



WORLD  
**CONGRESS**  
2018

**DECEMBER 13-15**

Venetian / Palazzo Resort  
Las Vegas, NV

Sponsor & Exhibitor

# PROSPECTUS

REDEFINING MEDICINE

[www.a4m.com](http://www.a4m.com)

# ABOUT WORLD CONGRESS

A4M/MMI will be hosting its 26<sup>th</sup> Annual World Congress in December, the world's largest Anti-Aging conference that focuses on functional and integrative medicine.



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Venetian  
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5,000 Attendees Expected

## KEY TOPICS:

- 3-D Food Printing
- Peptide Therapy
- Obesity & Metabolism
- Immunotherapy Cancer Treatments
- Digital Technology
- Precision Medicine & Genomics
- Medical Marijuana
- Facial Injectables
- Energy Medicine
- Stem Cell Therapy

## KEY PRESENTERS & FACULTY MEMBERS:

- Navin Jain
- Pamela Smith, MD, MPH, MS
- Thierry Hertoghe, MD
- Mark Tager, MD



**APR  
12-14**

**A4M Spring Congress 2018**

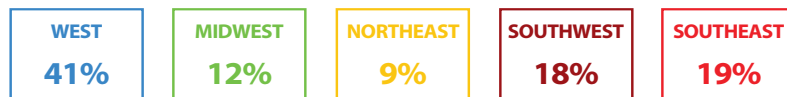
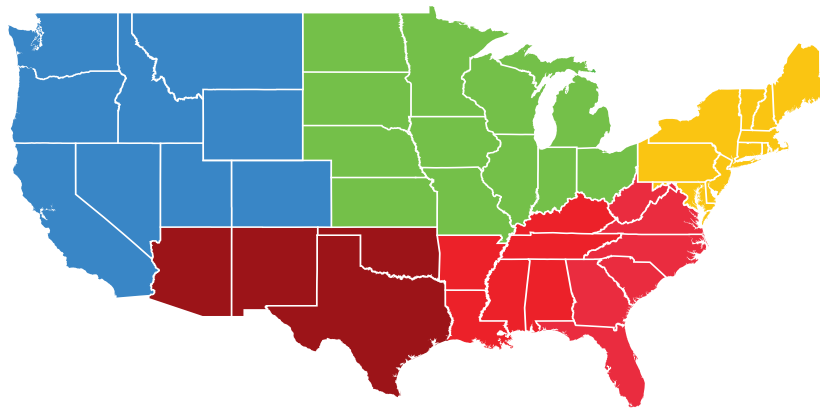
Diplomat Resort, Hollywood, Florida

2,500 Healthcare Practitioners Expected

# ATTENDEES AT A GLANCE

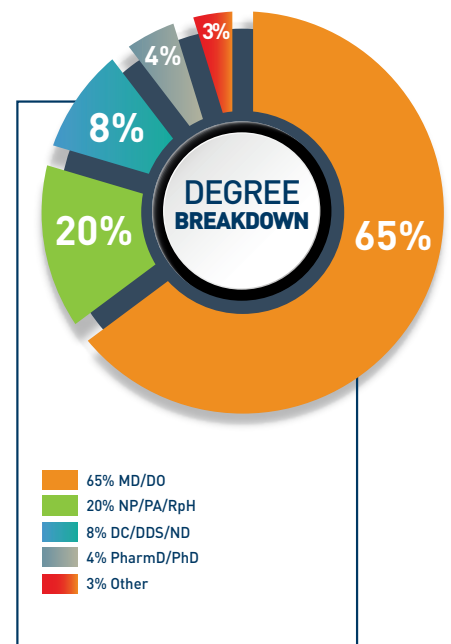
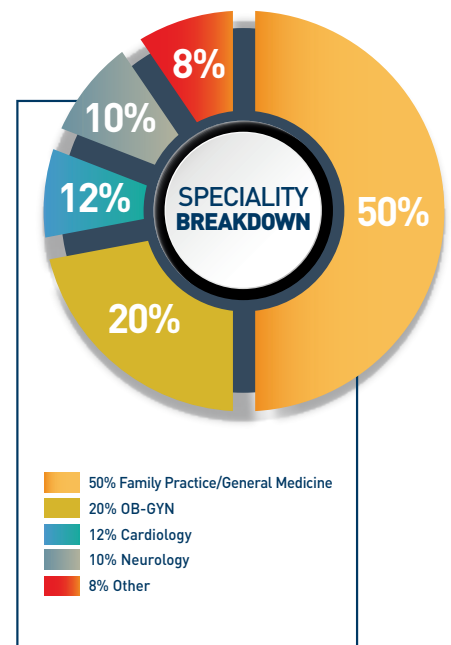
The A4M/MMI World Congress. Our events attract an array of healthcare practitioners and professionals from interdisciplinary fields. While family practice and general medicine are critical components of our specialties, A4M/MMI's conferences also host osteopathic physicians, naturopathic physicians, acupuncturists, physician assistants, registered nurses, chiropractors, dietitians, pharmacists, health coaches, and many more disciplines.

## 49 STATES REPRESENTED



### TOP STATES

- CALIFORNIA
- TEXAS
- FLORIDA
- ARIZONA
- NEVADA
- NEW YORK
- COLORADO



## 53 COUNTRIES REPRESENTED



# INVITATION TO EXHIBIT

The American Academy of Anti-Aging Medicine (A4M) and the Metabolic Medical Institute (MMI) invite you to participate in the 2018 A4M/MMI World Congress in Las Vegas, from December 13-15. This year marks the 26<sup>th</sup> anniversary of this global event: the premier educational event in the Anti-Aging and Integrative Medicine community, drawing thousands of attendees from across the globe each year.

We are excited to provide exhibitors and sponsors with the unique opportunity to promote their products and services to this highly specialized, sought after group of medical professionals. Our offerings allow exhibitors to reach key decision makers in functional and personalized medicine, and target qualified leads while sharing the newest technologies and treatments.

Exhibit opportunities vary from a 10' x 10' booth to customized, tailored sponsorship packages that span 12 months, and include all A4M/MMI events. Sponsorship further provides numerous other touch points that include direct and exclusive access to A4M/MMI members and attendees.

Additional promotional opportunities on specialty items are also available to all World Congress exhibitors.



## REASONS TO EXHIBIT

- 1** **Introduce** your products and services
- 2** **Reach** thousands of decision-makers
- 3** **Acquire** the best-qualified sales leads
- 4** **Gain** the competitive edge
- 5** **Build** brand awareness

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[www.a4m.com](http://www.a4m.com)

**CONTACT:** (888) 997-0112, option 2 | [exhibitor@a4m.com](mailto:exhibitor@a4m.com)

# GENERAL INFORMATION

## 2018 EXHIBIT DATES & HOURS:

Wednesday, December 12 <sup>th</sup>	Setup	8:00 AM – 6:00 PM
Thursday, December 13 <sup>th</sup>	Exhibit	10:30 AM – 6:00 PM
Friday, December 14 <sup>th</sup>	Exhibit	10:30 AM – 6:00 PM
Saturday, December 15 <sup>th</sup>	Exhibit	10:30 AM – 2:00 PM
	Breakdown	2:00 PM – 7:00 PM

## BENEFITS OF EXHIBITING AT A4M/MMI WORLD CONGRESS:

We place a strong emphasis on exhibitor success, with the development of initiatives designed to maximize traffic flow in the Exhibit Hall:

- Close Proximity to General Session & Event Registration
- Happy Hour Reception
- Food Stands
- Coffee Breaks
- Book Signings
- Dedicated Exhibit Hall Hours
- Product Showcase Theatre
- Mercedes Benz Giveaway

## 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
- Many More

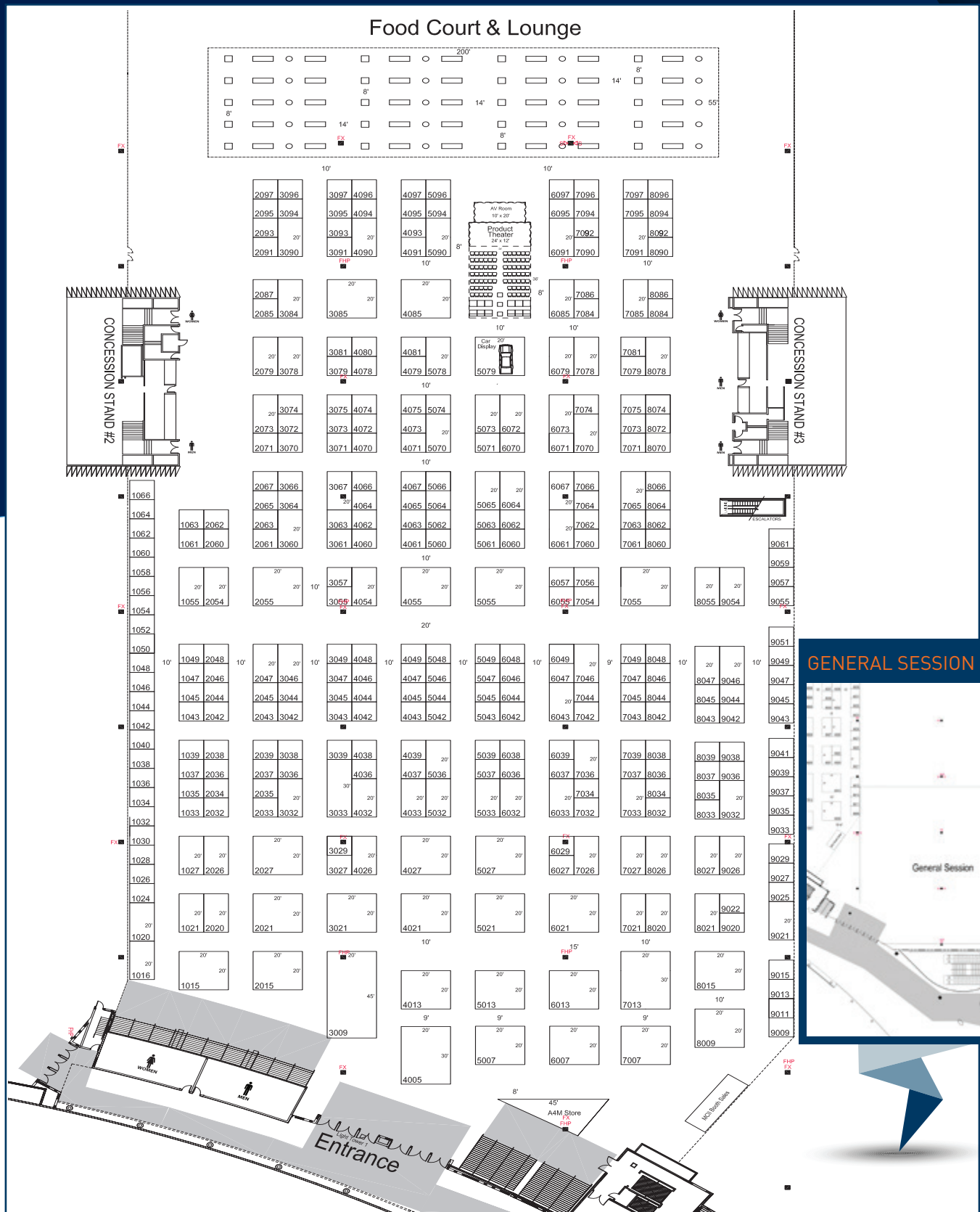
## TO RESERVE A BOOTH: Exhibit Sales

To exhibit at an A4M/MMI conference, please contact:

Phone: **(888) 997-0112, option 2**

Email: **exhibitor@a4m.com**

# INVITATION TO EXHIBIT



# BOOTH LOGISTICS



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## 10x10

### STANDARD BOOTH PACKAGE \$4,295

- 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

### PREMIER BOOTH PACKAGE \$9,295

All items for Standard Booth Package Included.  
In addition:

- Literature Insert
- Full Page AD In Anti-Aging Medical News
- Lead Retrieval System
- Directory Listing on [www.a4m.com](http://www.a4m.com)
- Two Additional Conference Registration Passes

## 10x20

### STANDARD BOOTH PACKAGE \$8,595

- Black Carpet
- Two Six Foot Tables
- Four Chairs
- Exhibitor Listing
- Standard ID Sign
- Eight Exhibit Hall Passes
- Four Conference Registration Passes
- Waste Basket

### PREMIER BOOTH PACKAGE \$13,595

All items for Standard Booth Package Included.  
In addition:

- Literature Insert
- Full Page AD In Anti-Aging Medical News
- Lead Retrieval System
- Directory Listing on [www.a4m.com](http://www.a4m.com)
- Two Additional Conference Registration Passes

**CONTACT:** (888) 997-0112, option 2 | [exhibitor@a4m.com](mailto:exhibitor@a4m.com)

[www.a4m.com](http://www.a4m.com)



# SPONSORSHIP OPPORTUNITIES

Be more than just an exhibitor. A4M/MMI offers sponsorship opportunities that allow you to increase your levels of interaction with a highly engaged, targeted audience, with significant buying power.

Our sponsorships are classified into three categories: **Platinum, Gold, and Silver**. We will work with your company to tailor, customize, and fully personalize your sponsorship: no two sponsorships are alike.

## All 12-month corporate sponsorships begin with:

- Prominent exhibit space at World & Spring Congress events
- Exclusive exhibiting opportunities at regional meetings and events
- Recognition on [www.a4m.com](http://www.a4m.com)
- Recognition in event publication
- Recognition on Congress event signage

## Additional opportunities based on sponsorship level:

- Sponsored webinars designed to promote your company
- Direct email campaigns to A4M/MMI's entire database
- Inclusion of sponsored scholarly articles in event magazines
- Sponsored company's speakers at an A4M/MMI event lecture
- Inserts in attendee conference bags
- Mobile app sponsorship opportunity
- Push notifications through mobile app at Congress events
- Wi-Fi sponsorship
- Ads in event magazines
- Breakfast/workshop sponsorships
- Product showcase presentation in Exhibit Hall

We are open to additional customized sponsorship opportunities.  
Contact [exhibitor@a4m.com](mailto:exhibitor@a4m.com) to develop your personalized package.

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# SHOW SPONSORSHIP OPPORTUNITIES

All World Congress exhibitors have the unique chance to further enhance exposure through the offering of many exclusive branding opportunities throughout events. These promotional opportunities include:

## Increased Exposure Sponsorship Opportunities

- Mercedes Benz Giveaway
- Conference Pen
- Conference Notepad
- Conference Mobile App
- Door Drops
- Coffee with Exhibitors
- Hotel Keycards
- Conference Tote Bag
- Conference Lanyard
- Wi-Fi Access

Details and pricing information on following pages 

## Advertising Opportunities

- Mobile App Push Notification
- Conference Bag Insert
- Ad in Conference Magazine

Details and pricing information on following pages 

## Educational Engagement Opportunities

- Product Showcase
- Breakfast/Lunch Presentation
- Sponsored Evening Workshop

Details and pricing information on following pages 



# MERCEDES BENZ GIVEAWAY



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At each World Congress, we offer a Mercedes Benz Giveaway. Attendees can enter to win a free Mercedes by having their game cards (forms inserted in each attendee bag) stamped by all participating exhibitors. After the last entry is accepted, the drawing is conducted in the Exhibit Hall.





# SPECIALTY ITEMS

## Increased Exposure Opportunities

### **CAR GIVEAWAY: \$1,495**

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

### **CONFERENCE PEN: \$3,500**

Be sure to have your company's pen in the hands of all attendees. Conference pens are included in all registration conference bags. Sponsorship includes company name and logo.

### **CONFERENCE NOTEPAD: \$7,000**

Keep your company on attendees' minds as they jot down notes from each session. Your company's logo will be featured on the official conference notepad, included in all registration conference bags.

### **CONFERENCE MOBILE APP SPONSOR: \$10,000**

Have your company act as the Official Conference Mobile App Sponsor, with guaranteed exposure throughout the conference. The Conference App acts as a central hub for attendees, designed to assist them in building schedules, locate exhibitors in the Exhibit Hall, and stay up-to-date on conference items throughout the weekend. Your organization will be branded as the official sponsor of the app, with several opportunities for logo and ad placement within both the app itself and event signage.

### **DOOR DROPS: \$25,000**

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

### **COFFEE WITH EXHIBITORS: \$10,000**

Increase your marketplace visibility by sponsoring the 'Coffee with Exhibitors' hour, exclusive to attendees of the Metabolic Medical Institute Fellowship. Signage will include 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 A4M World Congress event website; and the ability to provide napkins with your corporate logo.

### **HOTEL KEYCARDS: \$20,000**

Sponsor the conference headquarter hotel key cards. Keep your company's logo on the minds of conference attendees.

### **CONFERENCE TOTE BAG SPONSOR: \$20,000**

Sponsor the conference tote bag, given to each attendee upon registration. Emblazoned with your company logo, in addition to the conference logo, attendees will not only have a convenient way to transport conference materials—but also a bag to use after the conference concludes.

### **CONFERENCE LANYARDS: \$25,000**

One of the best options for brand visibility. Stay on attendees' minds with the opportunity to have your company's logo on all conference lanyards.

### **WI-FI Sponsor: \$15,000**

This exclusive sponsorship provides free Wi-Fi access for all attendees throughout the duration of the event. Sponsorship includes customized sponsorship recognition when signing on for Wi-Fi access; customized log-in reflecting the sponsor name; sponsorship recognition on the A4M World Congress event website; and sponsorship recognition in general on-site signage.

# SPECIALTY ITEMS

## Advertising Opportunities

### AD IN CONFERENCE MAGAZINE:

Full Page: \$3,800  
Half Page: 2,300

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 all exhibitor listings.

### 12 MONTH PRODUCT DIRECTORY LISTING ON A4M.COM: Inquire Further

We will publish and post a listing of your company on our website. The listing can be up to 1000 words, describing the services and/or products.

### MOBILE APP PUSH NOTIFICATION: \$1,000

Alerts can be sent through the Mobile App as push notifications, designed to promote your booth, new product, service, or even a give-away. This opportunity provides one message.

### 12 MONTH VIRTUAL EXHIBIT HALL LISTING ON A4M.COM: Inquire Further

We will produce a video at your booth, on-site at the conference. The video link will be published and posted on our website, under our directory, for any viewers to access.

\*In order to have a virtual exhibit hall listing, companies must be in the directory to show the video.

### CONFERENCE BAG INSERT: \$2,999

Deliver your company's message to all conference attendees by providing a literature piece (brochure, invitation, or flyer), or one promotional item of your choice, to be inserted in the World Congress conference bag.

## Educational Engagement Opportunities



### PRODUCT SHOWCASE: \$9,000

The product showcase is the ideal way to deliver your brand to potential clients. This non-CME 30-minute presentation occurs on the Exhibit Hall Stage. Marketing support includes email promotion, signage, and mobile app listing.

### BREAKFAST / LUNCH PRESENTATION: Inquire Further

Present to conference attendees while they enjoy breakfast or lunch. This sponsorship opportunity provides heightened exposure and brand visibility for your company, and includes logo appearing throughout conference signage and materials.

### SPONSORED EVENING WORKSHOP: Inquire Further

This sponsorship option includes a two-hour evening workshop, exclusive to your company, during which you can deliver a non-CME presentation and perform product demonstrations. This is an ideal way to increase visibility to attendees, and retrieve highly actionable, quality sales leads.





SPRING  
CONGRESS  
2018

TARSUS MEDICAL GROUP MCI OPCO, LLC

# EXHIBITOR APPLICATION



WORLD  
CONGRESS  
2018

Diplomat Resort, Hollywood, FL  
APRIL 12-14, 2018

Venetian Hotel, Las Vegas, NV  
DECEMBER 13-15, 2018

Company:		Website:	
Contact Name:		Email:	
Mailing Address:			
City:	State:	Zip:	
Tel:	Ext:	Have you exhibited with us before?	

10x10 Booth - In-line	\$4,295	<b>*Premier Packages Include:</b> <ul style="list-style-type: none"> <li>• Full Page Ad in Anti-Aging Medical News</li> <li>• Literature Insert</li> <li>• Lead Retrieval System</li> <li>• Two Conference Registrations</li> <li>• Directory Listing</li> </ul>	<b>Total Amount Due:</b>	
10x10 Booth - Corner	\$4,595		<b>HOLLYWOOD BOOTH SELECTIONS</b> 1. _____ Top two Choices: 2. _____	<b>LAS VEGAS BOOTH SELECTIONS</b> 1. _____ Top two Choices: 2. _____
10x10 <b>Premier Package*</b>	\$9,295			
10x20 Booth	\$8,595			
10x20 <b>Premier Package*</b>	\$13,595		<b>What do you plan to exhibit?</b>  	
20x20 Island Booth	\$18,995			
20x30 Island Booth	\$30,000			

Marketing Options			
<b>INCREASED EXPOSURE OPPORTUNITIES</b>		<b>ADVERTISING OPPORTUNITIES</b>	
Car Giveaway	\$1,495	Mobile App Push Notification	\$1,000
Conference Pen	\$3,500	Conference Bag Insert	\$2,999
Conference Notepad	\$7,000	Ad In Conference Magazine Full Page	\$3,800
Conference Notebook	\$7,000	Ad In Conference Magazine Half Page:	\$2,300
Conference Mobile App Sponsor	\$10,000	12 Month Virtual Exhibit Hall Listing on A4M.com	\$1,999
Door Drops	\$25,000	12 Month Product Directory Listing on A4M.com	\$799
Coffee with Exhibitors	\$10,000	<b>EDUCATIONAL ENGAGEMENT OPPORTUNITIES</b>	
Hotel Keycards	\$20,000	Product Showcase	\$9,000
Conference Tote Bag Sponsor	\$20,000	Breakfast / Lunch Presentation	Inquire Further
Conference Lanyards	\$25,000	Sponsored Evening Workshop	Inquire Further
Wi-Fi Sponsor	\$15,000	Lead Retrieval - Hollywood, FL Hand-Held Scanner	\$350 (After March 20, 2018, Cost \$450) Mobile App
Exhibit Hall Entrance Logo Rug	\$2,000	Lead Retrieval - Las Vegas, NV Hand-Held Scanner	\$350 (After Nov. 27, 2018, Cost \$450) 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 consented to the attached Exhibitor Terms and Conditions. MCI OPCO, 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: Exhibitor@a4m.com

# EXHIBITOR TERMS AND CONDITIONS

## EXHIBITOR TERMS AND CONDITIONS

The following terms and conditions, together with the documents referenced herein, the Exhibitor Space Application and Contract form the contract between, on the one hand, The American Academy of Anti-Aging Medicine (A4M), Metabolic Medical Institute (MMI), MCI OPCO, LLC, 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 MCI OPCO, LLC.

**2. CONFIRMATION OF APPLICATION ACCEPTANCE.**

The American Academy of Anti-Aging Medicine, Inc. ("A4M") is a 501(c)(3) non-profit organization whose mission is the advancement of tools, technology, and transformations in healthcare that can detect, treat, and prevent diseases associated with aging. A4M further promotes the research of practices and protocols that have the potential to optimize 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 to provide conference attendees the 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 OPCO, LLC 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 OPCO, LLC 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 OPCO, LLC, 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 made 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 amount 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 amount 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

# EXHIBITOR TERMS AND CONDITIONS

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 registrations for four people to work the exhibit booth. Should exhibitors require additional registrations, they must be purchased from THE CONFERENCE GROUP at rates established by THE CONFERENCE GROUP. Registrations 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 approval from THE CONFERENCE GROUP.
- 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.

THECONFERENCE 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 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 notliable 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.

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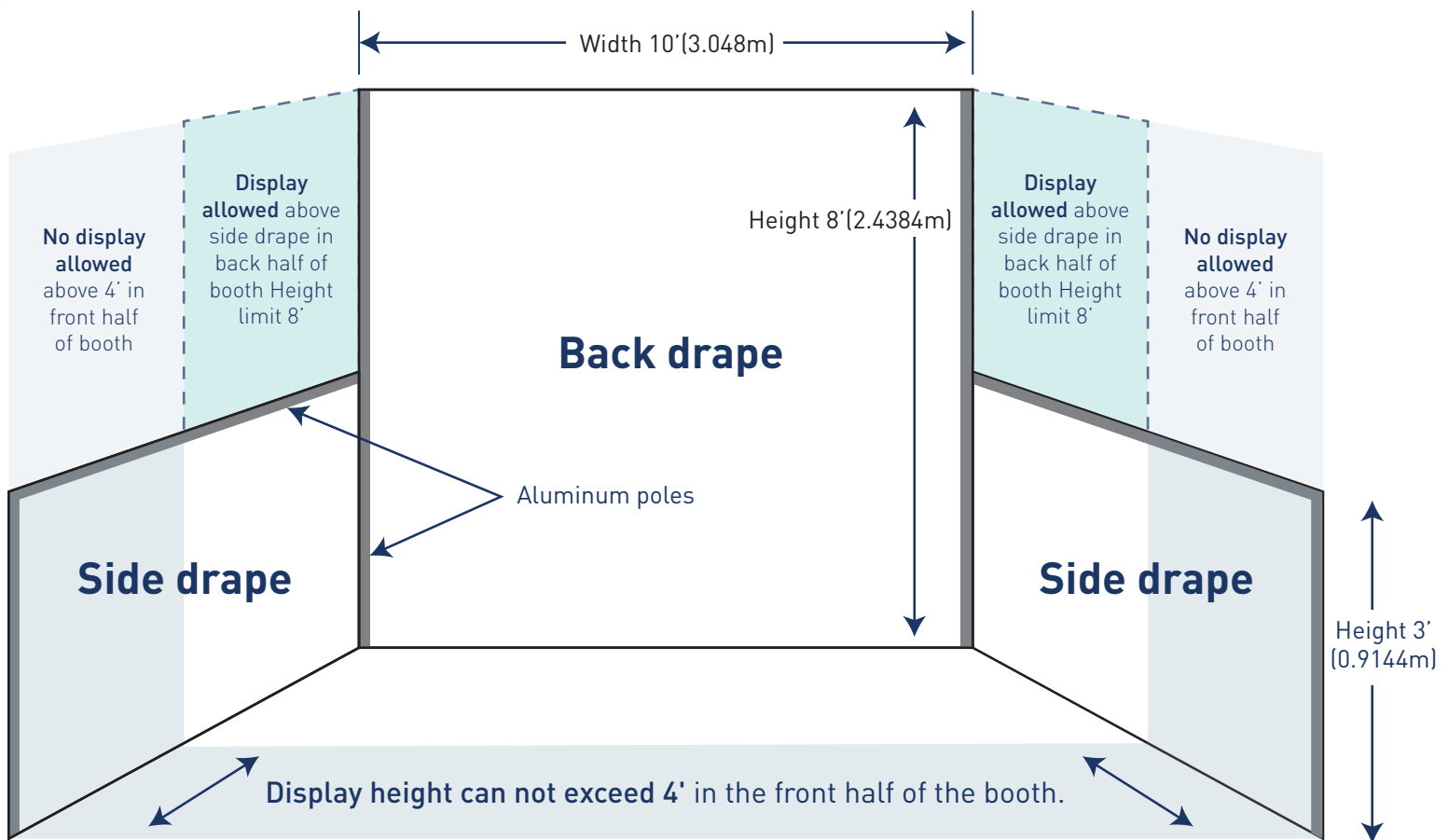
- 15. SECURITY.** THE CONFERENCE GROUP will provide security personnel during the hours the exhibition is not operating, but the furnishing of such services shall not imply or construe any assumption of the obligation and/or duty with respect to the protection of the property of the exhibitors, which 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, to supply these services.
- 17. NON-LIABILITY.** It is understood and agreed to by each and every exhibitor, its agents, and guests that neither THE CONFERENCE GROUP nor its employees or 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 OPCO, LLC or their respective designees, except that neither A4M, MCI OPCO, LLC, 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 OPCO, LLC, 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 is that 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

## USE OF EXHIBIT SPACE

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 registrations 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).