



# WORLD CONGRESS ON ANTI-AGING MEDICINE

## SPONSOR & EXHIBITOR PROSPECTUS

APRIL 6-8, 2017

**The Diplomat Beach Resort**

3555 S. Ocean Drive  
Hollywood, FL 33019  
855.689.2911

DECEMBER 14-16, 2017

**Venetian/Palazzo/Sands Resort**

3355 Las Vegas Blvd., South  
Las Vegas, NV 89109  
702.414.4100



# 2017



The American Academy of Anti-Aging Medicine

worldwide  
international medical society  
over 120 nations  
trained over 70,000 new physicians  
Today it influences over 126,000 health professionals

# WORLD CONGRESS ON ANTI-AGING MEDICINE

The American Academy of Anti-Aging Medicine (A4M) welcomes you to our world-wide series of Anti-Aging Exhibitions and Conferences. Anti-Aging medicine is a medical specialty founded on the application of advanced scientific and medical technologies for the early detection, prevention, treatment, and reversal of age-related dysfunction, disorders, and diseases. It is a healthcare model promoting innovative science and research to prolong the healthy lifespan in humans.

A4M began its mission in 1992 with just 12 physicians and has now grown into a worldwide international medical society with representation in over 120 nations. The Academy has trained over 70,000 new physicians in its hands-on scientific, clinical and academic programs. Today it influences over 126,000 health professionals via its educational training courses, fellowships, seminars, board certification programs, videos, website, textbooks, and outreach programs.

A4M supports a series of worldwide events in Anti-Aging Medicine, and we encourage physicians to continue their training and education in the Anti-Aging medical specialty by attending these scientific programs. This is also an opportunity for technology suppliers to introduce their products and services to an elite audience of medical professionals whose practices service an affluent patient base. We invite you to participate and make your mark in the fastest growing medical specialty. Join us and be part of a new paradigm of health and wellness.

Sincerely,  
Exhibit Management Team

# Achieving your business goals starts here.

## **WHAT is the World Congress on Anti-Aging Medicine?**

Anti-Aging Medicine is a personalized treatment model that inspires a partnership between patient and practitioner. The World Congress will offer unique clinical approaches that promote disease prevention and lifestyle management and will provide access to unparalleled content, ground-breaking research, knowledgeable speakers, and valuable resources that enable today's health practitioners for sustained success and growth.

## **WHO is A4M?**

As a federally registered 501(c)3 non-profit organization, the American Academy of Anti-Aging Medicine (A4M) is the world's largest non-profit scientific society of clinicians dedicated to the advancement of technology to detect, prevent, and treat aging related disease and to promote research into methods to optimize the human aging process. We are dedicated to educating clinicians and are proud to be in our 25<sup>th</sup> year of providing first-class continuing education conferences on anti-aging, regenerative and functional medicine.

## **WHAT is YOUR role?**

**YOU** complete the experience for clinicians seeking solutions, practical applications, and industry knowledge. You provide the immediate hands-on experience they don't have the time or opportunity to gain any other way. You help them do what they do best – take care of their patients. **This is your experience too. Make it count.**





“**Douglas Laboratories** has developed a strong partnership with A4M. Exhibiting at their conferences is more than just setting up a booth space in the exhibit hall – it’s an experience. Through a rigorous vetting process for their speakers, A4M ensures that quality information is delivered to attending healthcare providers. The attendees’ ability to speak directly to our leadership and sales teams provides great lead generation, while also allowing us to catch up with our existing client base. It’s a win-win for everyone.”

# WHY Exhibit

Reach key decision makers in anti-aging, functional and lifestyle medicine who are eager to learn about your company’s offerings.

## WHY Exhibit?

Acquire and educate the most qualified leads in anti-aging medicine at the 25<sup>th</sup> Annual World Congress on Anti-Aging Medicine. Share your newest technology, products, services with the largest gathering of diverse and creative clinicians and thought leaders from all of the world.

Clinicians attend the World Congress to discover the latest solutions and developments, medical advances, cutting-edge treatments, and breakthroughs anti-aging, functional and lifestyle medicine.

### Sales

- Generate sales leads
- Build relationships with prospects
- Advance your sales cycle

### Product Marketing

- Launch new products
- Survey attendees about new product ideas
- Research competitors’ products and messaging

### Marketing Communications

- Build your brand
- Increase awareness
- Interview clients
- Generate publicity

### Executive Management

- Keep up on industry trends
- Meet with key, existing clients
- Engage with key business partners
- Form new business networks

## WHO Exhibits?

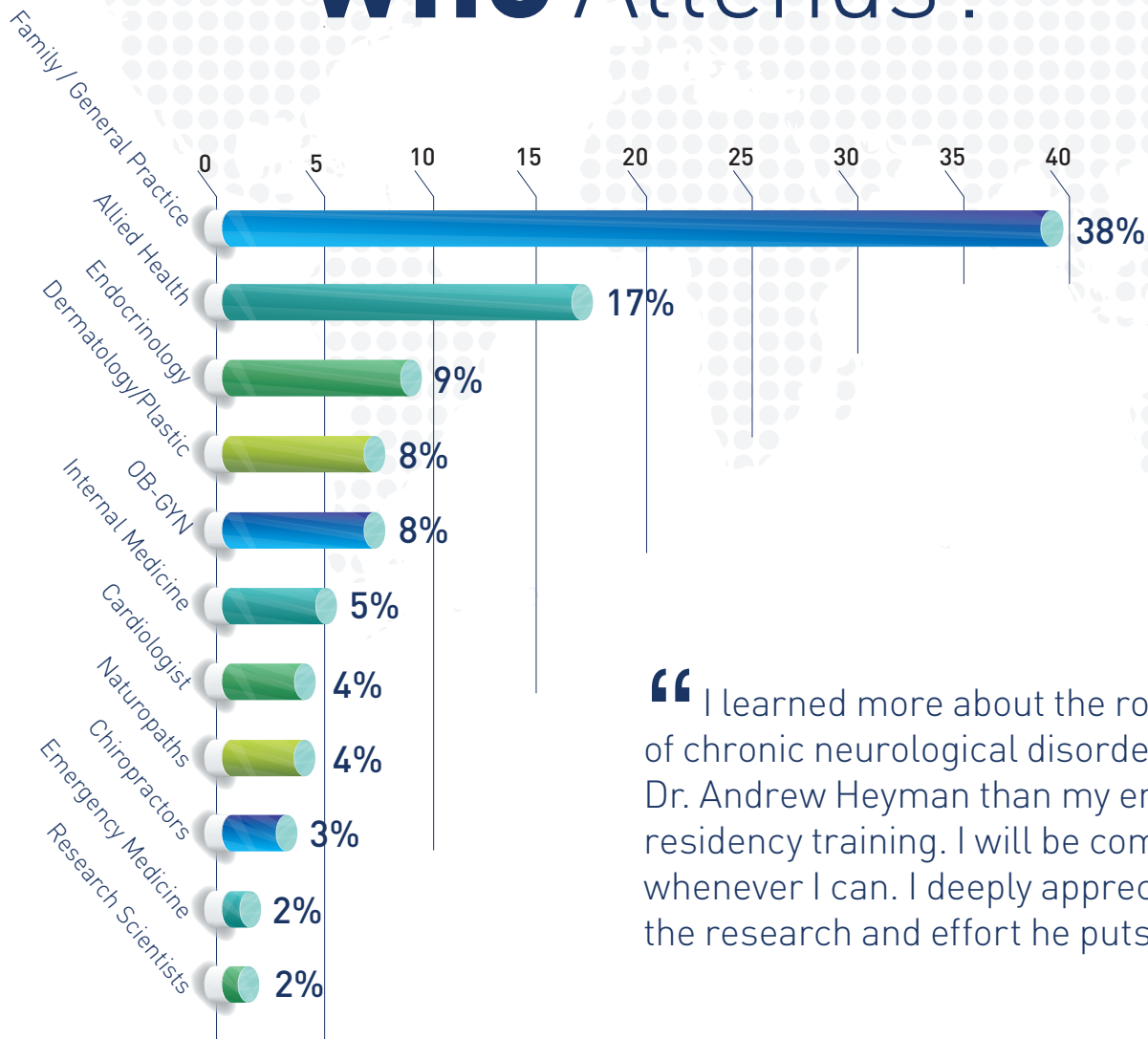
- Nutraceuticals
- Aesthetic Equipment, Devices, Treatments
- Diagnostic Services
- Alternative Therapies
- Compounding Pharmacies
- Hormone Therapies
- Stem Cell Therapies
- Cosmeceuticals
- Weight Management

- Insurance/Finance
- Software/EMR Solution Providers
- Website and Marketing
- Dermatology
- Hair Rejuvenation
- Med Spa
- CBD
- Telomeres

## YOUR ROI Begins Now!

An Exhibit Hall booth is more than an aggregate of square footage and signage – it is a representation of your organizations interest in and commitment to anti-aging, functional and lifestyle medicine clinicians and there need for timely and relevant information. **An exhibit booth is an investment as well as an engagement** – and one that should begin reaping rewards the moment you submit your application!

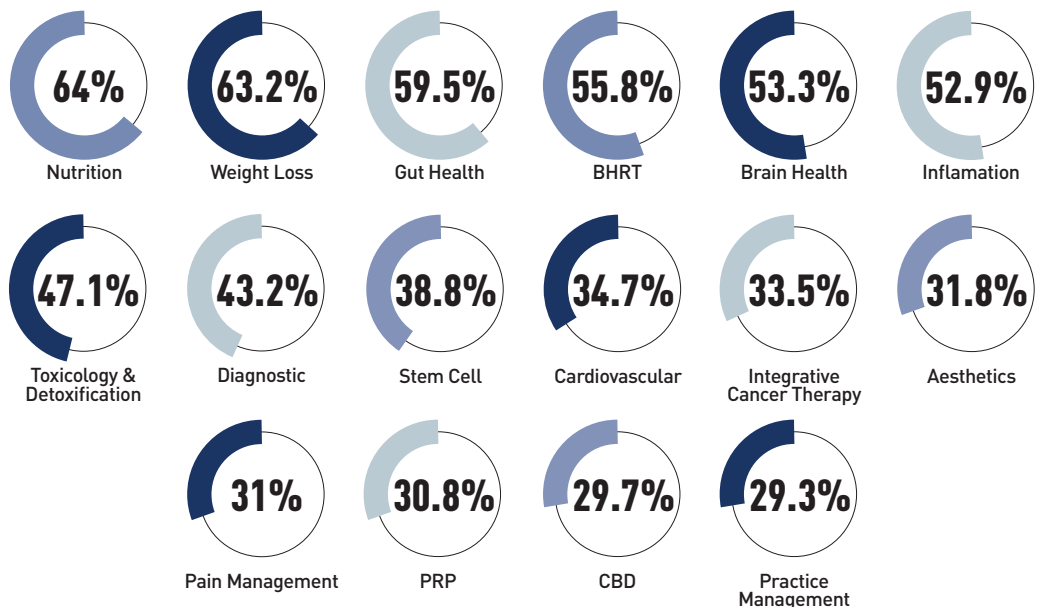
# WHO Attends?



“ I learned more about the root causes of chronic neurological disorders from Dr. Andrew Heyman than my entire residency training. I will be coming back whenever I can. I deeply appreciate all of the research and effort he puts in.”

– Eva Henry, MD

Top topics our clinicians want to learn about



# A LA CARTE

## Sponsorship and Advertising Opportunities

Looking for something unique to meet your company's promotional goals? We will work with you to create a customized partnership or advertising package specifically designed with your company in mind.

### Increased Exposure Opportunities

#### EYELY OPENER GIVE-AWAY

\$2,000

The first 200 attendees who arrive to the opening lectures of General Session receive a raffle ticket to win a prize. Take advantage of the opportunity to include a product sample or brochure with the raffle ticket. Giveaway item examples are iPad, FitBit, to name a few. **Show management provides Giveaway items.** Sponsorship includes email and signage notating company sponsorship; as well, the drawing takes place at your booth (brings 200 people to your booth!)

#### ROLEX \$1,095 OR CAR GIVE-AWAY \$1,495

Attendees come to your booth to have their game card validated with a stamp. This drives an additional 500+ attendees to participating exhibitor booths.

#### CONFERENCE PEN

\$3,500

Everyone always wants a nice pen to write with, so make sure yours is in the hands of all the clinicians in attendance. Conference pens are included in all registration conference bags. This sponsorship is one that is sure to go home and be used by every attendee! Sponsorship includes company name and logo.

#### CONFERENCE NOTEPAD

\$7,000

Be on the minds of every attendee as they jot notes down from their session on the official conference notepad that features your company logo.

#### CONFERENCE MOBILE APP SPONSOR

\$10,000

Have your company's brand in the palm of the attendee's hand all weekend long by being the Official Conference Mobile App Sponsor. The Conference App will be a central hub for attendees to build their schedule, locate exhibitors, and stay up to date on conference events throughout the weekend. Your organization will be branded as the official sponsor of the app with plenty of logo and ad placement within the app itself and signage during the event. The app will be in front of nearly ALL attendees, meaning great return on sponsor dollar investment!

#### DOOR DROPS

\$25,000

Deliver your message directly to attendees in their rooms with a door drop featuring marketing materials from your organization/company.

#### COFFEE WITH EXHIBITORS

\$10,000

Increase your marketplace visibility by sponsoring the Coffee with Exhibitors hour, exclusive to the Metabolic Medical Institute Fellowship attendees. Signage to include your company name, logo and location in the exhibit hall; inclusion as a sponsor of the Coffee with Exhibitors hour in the conference program; sponsorship recognition on the [www.a4mwc.com](http://www.a4mwc.com) event site; and the ability to provide napkins with your corporate logo.

#### HOTEL KEYCARDS

\$20,000

Sponsor the conference headquarter hotel key cards and have your company's logo on the minds of each attendee at the conference.

#### CONFERENCE TOTE BAG SPONSOR

\$20,000

Give attendees a helping hand by sponsoring the conference tote bag. Emblazoned with your company logo and the conference logo each attendee will not only have a convenient way to carry conference materials, but bag convenient to use after the conference ends.

#### CONFERENCE LANYARDS

\$25,000

Hottest brand visibility option! Be on every attendees mind with the opportunity to have your company's logo on all the conference lanyards.

#### WIFI ACCESS

\$15,000

This exclusive sponsorship provides free WiFi access for attendees through-out the event. Sponsorship includes customized sponsorship recognition when signing on for free WiFi access; customized login reflecting the sponsor name; sponsorship recognition on the [www.a4mwc.com](http://www.a4mwc.com) event site; and sponsorship recognition in general on-site signage.



“A4M may well be the most positive experience I can have in my medical career.”

– Zoltan P Rona

## Advertising Opportunities

### MOBILE APP PUSH NOTIFICATION

\$1000

Alerts can be sent through the Mobile App as push notifications to promote your booth, new product or service or even a giveaway. Submit one message.

### CONFERENCE BAG INSERT

\$2,999

Put your company's message in the hands of all conference attendees by providing a literature piece (brochure, invitation or flyer) or one promotional item of your choice to be inserted in the office World Congress Conference bag. Your insert must be provided in full prior to the conference.

### AD IN THE CONFERENCE MAGAZINE

\$3,800

Anti-Aging Medical News – The Global Resource for Anti-Aging is a comprehensive magazine distributed to all World Congress attendees. This magazine includes scientific-scholarly articles, event information, exhibit hall map, and exhibitor listings.

## Educational Engagement Opportunities

### PRODUCT SHOWCASE

\$9,000

The product showcase is the ideal way to get your brand in front of potential clients. This is a non CME, 30-minute presentation that takes place on the Exhibit Hall stage. Marketing support includes email promotion, signage and mobile app listing.

### BREAKFAST OR LUNCH PRESENTATION

Inquire

Present to conference attendees, captivating their attention while they enjoy breakfast or lunch. Sponsorship provides the exposure and brand visibility for your company. Sponsorship includes your logo prominently appearing on conference collateral; recognition signage.

### SPONSORED EVENING WORKSHOP

Inquire

Sponsorship of a two-hour evening workshop exclusive to your company where you can give a Non-CME presentation and perform product demonstrations. This is a great way to increase your visibility to the World Congress attendees and retrieve highly actionable quality sales leads.

## Medical Education Grants

Be acknowledged as an educational partner by supporting the educational programming at the Congress through an unrestricted medical educational grant. All Congress presentations are packed with essential clinical information to keep practitioners informed on various critical topics.

### EDUCATIONAL PRESENTATION

This is your opportunity to present a sponsored education lecture (non-marketing/sales) as part of the regular programming with a speaker of your choice (topic and subject to be approved by the program Advisory committee). Support includes recognition in program, email recognition and signage.

### CE/CME SYMPOSIA

The CE/CME symposia are supported by unrestricted independent educational grants. These are 1 hour presentations.

## Your Idea Here!

Have an idea that's a little outside the box or want to package a few opportunities together?

We can work together to build a custom opportunity that's just right for you!

# WORLD CONGRESS PREMIUM SPONSOR PACKAGES

	General Sponsor \$15,000	General Premium Sponsor \$25,000	Partner Sponsor \$50,000	Premier Sponsor \$75,000	Elite Sponsor \$100,000
10 x 10 Booth (in line) Package	●				
10 x 20 Booth (premium exhibit space) Package		●	●		
20 x 20 Island Booth Package				●	●
One conference bag insert	●	●	●	●	●
One Mobile App Push Notification	●	●	●	●	
One Eye Opener Give-Away	●				
One page ad in Anti-Aging Medical News magazine		●	●	●	
Mobile App Sponsorship		●			
WiFi Sponsorship				●	
Opportunity to support one approved program lecture			●	●	
Sponsorship of one evening workshop or breakfast*			●	●	●
One promotional email (pre or post event)				●	●
Opportunity to support two approved program speakers					●
Two Mobile App Push Notification					●
Two page ad in Anti-Aging Medical News magazine					●
Opportunity to present a 30-minute demonstration on the Product Showcase stag					●
Door Drop Sponsor					●

\* Food extra

# BOOTH LOGISTICS

	10 x 10 Booth Package \$3,995	10 x 10 Premier Booth Package \$8,995	10 x 20 Booth Package \$7,995	10 x 20 Premier Booth Package \$12,995	20 x 20 Island Booth \$17,995	20 x 30 Island Booth \$30,000
Black carpet	●	●	●	●		
One six foot table	●	●				
Two chairs	●	●				
Exhibitor listing	●	●	●	●	●	●
Standard ID sign	●	●	●	●		
Four Exhibit Hall Passes	●	●				
Two Conference Registration Passes	●	●				
Waste basket	●	●	●	●	●	●
Want a corner? Add \$300 \$4,295	○					
Literature insert		●		●	●	●
Full page ad in Anti-Aging Medical New		●		●	●	●
Lead Retrieval		●		●	●	●
Two six foot tables			●			
Four chairs			●			
Eight Exhibit Hall Passes			●	●		
Four Conference Registration Passes			●	●		
Two six foot table				●		
Four chairs				●		
Sixteen Exhibit Hall Passes					●	
Eight Conference Registration Passes					●	
Twenty Exhibit Hall Passes						●
Twelve Conference Registration Passes						●









# TARSUS MEDICAL GROUP • MCII-OP-CO, LLC.

## THE 25<sup>th</sup> ANNUAL WORLD CONGRESS ON ANTI-AGING MEDICINE

### EXHIBITOR APPLICATION

Diplomat Resort, Hollywood, FL    Venetian Hotel, Las Vegas, NV  
April 6-8, 2017    DECEMBER 14-16, 2017

Company:		Website:		
Contact Name:		Email:		
Mailing Address:		Have you exhibited with us before?		
City / State / Zip:				
Tel:		Fax:		
10x10 Booth - In-line	\$3,995	<b>*Premier Packages Include:</b> Full Page Ad in Anti-Aging Medical News Literature Insert Lead Retrieval System Two Conference Registrations	<b>Total Amount Due:</b>	
10x10 Booth - Corner	\$4,295			
10x10 <b>Premier Package*</b>	\$8,995		Booth Selections — Top Two Choices:	
10x20 Booth	\$7,995		Hollywood, FL:	Las Vegas, NV:
10x20 <b>Premier Package*</b>	\$12,995		1)	1)
20x20 Island Booth	\$17,995		2)	2)
20x30 Island Booth	\$30,000			
What do you plan to exhibit?				

### Marketing Options

<input type="checkbox"/> Full Page Ad in Anti-Aging Medical News Magazine	\$3,800	<input type="checkbox"/> Notebook Sponsorship (Exclusivity)	\$7,000
<input type="checkbox"/> 1/2 Page Ad in Anti-Aging Medical news Magazine	\$2,300	<input type="checkbox"/> Hand Sanitizer Sponsorship	\$3,500
<input type="checkbox"/> 12 Month Virtual Exhibit Hall listing on A4M.com	\$1,999	<input type="checkbox"/> Dual Function Pen Sponsorship	\$3,500
<input type="checkbox"/> 12 Month Product Directory Listing on A4M.com	\$799	<input type="checkbox"/> Exhibit Hall Entrance Logo Rug	\$2,000
<input type="checkbox"/> One Page Literature Insert in Physicians Bag	\$2,999	<input type="checkbox"/> Sponsored Prize	Variable
<input type="checkbox"/> Notebook Sponsorship (1 of 2)	\$3,500	<input type="checkbox"/> Fold-able Exhibit Floor Plan Map Sponsorship	Variable
<input type="checkbox"/> Lead Retrieval (After March 27, 2017, cost \$450 - Hollywood, FL)	\$350	<input type="checkbox"/> Lead Retrieval (After Nov. 27, 2017, cost \$450 - Las Vegas, NV)	\$350
<input type="checkbox"/> Hand-held Scanner <input type="checkbox"/> Mobile App		<input type="checkbox"/> Hand-held Scanner <input type="checkbox"/> Mobile App	

### Payment in full must accompany this application.

Card#:	Exp Date:	Sec Code:
Name as it appears on Card:		
By signing this application, Exhibitor attests that they have received, reviewed and consents to the attached Exhibitor Terms and Conditions. MCII-OP-CO, LLC. reserves the right to inspect or refuse any marketing materials listed above.		
Signature:	Date:	

**FAX COMPLETED FORM TO: (561) 431-3367 OR EMAIL COMPLETED FORM TO: [bill@A4M.com](mailto:bill@A4M.com)**

## EXHIBITOR TERMS AND CONDITIONS

**EXHIBITOR TERMS AND CONDITIONS** The following terms and conditions, together with the documents referenced herein and the Exhibitor Space Application and Contract form the contract between, on the one hand, the American Academy of Anti-Aging Medicine, Inc., the World Anti-Aging Congress and Exposition, medical Conferences, Inc. and any of their respective authorized persons and designees (collectively, "THE CONFERENCE GROUP") and, on the other hand, the Exhibitor. THE CONFERENCE GROUP reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the exhibition and or any person(s) affiliated therewith. THE CONFERENCE GROUP's decisions and interpretations shall be final in all cases.

1. **CONTRACT FOR PAYMENT AND SPACE.** All applications must be accompanied by payment in full for each booth, payable to the MEDICAL CONFERENCES, INC. ("MCI").
2. **CONFIRMATION OF APPLICATION ACCEPTANCE.** The American Academy of Anti-Aging Medicine, Inc. ("A4M") is a not-for profit company whose mission is to promote scientific research and educate the public on ways to retard, stabilize, ameliorate or reverse the human aging process. The conference is one of the primary means by which A4M seeks to fulfill its mission. In organizing the conference, THE CONFERENCE GROUP seeks a variety of exhibitors so that conference attendees will have an opportunity to see and investigate a broad range of products or services which may impact the human aging process. With this in mind, THE CONFERENCE GROUP is not always able to confirm exhibit space immediately and may in its sole discretion accept or reject any application due to: the number of other applications from exhibitors who seek to promote similar products or services; to provide space to other exhibitors whose products or services are more in accord with THE CONFERENCE GROUP's mission or; to give priority to exhibitors who support THE CONFERENCE GROUP in other ways. Exhibitor understands that the confirmation process is not, therefore, determined on a first come, first serve basis. MCI or its designee will deposit all reservation payments upon receipt. In so doing, this shall not in any way constitute THE CONFERENCE GROUP's acceptance of any application. Rather, acceptance of an exhibitor application shall only be by written acceptance letter issued by MCI or its designee.
3. **SPACE LOCATION.** THE CONFERENCE GROUP reserves the right in its sole discretion to determine the location of exhibit space. THE CONFERENCE GROUP's staff is not authorized to determine space locations. No oral representation of any A4M, MCI, THE CONFERENCE GROUP, or their respective designees including staff members as to the location of any exhibit space shall be binding on THE CONFERENCE GROUP. THE CONFERENCE GROUP also reserves the right, at any time prior to the start of the conference, to change an exhibitor's location even if a prior location was confirmed. THE CONFERENCE GROUP shall not be liable for any such change.
4. **REFUND OF BOOTH DEPOSIT IF APPLICATION IS NOT ACCEPTED.** If THE CONFERENCE GROUP does not accept an exhibitor application, it shall issue a refund check to said exhibitor by the beginning of the conference. No interest or other sums will be due. THE CONFERENCE GROUP's sole liability to any exhibitor whose application is not accepted is to refund to the exhibitor the fee submitted by that exhibitor with his/her/its application.
5. **CANCELLATION POLICY.** All cancellations must be in writing. Exhibitors canceling 90 days or less prior to the start of the event will be charged a cancellation fee equal to 100% of the total contract charge. This includes any unpaid balance. Exhibitors canceling more than 90 days prior to the start of the event will be charged a cancellation fee equal to 50% of the total contract charge. This also includes any unpaid balance.
6. **ATTENDANCE.** THE CONFERENCE GROUP shall not be liable for any verbal agreement or condition made by the representatives of A4M or its affiliates. Any language verbal or written relating to the number of participants is merely an estimate of anticipated attendance and does not in any way intend to guarantee the number of attendees to the conference.
7. **RESTRICTIONS and LIMITATIONS ON USE OF SPACE.** Exhibitor agrees to abide by the rules and regulations of THE CONFERENCE GROUP, the exhibit hall and any other applicable rules, regulations, codes or standards. All exhibits shall be professional in appearance and staffed with the appropriate knowledgeable personnel. Exhibitor must keep space open and properly staffed at all times during exhibition hours. All active exhibition personnel must remain within the boundaries of assigned exhibit space and may not extend exhibition or information distribution activities into the aisle area or any other area. The assigned booth space may not be used for purposes other than distribution of information about, and/or sale of, products and/or services to be rendered by the exhibitor assigned to the space at a later date. No exhibitor may distribute information pertaining to products and services of another. Under no circumstances shall services be rendered within the exhibition space. THE CONFERENCE GROUP reserves the right to restrict exhibit to minimum noise level and to suitable methods of operation. Exhibits, signs, displays, and exhibition activity by exhibition personnel or their affiliates are also prohibited in any public space or elsewhere on the premises of the meeting facilities, or in the guest rooms or hallways of the hotel; these activities include, but are not limited to, distribution of flyers, leaflets, coupons, brochures, or other printed materials. THE CONFERENCE GROUP has the right to any time and from time to time to formulate and publish any other rules, regulations, guidelines or other pronouncement relating to any conference which shall be made available to the Exhibitor upon request.
8. **EXHIBITORS.** Exhibitors will receive passes for four people to work the exhibit booth. Should exhibitors require additional passes, they must be purchased from THE CONFERENCE GROUP at rates established by THE CONFERENCE GROUP. Passes are not transferable.
9. **SERVICE CONTRACTORS.** The Official Service Contractor may furnish all participating exhibitors with a Service Manual that will contain exhibit instructions and order forms for all booth accessories and services required. Orders not processed in advance for furniture, carpeting, labor, and other requirements must be procured at the Official Exhibit Contractor's Service Desk and are subject to on-site rates. Exhibitors requiring the services of independent contractors must have prior approval of THE CONFERENCE GROUP and the hotel, and no exceptions will be made that will interfere with the orderly function or security of the exposition, or with obligations or commitments of THE CONFERENCE GROUP. Exhibitors using ground or air freight carriers are requested to ship directly to the designated THE CONFERENCE GROUP freight contractor in ample time prior to the exhibition to allow effective and timely handling of materials.
10. **ORDER-TAKING AND DISTRIBUTION OF MATERIALS.** Exhibitors will be allowed to accept credit card, check, cash, or purchase order payment for their product and may distribute said products on-site. Distribution of all products sold must be made by the end of tear-down. Exceptions must be approved in writing by THE CONFERENCE GROUP and the show facility. Long-term storage of exhibitor goods at the show facility is prohibited. Exhibitors will be responsible for all state and/or local taxes required by law. Raffles or lotteries may be conducted within the confines of the exhibit booth, or through use of the central P.A. system to announce winners or made remarks with prior THE CONFERENCE GROUP approval.
11. **FLOOR PLANS.** All dimensions and locations cited in literature and/or shown on floor plans are believed, but are not warranted, to be accurate. THE CONFERENCE GROUP reserves the right to make such modifications as may be necessary to meet the needs of the conference, the exhibitors, and exhibit program. Exhibits shall be arranged as to not obstruct the general view or hide the exhibits of others. Avoid demonstration areas on the aisle line of the display that will result in traffic congestion in the aisle. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels must be draped at the exhibitor's expense. THE CONFERENCE GROUP reserves the right to have such finishing done and the exhibitor will be billed for all charges incurred. The exhibitor expressly agrees to do all installation and dismantling of

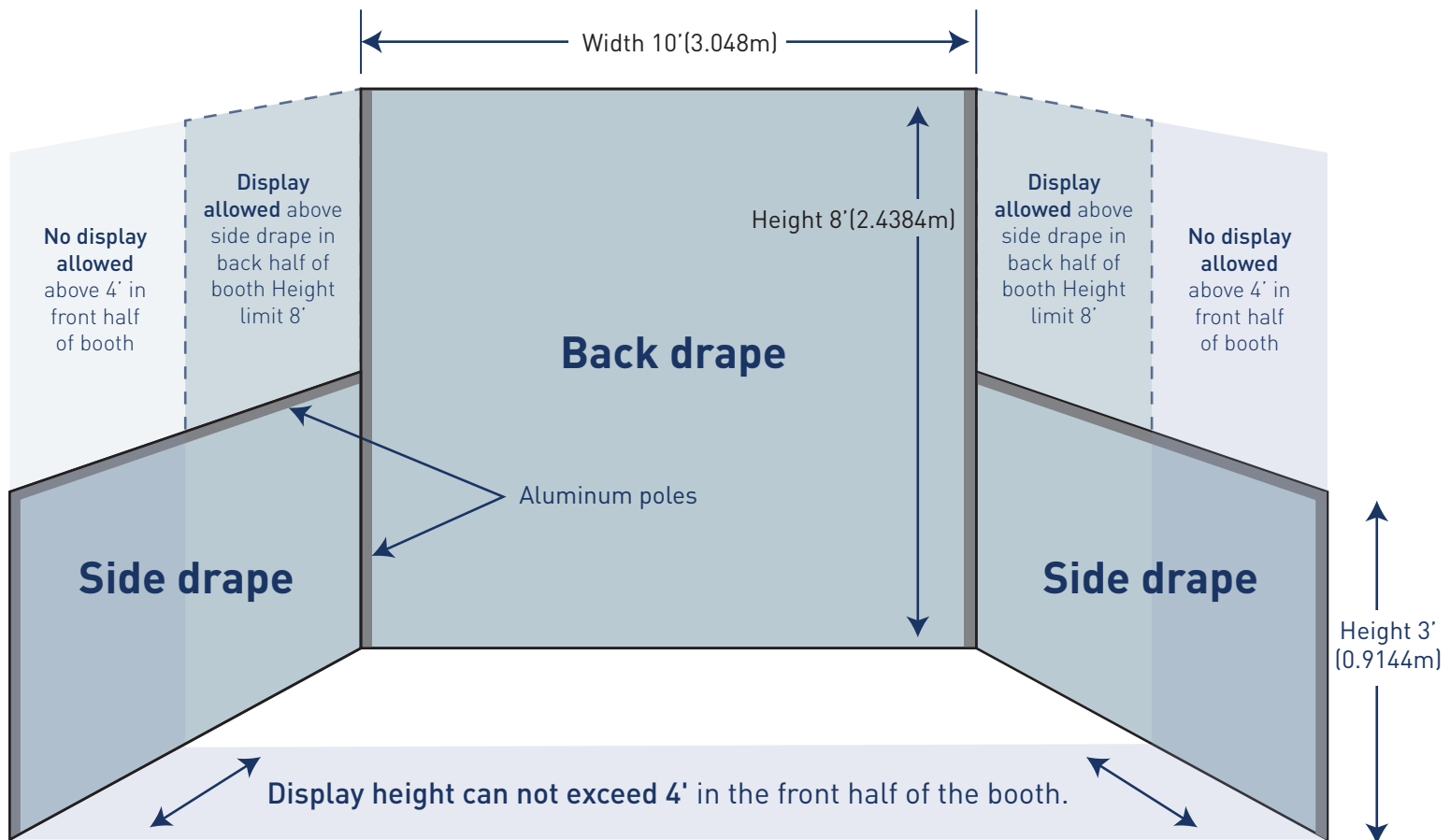
exhibits during the time specified. No Exhibit may be dismantled before the official closing time. It is the responsibility of the exhibitor to arrange for materials to be delivered to the exhibit hall by the specified deadlines. Should the exhibitor fail to remove the exhibit, removal will be arranged by THE CONFERENCE GROUP at the expense of the exhibitors. The exhibitor must surrender rental space in the same condition as it was in at commencement of occupation. The exhibitor or his/her agents shall not injure or deface the walls, columns, or floors of the exhibit facilities, the booths, or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged.

12. **FIRE, SAFETY, AND HEALTH REGULATIONS.** The exhibitor agrees to comply with local, city and state laws, ordinances, and regulations and the regulations of the owner covering fire, safety, health, and all other matters. Affidavits attesting to compliance with the Fire Department regulations must be submitted when requested. No combustible materials shall be stored in or around the exhibit booths. No human or animal fluids, tissues, and/or hair or other biological materials may be collected or distributed on conference premises.
13. **ACCEPTABILITY OF EXHIBITS.** All exhibits shall be to serve the interests of the members of THE CONFERENCE GROUP and shall be operated in a way that will not detract from other exhibits, the exhibition, or the conference as a whole. Acceptability includes persons, dress, things, conduct, printed materials, or anything of a character which THE CONFERENCE GROUP determines to be objectionable to the exhibition as a whole. THE CONFERENCE GROUP (including without limitation the Scientific Board of the conference) reserves the right to require the immediate withdrawal of any exhibit or person(s) believed to be injurious to the purpose and well-being of THE CONFERENCE GROUP. In the event of such restriction or eviction, THE CONFERENCE GROUP is not liable for any refund or rental fees or any other expense or damage incurred by the exhibitor.
14. **PROMOTION.** To attract attendees and increase floor traffic during the conference and exhibition, exhibitors agree to distribute and promote the conference by mentioning THE CONFERENCE GROUP, the date, content and location of the conference in print and media advertisements procured or distributed by the exhibitor after such time as this contract is entered into. Such mention will also be included in all promotional materials and large volume mailings to existing and potential customers.
15. **SECURITY.** THE CONFERENCE GROUP will provide security personnel during the hours the exhibition is not operating, but the furnishing of such services shall not imply or construe any assumption of the obligation and/or duty with respect to the protection of the property of the exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor. Neither THE CONFERENCE GROUP nor the property owner shall be liable in any way for any property of exhibitor or its employees or agents which is damaged or stolen even if security is not provided.
16. **SERVICES.** It is mutually understood and agreed that THE CONFERENCE GROUP will provide each exhibitor with the following services free of additional charge: erection of necessary flame-retardant backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning, and hall guard services. In addition to all other payments provided for this contract, exhibitor agrees to pay for the following services at rates approved by THE CONFERENCE GROUP: handling of incoming and outgoing freight; labor and material to assist exhibit erection, dismantling, and maintenance of the exhibit; electrical service, including outlets; cleaning service; telephone service; furniture/accessories. THE CONFERENCE GROUP may but shall not be required, however, to supply these services.
17. **NON-LIABILITY.** It is understood and agreed by each and every exhibitor, its agents, and guests that neither THE CONFERENCE GROUP, its employees nor its contractors shall be liable for loss or damage to the goods or property of exhibitor, its agents and guests. At all times such goods and properties remain in the sole custody and possession of the exhibitor. On signing the Application-Contract, exhibitor releases THE CONFERENCE GROUP, its respective managers, officers, members, sponsors, employees, and agents, and saves them harmless from any claim for breach of contract, property damage or personal injury sustained by exhibitor and its agents, employees or guests. This releases and indemnity shall extend to and expressly include all claims, injury or damage resulting from the sole negligence of one or more of the aforementioned indemnities. IF the above release and indemnity is determined by any court to be unenforceable, THE CONFERENCE GROUP shall not be liable for any special or consequential damages. Rather, THE CONFERENCE GROUP's sole liability shall be to refund amounts paid by exhibitor to THE CONFERENCE GROUP for the booth.
18. **INSURANCE.** The exhibitor agrees to obtain and maintain, throughout the duration of the conference including setup and tear down, comprehensive general liability insurance coverage naming A4M and MCI as an additional insured bearing limits of liability for property damage and bodily injury of at least \$1,000,000.00 per occurrence. Exhibitor must provide THE CONFERENCE GROUP with a certificate evidencing such insurance prior to set-up.
19. **NON-ENDORSEMENT.** Exhibitor will not represent orally or in writing that exhibitor's products are in any way approved by THE CONFERENCE GROUP or that it is affiliated in any way with THE CONFERENCE GROUP.
20. **ENTIRE AGREEMENT.** This Agreement together with the documents referenced herein and the Exhibitor Space Application and Contract represents the sole agreement between the parties relating to this subject matter and may only be amended in writing by an agreement signed by A4M and/or MCI or their respective designees, except that neither A4M, MCI, nor any of their respective designees shall have the right to alter the economic terms of this Agreement with the Exhibitor without the Exhibitor's consent. This provision does not, however, preclude THE CONFERENCE GROUP from solely establishing additional rules and regulations. Exhibitor understands that this Agreement may not be amended orally and THE CONFERENCE GROUP staff members do not have the power to amend or add to this Agreement in any way.
21. **NON-ASSIGNMENT.** No exhibitor shall, without the written prior consent of the A4M or MCI, assign, sublet, or apportion the space assigned to it to any other exhibitor, entities or person(s).
22. **REMEDIES; INTERPRETATION.** In addition to any remedies which may be available at law or in equity, THE CONFERENCE GROUP reserves the right to expel the Exhibitor from the exhibit hall and conference in the event THE CONFERENCE GROUP or their duly appointed designee determines that EXHIBITOR has breached the terms of this Agreement or if in the discretion of THE CONFERENCE GROUP, Exhibitor or any of its agents or designees has acted in a manner not befitting the professionalism of the conference. The decision of THE CONFERENCE GROUP only, as consistently applied to all exhibitors in the applicable conference.
23. **SEVERABILITY.** In the event that any provision of this Agreement shall be held invalid, the remaining provisions of this Agreement shall continue to apply to the maximum extent allowed by law.
24. **HEADINGS.** Headings in this Agreement shall be for organizational purposes only and are not intended for use as an aid to interpretation of any provision.

# BOOTH DESIGN AND USE OF EXHIBIT SPACE

## DON'T BLOCK THE VIEW TO YOUR NEIGHBOR!

The back wall of the display is limited to 8' in height and a depth of 5'. All display fixtures and accessories, (including but not limited to displays, racks, instruments, signs, easels, and foliage) over 4' in height, not to exceed 8' maximum, must be confined to that area of the exhibitor's space which is within 5' of the back line. Display material in the remaining front 5' of the booth space must not exceed 4' in height.



## REMINDER TO EXHIBITORS REGARDING TERMS AND CONDITIONS:

1. Exhibitors may only promote their companies from their contracted space.
2. Exhibitors may not distribute flyers, samples or business cards outside of their contracted space.
3. Exhibitors are not permitted to distribute or display flyers outside of the exhibit hall.
4. Exhibitors are not permitted to extend complimentary registration passes to guests for the purpose of soliciting at the conference.
5. Exhibitors should report to Show Management anyone who comes to their booth to solicit... (Take a business card from them).



The American Academy of Anti-Aging Medicine

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