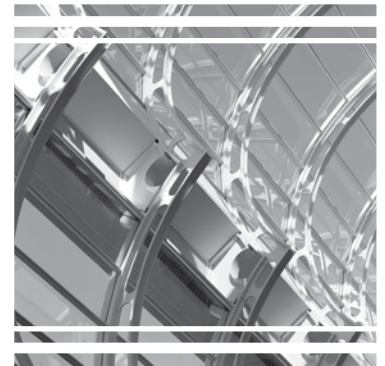
In no event shall ASMBS be liable or responsible for any loss or interruption of business, business opportunities, or any other type of direct or consequential damages alleged to be due from ASMBS. Exhibitor agrees and understands that the sole liability of ASMBS for any claims of Exhibitor shall be limited to a refund of the amount paid by Exhibitor under the Application & Contract to Exhibit. Nothing in the Application & Contract to Exhibit, Exhibitor's Prospectus, or Rules and Regulations is intended or shall be interpreted as creating a partnership, joint venture or agency relationship between Exhibitor and ASMBS. Exhibitor agrees and consents to the jurisdiction of the courts of the State of Florida and the Federal District Courts located within the State of Florida with respect to any dispute or right of action arising out of the Application & Contract to Exhibit, Exhibitor's Prospectus, or Rules and Regulations.

## SHOW CANCELLATION POLICY

The parties agree that if the ASMBS Annual Meeting is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic or other event over which the ASMBS has no control, then the exhibitor contract may be immediately amended by the ASMBS, and the exhibitor hereby waives any and all claims against the ASMBS for damages, reimbursement, refunds or compensation.

## SECURITY

Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during the Annual Meeting. The ASMBS provides 24-hour security guard service for the perimeter of the Exhibit Hall, however, neither the guard service nor the ASMBS will be responsible for loss of or damage to any property. Deliveries or removal of equipment are only permitted during move-in and move-out. Once the show opens, a pass must be obtained from the ASMBS to remove any material or equipment.



Photos courtesy of: Timothy Hursley; [www.visitsandiego.com](http://www.visitsandiego.com)

# Exhibitor Eligibility

The Annual Meeting of the ASMBS is its premier scientific meeting. It enhances attendees' professional and scientific education in bariatric surgery and the care of the bariatric surgical patient. The ASMBS reserves the right to control all aspects of the conduct of the Annual Meeting. The ASMBS specifically reserves the right to determine the acceptability of applications for exhibit space. All applications must meet the following criteria:

The products or services to be exhibited are of professional or educational interest or benefit to the attendees and are, in the opinion of the ASMBS, related to the field of bariatric surgery.

The applicant's goods or services to be exhibited are considered by the ASMBS to be consistent with the ASMBS's scientific or public policies, positions, statements or guidelines. This also includes the parent or subsidiary corporation of the applicant or goods and services thereof, which must also be deemed by the ASMBS to be consistent with the ASMBS's scientific or public policies, positions, statements or guidelines.

The applicant is reasonably determined by the ASMBS to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by the ASMBS not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.

The applicant agrees to comply with the ASMBS rules and regulations governing the Annual Meeting.

The application and required documents must be completely and accurately filled out. The parent and subsidiary corporations of the applicant must be identified in the appropriate section of the application form, with an indication of their primary products or services. All products and/or services to be exhibited must be listed on the application for exhibit space.

Only products or services listed on the original application and approved by ASMBS may be exhibited.

The application and required documents must be received prior to the established deadlines.

Applications may be refused or booth space restricted due to space limitations or other reasons determined by the ASMBS. Incomplete applications will not be processed.

Upon submitting an application for exhibit space, the exhibitor agrees that the information contained in this Prospectus and the ASMBS Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the rules and regulations governing the Annual Meeting.

All products and services must meet FDA guidelines and standards or be FDA-approved. Products in the pre-approved stages must be specified on the original application/contract. Exhibitors will be required to submit in writing, approval from the FDA to exhibit the products in the current stage of approval.

Failure of an exhibiting company to notify the ASMBS, prior to the Annual Meeting, of the FDA status of products is a violation of regulations and will result in the loss of Priority Points. The ASMBS reserves the right to close exhibits or parts of exhibits if notification of FDA status is not provided prior to the Annual Meeting.

Exhibitors shall comply with all applicable U.S. Food and Drug Administration (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.

This sign, simply stated, shall read "(product) made by (company) has not been approved by the U.S. Food & Drug Administration."



Photo courtesy of: Owen McGoldrick; [www.visitsandiego.com](http://www.visitsandiego.com)



Approximately 150 companies are expected to participate in the ASMBS Annual Meeting Exhibition, and it is the intent of the ASMBS that a professional atmosphere for the attendees and a viable marketplace for exhibiting companies exist. To that end, ASMBS has established Rules and Regulations that govern the Exhibition and participating exhibitors. These are in place to serve the best interest of all parties and provide a fair and equitable environment for all. A mutual commitment of good faith and cooperation to all parties involved will ensure the quality of the ASMBS Exhibition.

The Rules and Regulations contained herein are intended by the ASMBS to serve the best interest of the ASMBS Annual Meeting, the exhibitors and the attendees, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants, exhibit personnel and exhibitor-designated contractors are bound by the Rules and Regulations.

The ASMBS shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues

not addressed herein are subject to the decision of the ASMBS. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in this Prospectus and the ASMBS Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that signing the Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in this Prospectus, and any others issued by the ASMBS regarding the Annual Meeting; willingness to abide by the payment policy; acknowledgement of having read the ASMBS Rules and Regulations, and agreement to distribute them for proper execution to those individuals involved with exhibiting.



Photo courtesy of: Corporate Helicopters; [www.visitsandiego.com](http://www.visitsandiego.com)

## EXHIBITOR RULES OF CONDUCT

### ENFORCEMENT OF RULES AND REGULATIONS

By applying for exhibit space, an exhibit or agrees to adhere to all co additions and regulations outlined in this Prospectus. Any violations shall subject the exhibiting company to these penalties:

- First Violation – Loss of current year Priority Points plus loss of 10 percent of the total number of accrued points rounded to the nearest whole number.
- Second Violation – Loss of current year Priority Points plus loss of 50 percent of the remaining accrued points rounded to the nearest whole number.
- Third Violation – Loss of all exhibiting privileges, i.e., company will not be invited to exhibit at future ASMBS meetings.

Any exhibiting organization that fails to notify the ASMBS, in writing, prior to the Annual Meeting of its intent to cancel is deemed a no-show. A no-show may result in a loss of exhibiting privileges at future ASMBS Annual Meetings and no refunds will be issued. Whenever practical or appropriate in the ASMBS's view, disciplinary action will be progressive according the aforementioned sequence, but a more severe penalty, including refusal or termination of the exhibit, may be levied at the discretion of the ASMBS without the requirement of progressing through each of the aforementioned successive steps.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application from such company seeking to exhibit at any "ASMBS meeting. Each exhibitor is granted

nothing more than a terminable license to exhibit, subject to all the rules herein and the approval of the ASMBS. If the ASMBS determines that any exhibit has failed to comply with any rule herein or any directive issued to the exhibitor, the ASMBS may terminate the license and close that exhibiting company's exhibit without notice. In all interpretations of the ASMBS Rules and Regulations, the ASMBS's decision is final.

Continued on next page

## USE OF EXHIBITS

One of the purposes of the Annual Meeting is to provide exhibitors with an opportunity to interact with other exhibitors, attendees and ASMBS staff. Those contacts must be conducted in a cordial, professional manner. Inappropriate behavior or undesirable conduct including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated. The ASMBS retains the right under this agreement to remove any exhibitor from the premises who, at the ASMBS's sole discretion, engages in inappropriate, undesirable, or abusive behavior. Removal may also include the termination of the exhibitor's license to exhibit, granted herein, and the closing and removal of the exhibit. Exhibitor hereby waives any and all claims for damages against the ASMBS by reason of such removal. Removal under these circumstances may result in an exhibitor being barred from future Annual Meetings.

Exhibits are subject to the approval of the ASMBS. The ASMBS reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in the ASMBS's determination, comply with the ASMBS Rules and Regulations governing the Annual Meeting; are contrary to the ASMBS's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the ASMBS or its Annual Meeting.

## HOSPITALITY SUITES

Hospitality suites are only available to companies who are exhibiting at the Annual Meeting. Private functions are limited to times that do not conflict with official ASMBS activities. See page 19 for days and times that are available for private functions.

## DISTRIBUTION OF PRINTED MATERIALS AND CANVASSING BY INDUSTRY

Canvassing in any part of the facilities used by ASMBS is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the Exhibitor outside of the Exhibitor's allotted space will not be permitted. Signage for product or activity promotion is NOT permitted outside the space contracted unless specifically authorized by ASMBS.

## DISMANTLING

Exhibitors may not dismantle or disturb their exhibits until after the official closing. Failure to observe this rule will result in loss of priority points and may jeopardize the right to exhibit at forthcoming ASMBS events.

## BOOTH ACTIVITY

Demonstrations or live interviews must be confined to the limits of the space contracted and only during refreshment breaks and lunch. Special promotional activities must have written permission of the ASMBS and must be contained within the space contracted. Drawing large crowds such that they spill out into the aisles and neighboring booths is not allowed. Aisles must not be blocked in accordance with fire marshal regulations.

## SOUND AND AUDIOVISUAL

Audiovisual and other sound effects must be regulated so that they do not disturb neighboring exhibits. Exhibitors may not use electronic or electrical devices that cause noise, odor or other types of annoyance to those in attendance. The ASMBS Convention Director reserves the right to determine at which point sound interferes with others and must be discontinued.

## PHOTOGRAPHY

Taking pictures, other than by the official photographer or registered press, is prohibited during installation, show days and dismantling. No cameras of any kind will be allowed on the exhibit floor during these times.

Exhibitors have control over their rented space and may prevent those considered their competitors from gaining access to, photographing, videotaping, or otherwise mechanically recording their exhibits or presentations.

Violation of this rule could result in removal of the individual from the exhibit hall, confiscation of the film and penalization of 25 points for the exhibiting company's space assignment for the following Annual Meeting.

## POLICY AND MEDIA RELATIONS

Exhibitors who display at the ASMBS Annual Meeting are required to observe the following regulations concerning media relations:

Exhibitors may not conduct press conferences on the exhibit floor or in the Convention Center; however, individual interviews may be conducted in the exhibit booth. Press conferences may be held in hotels in the area surrounding the convention center.

For further information on securing a hotel room for a press conference or other media functions (breakfast, lunch or reception), please contact Pat Watson, CMP, Convention Director at 352.331.4900, [exhibit@asmbs.org](mailto:exhibit@asmbs.org).

The list of media representatives attending the ASMBS Annual Meeting is not available to exhibitors. Exhibitors are responsible for cultivating their own press contacts in and during the Annual Meeting.

Exhibitors who notify members of the press to meet them in the exhibit hall must first direct those individuals to the ASMBS Press Room where they are to register for press credentials. This policy also applies to photojournalists, television and radio sound crews.

Exhibitors who wish to distribute media kits, media alerts or press releases may leave these materials for display in the Press Room only. All materials are subject to review by the ASMBS Press Room staff for approval prior to distribution in the Press Room. Any materials distributed to the press must be directly related to an exhibit on display at the ASMBS. Exhibitors are responsible for the transport and delivery of their own press kits and related materials to the ASMBS.

## CHILDREN

The ASMBS does not allow children between ages six months to 16 years in the Exhibit Hall at any time. Infants under six months will be allowed in the Exhibit Hall during exhibit hours only. For reasons of insurance, liability and safety, infants must be held at all times; strollers and infant carriers will not be allowed. Waivers will be available at the Exhibitor Registration Desk. Because of the professional nature of the program and limited seating, children are not allowed into the educational sessions.

## GIVEAWAYS

Exhibiting companies are permitted to distribute giveaways in accordance the AMA Ethical Guidelines, which state:

"Some gifts that reflect customary practices of industry may not be consistent with the Principles of Medical Ethics. To avoid the



acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians

Individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the physician's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician's prescribing practices."

Exhibiting companies must secure ASMBS approval for giveaways.

## INTELLECTUAL PROPERTY RIGHTS

Each Exhibitor represents and warrants to ASMBS that it is the lawful owner or licensee of any trademarks, trade names, service marks, or domain names used in any displays, advertisements, printed materials or other matter during the course of or otherwise related to the Annual Meeting, and that the use of any such marks or names does not infringe on the rights of third parties. Each Exhibitor further warrants and represents that it is the lawful holder or licensee of any patent, trademark, copyright or other intellectual property right in any product, device or printed matter used, displayed or distributed by Exhibitor during the course of or otherwise related to the Annual Meeting.

Each Exhibitor intending to use recorded or live performance music shall obtain ASMBS's prior written consent to such use, and Exhibitor shall be responsible for any licensing fee or royalty due as the result of such use

Each Exhibitor agrees that the indemnity and hold harmless provisions contained elsewhere in these Rules and Regulations apply to any issue concerning the alleged infringement of any patent, trademark, copyright, service mark, trade name, domain name or other intellectual property right. In the event of a claimed infringement, each Exhibitor agrees that ASMBS shall have the power to make any reasonable settlement, including the ejection of Exhibitor or the prohibition of the use of the alleged infringing product, device or printed matter, as ASMBS deems necessary or appropriate under

the circumstances without the consent or approval of Exhibitor. Each Exhibitor agrees that ASMBS may take any legal action appropriate, including the obtaining of injunctive relief, to ensure compliance with the foregoing provisions.

## LIVE TELE-SURGERY

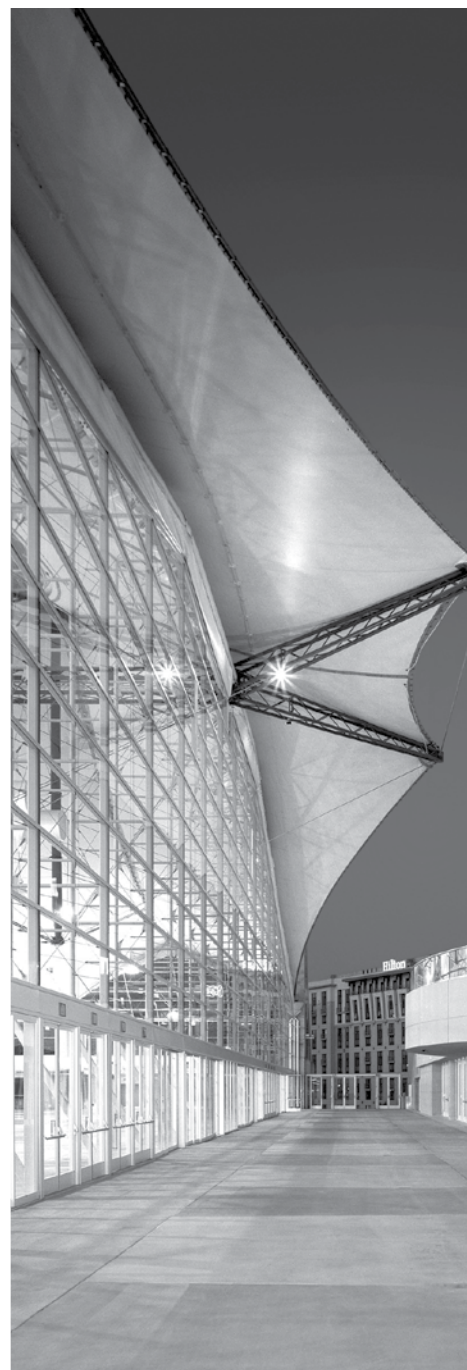
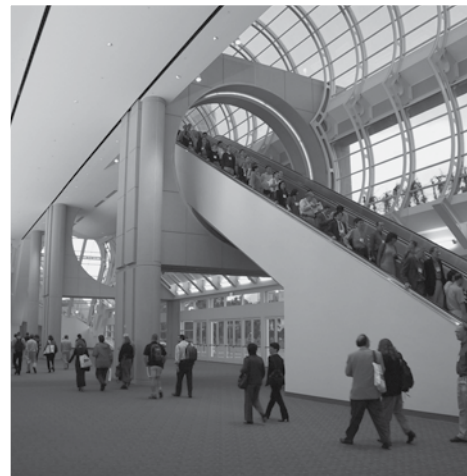
Live surgery telecasts are not permitted in the Exhibit Hall. Use of videotaped procedures is permitted.

## LOSS OF BADGE CREDENTIALS

The ASMBS reserves the right to revoke or deny attendance of any registered participant, speaker, exhibitor, news media reporter, or photographer of presentations, activities, conferences and meetings.

## PROHIBITED ACTIVITIES

- No food or beverage may be distributed by an Exhibitor in the exhibit hall or facility without the prior written consent of ASMBS. No beer or wine may be served by an Exhibitor without the prior written consent of ASMBS. No intoxicating liquors or controlled substance may be distributed in the exhibit hall or facility at any time.
- The possession, sale or use of illegal drugs within the exhibit hall or facility is strictly prohibited.
- Animals and pets are not permitted within the exhibit hall or facility. Guide animals are permitted as required by law. Smoking is not permitted within the exhibit hall.



Photos courtesy of: Owen McGoldrick; [www.visitsandiego.com](http://www.visitsandiego.com)

When designing exhibits and planning for the display of products and literature, for both in-line and island booths, good judgment and consideration for neighboring exhibitors and attendees should be the exhibitor's **primary objective**.

## INSTALLATION OF EXHIBITS

**Expo Center:** Sunday, June 17 | 8:00 am - 5:00 pm

**Main Hall:** Sunday - Monday, June 17-18 | 8:00 am - 5:00 pm

Installation of exhibits must be carried out during the times listed. Any booth not occupied by opening of the Exhibit Hall may be assigned to another exhibitor unless the ASMBS Convention Director has been made aware of extenuating circumstances. There will be no refund to the original exhibitor. Any exhibitor who needs to work past 5:00 pm must obtain permission from the ASMBS Convention Director.

## DISMANTLING OF EXHIBITS

**Expo Center:** Monday, June 17 | 5:00 pm - 6:00 pm

**Main Hall:** Thursday June 21 | Close of show - 8:00 pm  
Friday June 22 | 8:00 am - 1:00 pm

Dismantling exhibits includes packing equipment, literature, display materials, graphics, giveaways or in any way altering the appearance of an exhibit. Dismantling may begin at close of show on Thursday, June 21. Dismantling exhibits or "preparing to dismantle" before the show closes may result in the loss of Priority Points. Cartons for display materials will be returned as promptly as possible to each booth after the official closing time. The ASMBS and the facility hosting the meeting do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc., during the dismantling period. All exhibits must be packed and material handling/outbound shipping forms completed by 1:00 pm, Friday, June 22.

## EXHIBITOR-DESIGNATED CONTRACTORS

The ASMBS has made every effort to appoint the best-qualified contractors to provide services at the Annual Meeting. If an exhibitor chooses to designate a non-official "exhibitor-designated contract" (EDC), the exhibitor and contractor must abide by the following rules and procedures and submit notification by May 18, 2012 to the ASMBS. The ASMBS requires that the exhibitor notify their EDC of the rules and procedures that govern the Annual Meeting, including deadlines for filing.

EDCs must either obtain labor from the official general contractor or provide evidence to the official contractor that they possess applicable and current labor contracts. To use the services of an EDC, the following rules and deadlines must be adhered to. Deadlines cannot be extended. If deadlines are missed, the official contractor must be used for services.

Exhibitors are required to return the "Notification of Intent to Use EDC" form, found in the Exhibitor Service Kit. The designated exhibiting company representative must sign the form. Please submit one form per service used (e.g., floral, audio/visual, photographer, installation, dismantling, personal computer rentals, furniture, etc.). The form may be copied. Changes must be submitted in writing prior to May 18, 2012. Show management will not accept requests from the contractor.

The ASMBS reserves the right to remove an EDC whose actions jeopardize the on-time opening of the exposition or whose employees fail to observe the regulations and procedures in the Prospectus, Exhibitor Service Kit, and Exhibit Space Application

## ASMBS OFFICIAL SERVICE CONTRACTOR

Freeman Services

## SERVICE KIT

The Exhibit Service Kit, containing order forms for the most often needed exhibitor services, is available at [2012.asmbs.org](http://2012.asmbs.org)

## FREIGHT AND MATERIAL HANDLING

Freeman will control access to the loading docks and will receive and handle all exhibit materials and empty crates. Freeman will handle unloading or reloading at the freight docks of any and all contracted carriers. Freeman will not be responsible for any material it does not handle.

Exhibitors may hand-carry their materials into the Exhibit Hall. The use or rental of dollies, flat trucks and other mechanical equipment, however, is not permitted. Only full-time employees of the exhibit company will be allowed to hand-carry items.





Photos courtesy of: Timothy Hursley; [www.visitsandiego.com](http://www.visitsandiego.com)

## AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be fully responsible for complying with the ADA with regard to booth space, including, but not limited to, the wheelchair access provisions. Exhibitors shall indemnify, hold harmless and defend the ASMBS, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses (including attorneys' fees and expenses) resulting from or arising out of the exhibitors' failure or allegations of exhibitors' failure to comply with the provisions of the ADA. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301).

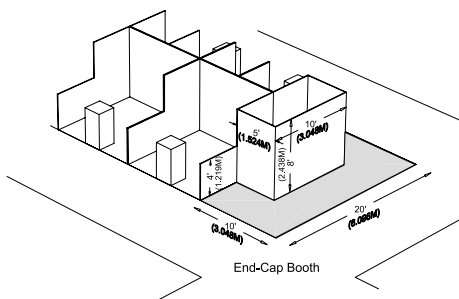
## APPROVAL OF BOOTH SCHEMATICS

Exhibitors with end-cap (peninsula) booths and booths of 2,500 square feet or more must submit a booth schematic to the ASMBS for review and approval by March 31, 2012. The Exhibitor Service Kit will contain submission forms.

## CORNER BOOTHS

A corner booth is an in-line booth exposed to aisles on two sides. All other guidelines for in-line booths apply.

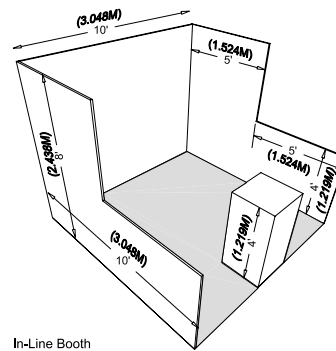
## END-CAP (PENINSULA) BOOTHS



End-cap (peninsula) exhibits must conform to dimensions shown in the diagram below. Only a 10'-wide back wall can be built within an end-cap exhibit. No part of the back wall may exceed a height of 8' from the floor of the Exhibit Hall. **NO EXCEPTIONS WILL BE MADE ON-SITE!!**

Exhibitor must submit a booth schematic to the ASMBS for review and approval by March 31, 2012.

## IN-LINE BOOTHS



An in-line booth is one or more standard 10' x 10' units arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8' is allowed on the back wall and the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8' includes signs, company name, logo or product information.

Regardless of the number of in-line booths used (e.g., 10'x20', 10'x30', etc.), display materials should be arranged so they do not obstruct sight lines of neighboring exhibitors.

Each in-line booth will have an 8'-high draped back wall and 4'-high draped dividers defining the sides of the space. The backside of an in-line booth must not be visible and must not be used for storage.

When three or more in-line booths are combined as a single exhibit space, the 4' height limitation is applied only to that portion of the exhibit space that is within the 10' of an adjoining booth.

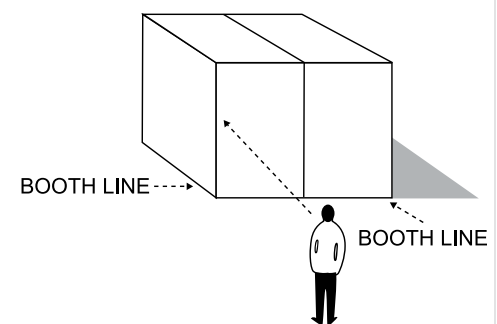
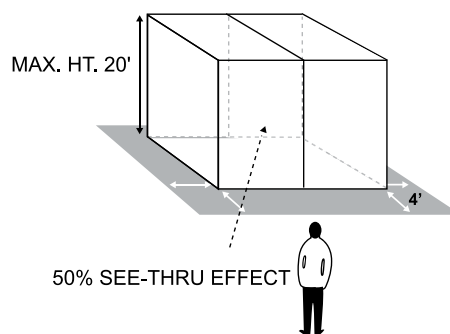
## ISLAND BOOTHS

An island booth is two or more standard units bounded on four sides by aisles. All parts of the booth structure and display materials are permitted to a maximum height of 20' including signs, company name, logo, product information, lighting trusses or any other types of lighting fixtures.

Exhibits may extend to all outer edges of the booth space, but the design of the booth must allow accessibility from all four aisles and sufficient see-through areas that do not block the view of adjacent exhibits. Solid walls must be set at least 4' back from the booth line.

A 50 percent see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. No exhibit structure may span an aisle by roofing or floor covering.

Exhibitor must submit a booth schematic to the ASMBS for review and approval by March 31, 2012.





## BACKDROPS/DRAPES

All curtains, bunting and drapes in an exhibit must meet the standards of the fire department in the convention city. Proof that materials are flame retardant may be required by the fire marshal. If the fire marshal deems the material not to be of the standard quality, the material will have to be replaced with materials that can be provided by Freeman. Any such replacement, including labor, will be at the exhibitor's expense.

## CARE OF PREMISES

No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, doors or floor surfaces in a way that will mar or deface the premises. Exhibitors are responsible for any damage to the facility.

## DEMONSTRATIONS

Demonstration areas must be organized within the contracted exhibit space. Demonstration tables must be placed a minimum of 2' from the aisle. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, the ASMBS reserves the right to have the exhibitor discontinue the activity.

## FLOOR COVERING

Floor covering is mandatory for all booths. The floor covering must cover the entire net square footage of contracted exhibit space.

## HANGING SIGNS, BANNERS OR LIGHTS

Hanging signs, banners and lighting trusses are permitted for island booths only. These must be fixed and within the confines of the booth. The highest point of any hanging sign, banner or lighting truss must not exceed 20'. The use of hanging signs, banners and lighting trusses must be indicated on the schematic drawing submitted to the ASMBS for approval.



Photo courtesy of: Owen McGoldrick; [www.visitsandiego.com](http://www.visitsandiego.com)

The Corporate Council is organized to develop and enhance the joint strategies and efforts of bariatric surgeons, healthcare professionals and industry professionals. Starting with the initial meeting of its Steering Committee in March, 2002, the Corporate Council has formulated a structure for membership that offers both benefit and opportunity to work with industry peers in appropriately influencing the healthcare of the morbidly obese.

## Efforts supported by the Corporate Council:

- The RN Certification Exam
- ASMBS/Bariatric Surgery presentation at the Medicare Coverage Advisory Committee (MCAC) meeting
- ASMBS Booth at related medical meetings
- Press Room at the ASMBS Annual Meeting 2003 to 2006
- ASMBS Annual Meeting
- ASMBS/Bariatric Surgery Public Relations efforts

## Benefits of Corporate Council Membership:

- Company link to the ASMBS web site in the ASMBSCC section
- Recognition in the semi-annual ASMBS newsletter
- Access to the ASMBS membership list (2900 Total membership, 1600 Surgeons) a \$650 value
- Listing in the On-Line Bariatric Products and Services Guide
- Representation on the Exhibitor Advisory Committee
- An additional Exhibit Placement Preference Point (if your payment is received by December 31- points will be applied to the following year's annual meeting)
- Discounted booth exhibit fees – 10%
- ASMBSCC lapel pins for special recognition as a CC member
- Annual Dues for ASMBSCC membership is \$1200.



## CORPORATE COUNCIL STEERING COMMITTEE

Robert Dougherty, Chair Bariatric Times	Robin Blackstone, MD ASMBS President
Gary Richardson, Chair-Elect Ethicon Endo-Surgery	Laura Boyer, RN ASMBS IH President
Randy Price, Immediate Past Chair Covidien	Jaime Ponce, MD ASMBS Appointed Member
Robyn Litzenberger, Secretary Covidien	Bruce Wolfe, MD ASMBS Appointed Member
Tom Kinder, Senior Past Chair Bariatric Advantage	Karen Schulz, RN ASMBS Appointed Member – IH
Larry Fulton, Director-At-Large Crospon	Georgeann Mallory, RD ASMBS Executive Director
Eileen Peterson, Director-At-Large Synovis Surgical Innovations	Pat Watson, CMP ASMBS Staff Liaison
Kathy Vogel, Director-At-Large Gore & Associates	

## CORPORATE COUNCIL MEMBERS

Allergan Medical	BariatricEating.com	Gore & Associates	Satiety, Inc.
Amerilab Technologies Inc.	Botanical Laboratories, Inc.	HoverTech International	Shimadzu Medical Systems
Ascira Partners, LLC	Building Blocks Vitamins	I-FLOW Corporation	Surgical Excellence, LLC
Atlas Technologies, LLC	CareFusion V. Mueller and	MDnetSolutions	Synovis Surgical Innovations
Automated Medical Products Corp.	Snowden-Pencer	Nashua Nutrition	Thorne Research, Inc.
Bariatric & Metabolic Intelligence, LLC	Ceatus Media Group	Nestle HealthCare Nutrition, Inc.	UNJURY Protein and OPURITY
Bariatric Advantage	Covidien	Novus Insurance Program, RRG	Vitamins
Bariatric Choice	Crospon	Nutritional Resources, Inc.	Vibrynt Inc.
Bariatric Fusion, Inc.	DEVROM-The Parthenon Co. Inc	Philips Healthcare	
Bariatric Times	Ethicon Endo-Surgery	Reshape Medical, Inc.	
	Etna Interactive	Robard Corp.	
	Exemplo Medical, LLC		



ACIGI RELAXATION/FUJIIRYOKI  
ACS BARIATRIC SURGERY CENTER  
NETWORK ACCREDITATION PROGRAM  
AESULAP, INC.  
ALIMED, INC.

## **ALLERGAN MEDICAL**

APOLLO ENDOSURGERY, INC.  
ASMBS FOUNDATION  
ASSI-ACCURATE SURGICAL

## **AUTOMATED MEDICAL PRODUCTS CORP**

## **BARIATRIC ADVANTAGE**

BARIATRIC BEST SUPPLEMENTS  
BARIATRICEATING.COM

## **BARIATRIC FUSION**

## **BARIATRIC TIMES**

BARIMD  
BARIWARE, LLC  
BIOSPACE, INC  
BIO-TECH PHARMACAL, INC.  
BSM CONSULTING

## **BUILDING BLOCKS VITAMINS**

CALMOSEPTINE, INC.  
CALVIN SCOTT INC.  
CARE TEAM SOLUTIONS LLC

## **CAREFUSION**

## **CEATUS MEDIA GROUP**

CELEBRATE VITAMINS  
CHASE HEALTH ADVANCE  
CHIKE NUTRITION, LLC  
CLEVELAND CLINIC, CSITE  
COLOPLAST CORP  
CONTROL SNACKS  
COOK MEDICAL

## **COVIDIEN**

## **CROSPON**

DIGITAL BARIATRICS SOFTWARE  
ELSEVIER  
ENTEROMEDICS

## **ETHICON ENDO-SURGERY**

## **EXEMPLO MEDICAL, LLC**

FIRST HEALTH FUNDING  
GE HEALTHCARE  
GENERAL SURGERY NEWS  
GMBH (UFSK-INTERNATIONAL OSYS)

## **GORE & ASSOCIATES**

HEALTH MANAGEMENT RESOURCES  
HONEY HOUSE NATURALS, INC.  
HRA RESEARCH

## **I-FLOW CORP, A KIMBERLY-CLARK HEALTHCARE CO.**

IFSO  
INFINITE THERAPEUTICS  
INTUITIVE SURGICAL  
JEDMED INSTRUMENT COMPANY

KAP MEDICAL  
KAPP SURGICAL INSTRUMENT INC.  
KARL STORZ

KORR MEDICAL TECHNOLOGIES  
LEXION MEDICAL  
LIPPINCOTT WILLIAMS & WILKINS  
LOCATEADOC.COM POWERED BY  
PRACTICEDOCK  
MARKET ACCESS PARTNERS

## **MDNETSOLUTIONS**

MEDA CONSUMER HEALTHCARE INC.  
MEDERI CARETENDERS  
MEDIFLEX SURGICAL PRODUCTS  
MEDWRITE  
MICROLINE SURGICAL, INC.  
NATIONAL ASSOCIATION FOR  
WEIGHT LOSS SURGERY

## **NESTLE HEALTHCARE NUTRITION, INC.**

NEXTECH  
NORTHEAST GEORGIA HEALTH SYSTEMS  
NOVAPTUS SYSTEMS, INC.

## **NOVUS INSURANCE COMPANY**

OAPI-MEDICAL DEVICE DIVISION  
OBESITY ACTION COALITION  
OBESITYHELP.COM

## **OLYMPUS**

PARE SURGICAL, INC.  
PARTHENON COMPANY  
PATIENT TRACKING SYSTEMS  
DBA BARIATRIX360  
PEARSON, CLINICAL ASSESSMENT GROUP  
PHARMICS, INC.  
PIKEVILLE MEDICAL CENTER, INC.  
PREMIER NUTRITION  
PRM, LLC

PRO-AMINO INTERNATIONAL, INC.  
RAINTREE SYSTEMS, INC.

## **REMEDYHR**

RG MEDICAL  
RICHARD WOLF MEDICAL  
INSTRUMENTS CORP.

ROBARD CORPORATION  
SIMPLY SMART FOOD, INC./CHEF DAVE

## **SIZEWISE**

STRYKER ENDOSCOPY  
SURGICAL EXCELLENCE, LLC  
SURGICAL REVIEW CORPORATION  
SURGIQUEST

## **SYNOVIS SURGICAL INNOVATIONS**

TRANSENERIX  
TZAM DIAGNOSTICS  
UNITED STATES AIR FORCE  
UNITY MEDICAL  
UNIVERSAL HOSPITAL SERVICES, INC.

## **UNJURY PROTEIN/OPURITY VITAMINS**

VISION EQUIP (UFSIC-OSYS)  
VISION-SCIENCES, INC.  
VITALGO, INC.  
WEIGHT LOSS SURGERY FOUNDATION OF  
AMERICA  
WEIGHT MANAGEMENT DPG OF ADA  
YODLE  
YOUR PRACTICE ONLINE, LLC

**Bolded Companies are ASMBS Corporate  
Council members**



Photos courtesy of: Timothy Hursley; [www.visitsandiego.com](http://www.visitsandiego.com)

## CIRCULATION:

The Attendee Information Booklet will be distributed to approximately 2,400 attendees at the annual meeting. The Booklet will contain all final program information.

## INDUSTRY ADVERTISING POLICY:

The American Society for Metabolic and Bariatric Surgery (ASMBS) welcomes advertising in its publications and at its educational events as an important means to keep the bariatric surgical community informed of products and services for bariatric and metabolic surgery. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information. These standards apply to all product-specific promotional material submitted to ASMBS programs.

Advertisements must not be deceptive or misleading. All claims must be supported by data and be meaningful in terms of performance and other benefits. ASMBS reserves the right to request additional supporting information as needed.

Advertisements should include footnotes where testing methodology and statistical analysis are identified. References from surgical and scientific literature are acceptable, provided the facts cited are truthful, fair, accurate, and represent fairly the body of literature regarding the claim.

## ADS ARE NON-COMMISSIONABLE

## DEADLINE:

Ad order, including sample piece, must be submitted by **April 23, 2012** for approval.

Final approved piece must be submitted digitally by **May 11, 2012** to ensure placement in the 2012 Program Book.

## AD SPECIFICATIONS

All ads are full color, CMYK

### Acceptable formats:

- Adobe Illustrator EPS or AI with all fonts converted to outline; must be saved as CS4 or lower.
- PDF with all fonts embedded
- 300 dpi CMYK tiff or jpeg

### Finished maximum ad sizes:

- Full page  
Trim size: 8.5" x 11" (Allow an additional 1/8" (.125") all around for full bleed ads)
- One-half page horizontal  
Trim size: 8.5" x 5.5" (Allow an additional 1/8" (.125") all around for full bleed ads)

## ADVERTISING CONTACT:

Please provide the following information.

Company Name

Address

City State Zip Country

Advertising Contact Person

Telephone Fax Email

### Please indicate if your ad requires specific orientation:

☐ Right Page ☐ Left Page ☐ None

### Please select one of the following:

Full Page Half Page  
☐ Exhibitor - \$1,500 ☐ Exhibitor - \$800  
☐ Non-Exhibitor - \$2,250 ☐ Non-Exhibitor - \$1,200

TOTAL COST OF AD: \_\_\_\_\_

50% DEPOSIT REQUIRED WITH ORDER PLACEMENT ON APRIL 23, 2012: \_\_\_\_\_

BALANCE DUE WITH FINAL APPROVED AD ON MAY 11, 2012: \_\_\_\_\_

See Page 22 for Payment Information



# Request for Function Space

Exhibitor-sponsored private functions are separately organized events during which exhibitors meet with ASMBS attendees outside the exhibit hall for the purpose of networking, entertaining and continuing business started on the exhibit floor.

The ASMBS has arranged its program to accommodate the many requests from exhibitors and attendees for a "free night".

On this night, Wednesday, June 20, there will be no ASMBS functions so that industry is free to host private functions.

Private functions may only be scheduled during times that will not interfere with official ASMBS scheduled activities. The following hours are available (in addition to the evening of Wednesday, June 20) for exhibitor-sponsored events:

<b>Sunday, June 17</b> - before 8:00 am, between 5:00 pm and 7:00 pm and after 10:00 pm*	<b>Wednesday, June 20</b> - before 8:00 am and after 6:00 pm*
<b>Monday, June 18</b> - between 5:00 pm and 7:00 pm and after 10:00 pm*	<b>Thursday, June 21</b> - before 8:00 am and between 5:30 pm and 7:00 pm*
<b>Tuesday, June 19</b> - before 8:00 am and after 8:00 pm*	<b>Friday, June 22</b> - before 8:00 am and after 1:00 pm*

\* Hours are tentative and subject to change.

- The ASMBS must be informed of all planned private functions.
- Non-exhibiting companies are prohibited from hosting private functions during the ASMBS Annual Meeting.
- Sponsoring companies requiring function space must complete the Request for Function Space Form below. Any questions regarding function space should be directed to Pat Watson at the ASMBS, [exhibit@asmbs.org](mailto:exhibit@asmbs.org).

## 2012 ASMBS Annual Meeting – June 17 - 22, 2012 – San Diego, CA

For Exhibitor-Sponsored Private Functions ONLY, not Industry-Sponsored Workshops. Assignments made on a first-come, first-served basis.

**Please complete ONE request for each function room needed.**

Function Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone \_\_\_\_\_ Email: \_\_\_\_\_

### Who will be Attending:

☐ Company Personnel ☐ Meeting Attendees ☐ Number Attending: \_\_\_\_\_

### 1st Choice:

Function Day/Date: \_\_\_\_\_ Time: \_\_\_\_\_ am/pm until \_\_\_\_\_ am/pm

### 2nd Choice:

Function Day/Date: \_\_\_\_\_ Time: \_\_\_\_\_ am/pm until \_\_\_\_\_ am/pm

**Room Needed Early for Special Set-up?** ☐ No ☐ Yes Time: \_\_\_\_\_ am/pm

### Setup Desired:

- |   |  |                                   |
|---|--|-----------------------------------|
| <input type="checkbox"/> Conference       | <input type="checkbox"/> Hollow Square   | <input type="checkbox"/> U-Shaped |
| <input type="checkbox"/> Theater          | <input type="checkbox"/> Schoolroom      | <input type="checkbox"/> Rounds   |
| <input type="checkbox"/> Diagram Attached | <input type="checkbox"/> Cocktail Tables | <input type="checkbox"/> Other    |

### Additional Specifications:

- |  |   |
|--|---|
| <input type="checkbox"/> Using Audiovisual     | <input type="checkbox"/> Elevated Stage for Lectern/Head Table of _____ |
| <input type="checkbox"/> Standing Lectern Only | <input type="checkbox"/> Other  |

Authorized Signature: \_\_\_\_\_

### ASMBS Use Only

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Room: \_\_\_\_\_ Facility: \_\_\_\_\_

## ASMBS 29th Annual Meeting – San Diego, CA

San Diego Convention Center

Note: This application will not become a binding contract until it is approved and signed by ASMBS. All exhibits are subject to review and approval by ASMBS. Please type or print clearly. Make check payable to ASMBS. Return application via mail or fax to: ASMBS • 100 SW 75th Street, Suite 201 • Gainesville, FL 32607, Fax: 352.331.4975. You may also complete the application online at our website at 2012.asmb.org

**NEW THIS YEAR – THREE WAYS TO EXHIBIT.** Exhibit one day only in the IH Expo Center, Monday June 18 or Exhibit in BOTH the Expo Center and Main Exhibit Hall, Monday June 18-Thursday June 21, or exhibit ONLY Tuesday June 19 - Thursday June 21, in the Main Exhibit Hall. For details on the Expo Center visit page 05

### NEW THIS YEAR - MONDAY JUNE 18, 2012

#### ☐ Integrated Health Expo Center Only

New this year - An exposition center for the Integrated Health! See page 05 for more details

☐ 8' skirted table.....\$2,500

Companies exhibiting in BOTH the Expo Center and the Main Hall will receive a \$2,000 dollar discount.

#### ☐ Integrated Health Expo Center AND Main Hall

Monday, June 18 - Thursday, June 21

☐ 8' Skirted Table in Expo Center June 18th.....\$2,500

##### Please select a booth size below

- ☐ 10' x 10' (in-line)..... \$500
- ☐ 10' x 10' (corner) ..... \$1,000
- ☐ 10' x 20' (in-line) ..... \$3,000
- ☐ 10' x 20' (corner) ..... \$3,500
- ☐ 10' x 20' (end-cap) ..... \$4,000 \_\_\_\_\_ \*

**\*By initialing here, I am stating that I have reviewed, and am in agreement with, the layout specifications for end-cap booths:**

- ☐ 10' x 30' (in-line)..... \$5,500
- ☐ 10' x 30' (corner) ..... \$6,000

##### Island Booths (\$32 per sq. ft.)

- ☐ 10' x 20' (island) ..... \$4,400
- ☐ 20' x 20' (island) ..... \$10,800
- ☐ 20' x 30' (island) ..... \$17,200
- ☐ 20' x 40' (island) ..... \$23,600
- ☐ 30' x 40' (island) ..... \$36,400
- ☐ 40' x 40' (island) ..... \$59,200
- ☐ 40' x 50' (island) ..... \$62,000
- ☐ 60' x 60' (island) ..... \$113,200

Please list six preferred exhibit spaces. Actual assignment will depend on Priority Points, date of application, etc. Do not concentrate choices in one area of the exhibit hall.

##### Booth# Choices:

For most up-to-date floor plan visit 2012.asmb.org

1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

5th \_\_\_\_\_ 6th \_\_\_\_\_

Companies you do not want in close proximity (every effort will be made to accommodate request, but cannot be guaranteed)

\_\_\_\_\_

Total: \_\_\_\_\_

#### ☐ Main Hall Only

Tuesday, June 19 - Thursday, June 21

##### Please select a booth size below

- ☐ 10' x 10' (in-line)... \$2,500
- ☐ 10' x 10' (corner) . \$3,000
- ☐ 10' x 20' (in-line) .. \$5,000
- ☐ 10' x 20' (corner) . \$5,500
- ☐ 10' x 20' (end-cap) ..... \$6,000 \_\_\_\_\_ \*

**\*By initialing here, I am stating that I have reviewed, and am in agreement with, the layout specifications for end-cap booths:**

- ☐ 10' x 30' (in-line)... \$7,500
- ☐ 10' x 30' (corner) . \$8,000

##### Island Booths (\$32 per sq. ft.)

- ☐ 10' x 20' (island) ... \$6,400
- ☐ 20' x 20' (island) . \$12,800
- ☐ 20' x 30' (island) \$19,200
- ☐ 20' x 40' (island) . \$25,600
- ☐ 30' x 40' (island) . \$38,400
- ☐ 40' x 40' (island) . \$51,200
- ☐ 40' x 50' (island) . \$64,000
- ☐ 60' x 60' (island) \$115,200

Please list six preferred exhibit spaces. Actual assignment will depend on Priority Points, date of application, etc. Do not concentrate choices in one area of the exhibit hall.

##### Booth# Choices:

For most up-to-date floor plan visit 2012.asmb.org

1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

5th \_\_\_\_\_ 6th \_\_\_\_\_

Companies you do not want in close proximity (every effort will be made to accommodate request, but cannot be guaranteed)

\_\_\_\_\_

Total: \_\_\_\_\_



## Contact and Mailing information

Please provide the information for the official contact person who will receive all correspondence for the 29<sup>th</sup> Annual Meeting.

Company

Contact Person

Address

City State Zip Country

Telephone Fax Email

## Program Book Information

(Exactly as it should appear in the Attendee Information Booklet)

Company

Contact Person

Address

City State Zip Country

Telephone Fax Email

Website

## Corporate Council

Corporate Council Member\*? ☐ Yes ☐ No

If interested in membership and obtaining a 10% discount on exhibit fee, check here: ☐

*\* Corporate Council dues must be current in order for discount to apply.*

## Company Logo and Description

**Price: Basic Listing – complimentary | Premium Listing - \$500**

As a complimentary part of your exhibit package, each exhibiting company will be listed in the Annual Meeting Attendee Booklet which is distributed to all meeting attendees.

**Basic listing includes:** your black & white logo, company name, contact information and booth number.

**Premium Listing includes:** basic listing plus your company/product description (up to 100 words) and your color logo. The information should be submitted via email to [exhibit@asmbs.org](mailto:exhibit@asmbs.org) by March 31st.

**The logo should be in one of the following formats:**

- (1) Vector EPS or Adobe Illustrator up to CS4 files with all fonts converted to outlines. All spot or book colors converted to cmyk. (.eps or .ai)
- (2) 300 dpi CMYK .tiff or .jpeg is acceptable. No smaller than 3in wide

*\*Also not acceptable formats: logos embedded in Microsoft Word or PowerPoint; logos from the web; .gif formats; Illustrator template files.*

You may need to contact your marketing department, advertising agency, graphic artist or printer to obtain the appropriate high resolution file.

## Application Checklist:

Have you... ☐ Signed the application/contract? ☐ Included the payment of deposit? ☐ Emailed Company Logo and Description?

# Payment Information

## METHOD OF PAYMENT:

☐ MasterCard      ☐ Visa      ☐ American Express      ☐ Check (payable to ASMBBS)

Name Printed on Card: \_\_\_\_\_ Amount Authorized: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please return completed form to:

Pat Watson | watsonp@asmbs.org | F: 352-331-4975  
100 SW 75th Street, Suite 201, Gainesville, FL 32607

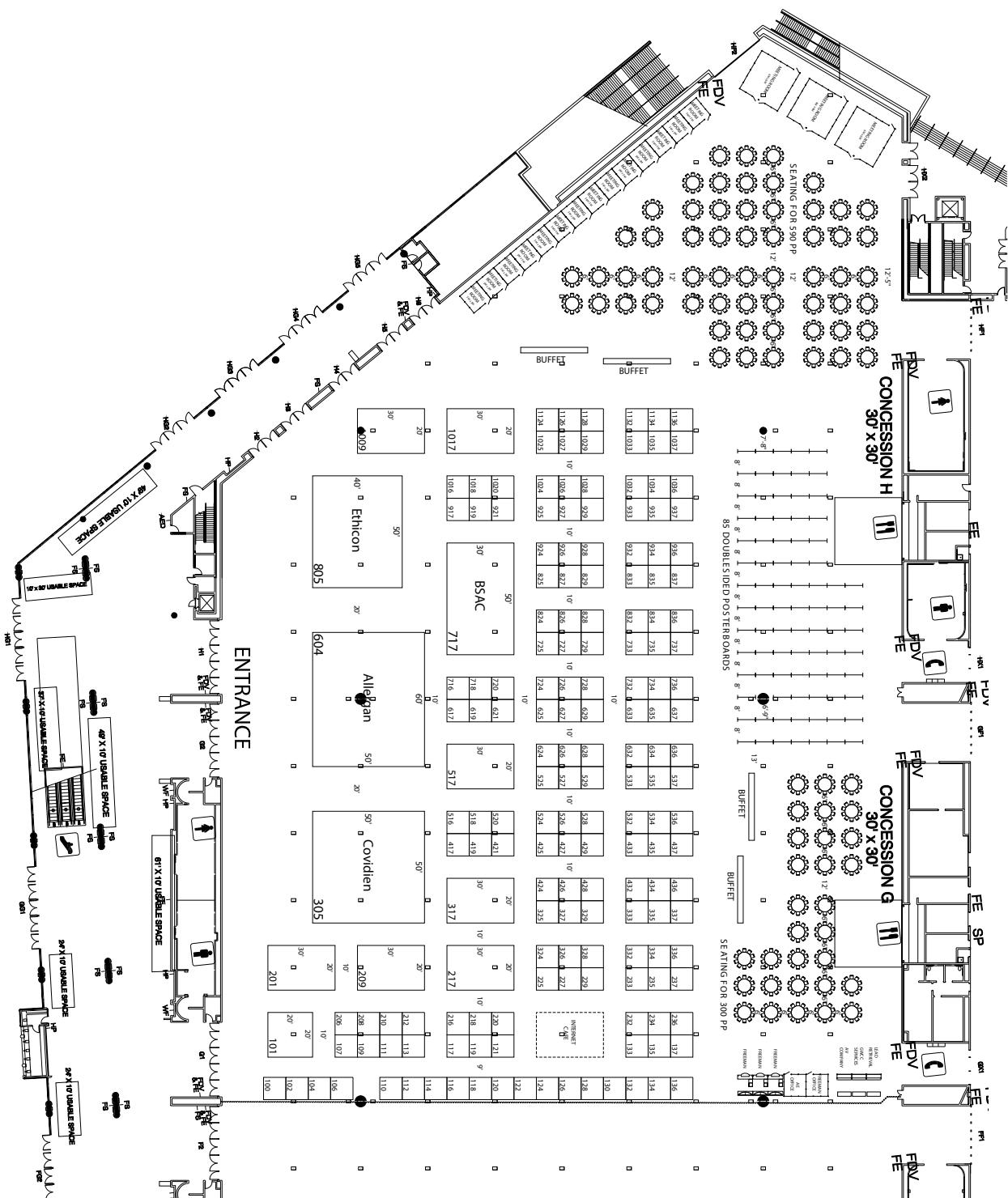
By signing below, the Company named in this Application & Contract to Exhibit acknowledges and agrees to comply with all rules, regulations, policies, terms and conditions contained in the Exhibitor Prospectus and the ASMBBS Exhibitor Rules and Regulations, and any amendments thereto, all of which are expressly incorporated herein by this reference, as well as with all decisions ASMBBS regarding the Annual Meeting. This contract shall not be binding until signed by authorized representatives of Company and ASMBBS. ASMBBS reserves the right, in its absolute discretion, to deny this Application & Contract to Exhibit. Company agrees to distribute the Exhibitor Prospectus and the ASMBBS Rules and Regulations to all of Company's personnel involved with exhibiting at the Annual Meeting. The person executing this Application & Contract to Exhibit on behalf of Company has full power and authority to execute this Application & Contract to Exhibit on behalf of Company and to bind Company its terms. This Application & Contract to Exhibit shall be interpreted and enforced according to the laws of the State of Florida.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## AS MBS 29th ANNUAL MEETING

JUNE 19-21, 2012  
SAN DIEGO CONVENTION CENTER  
HALLS G&H  
SAN DIEGO, CA



REVISION DATE:  
10/7/21/11 NP

### BOOTH COUNT

Inventory as of 10/12/2011				
Dimension	Size	Qty	Sq Ft	
10'x10'	100	164	16,400	
20'x20'	400	7	16,800	
30'x30'	900	7	4,500	
40'x40'	1,600	1	1,500	
40'x50'	2,000	1	2,000	
50'x50'	2,500	1	2,500	
50'x60'	3,000	1	3,000	
<b>Totals:</b>	<b>178</b>		<b>30,000</b>	

### BLDG. LEGEND:

**F R E E M A N**

DRAWING STARTED:  
11/8/10 CW  
FILE PATH:  
O:\CAD SHOWS 2012\Z\_OTHER  
STATES\06-JUNE\ASMB  
DRAWING NAME:  
ASMB, OPTION BDWG  
FACILITY:  
GWCC - HALLS A1 & A2  
PROJECT NUMBER:  
252224  
ACCOUNT EXECUTIVE:  
D. Baumgart

SCALED TO FIT PAGE

### DISCLAIMER

EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER NO WARRANTIES, EITHER EXPRESSED OR IMPLIED ARE MADE WITH RESPECT TO THIS FLOOR PLAN, IF THE LOCATION OF BUILDING COLUMNS, UTILITIES OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.

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