

# Rules and Regulations

## 1. Interpretation of Rules

ATC show management shall have full power in the interpretation and enforcement of all rules and regulations governing exhibitors. All matters and questions not covered by the regulations shall be subject to the final judgment and decision of ATC. These rules and regulations may be amended at any time by ATC and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during ATC, and may be given to any authorized agent or representatives of the exhibitor.

## 2. Purpose of Exhibits

ATC is sponsored by the American Society of Transplant Surgeons and American Society of Transplantation, both non-profit scientific and educational associations. The purpose of the exhibits, an integral part of the meeting's educational activity, is to complement the scientific and clinical sessions by enabling attendees to evaluate the latest development in products that are presented for use by transplant physicians and surgeons. Each exhibitor is responsible for making sure that all attending personnel are aware of these provisions.

## 3. Sales and/or Solicitation of Orders

ATC is designed specifically to educate registrants at the Annual Meeting. The exhibits are an integral part of the educational program. Therefore, the sole purpose for contracting exhibit space is to display and/or demonstrate products and/or services. In accordance with Internal Revenue Service regulations, the selling of any products or services during the Annual Meeting is strictly prohibited. Order taking is acceptable provided there is no financial transaction.

## 4. Eligibility to Exhibit

The exhibits at ATC are designed for the display and demonstration of products and/or services directly related to the practice and advancement of the science of transplantation. Only companies exhibiting products and/or services related to transplant medicine and science are eligible to exhibit. ATC reserves the right to determine the eligibility of all exhibit space applicants.

## 5. Subletting of Space

The subletting, assignment, or apportionment of the whole or any part an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their booth other than those manufactured or sold by them in the regular course of their business.

## 6. Booth Construction and Arrangement

All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or ATC object to any exposed portions of a display, the exposed portions will be draped by Management at the expense of the exhibitor. All tables used in an exhibit space must be skirted.

Combustible materials must be treated with an effective flame-retardant material. All curtains, drapes, carpet, carpet padding, and decorative materials are to be sprayed with a flame-retardant. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors.

Exhibit signs, displays or other materials are prohibited in any public space or elsewhere on the premises of the Metro Toronto Convention Centre. Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. Solicitations of business, except by exhibiting firms, are prohibited.

Exhibits must be staffed at all times during open exhibit hours. Those firms that do not keep their booths staffed and operating until the official closing time jeopardize their participation in future ATC meetings.

## 7. Hanging Signs

No signs, or any other exhibit material, are to be suspended from or attached to the ceiling of the exhibit hall in any manner. All booth identification must be part of the exhibit booth itself. Please send drawings to the Exhibit Manager for prior approval.

## 8. Utilities

Complete information on utilities will be available in the Exhibitor Services Manual available to exhibiting companies on or about March 1, 2008.

## 9. Fire Regulations

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the Ontario Fire Code. Crepe paper, corrugated paper, flameproof or otherwise, is not permitted. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the MTCC and the Toronto Fire Department. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

## 10. Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to opening and may remain one-half hour after closing.

## 11. Delivery and Shipment of Materials

Exhibitors agree to ship and store their material at their own risk and expenses. Arrangements have been made with Freeman to receive and store all shipments for ATC up to 30 days prior to exhibitor move-in and to deliver all shipments to the appropriate booths on set-up days. All shipments must be labeled and consigned, including company name and booth number. Shipments must have all transportation charges PREPAID (shipments sent collect will not be accepted). Complete shipping information will be available in the Exhibitor Services Manual.

## 12. Unoccupied Space

Space not claimed and occupied, or for which no special arrangements have been made in writing to ATC prior to 2:00 pm on Saturday, May 31, shall revert to the ATC to be occupied in any manner and for such purposes as ATC may see fit. If an exhibit has not begun to be set up by 3:00 pm on Saturday, May 31, ATC Management may, but shall not be obligated to, order the exhibit erected at the expense of the exhibitor. Neither ATC Management nor Freeman Decorating Company shall be responsible for any injury to person or damage to property incurred.

## 13. Independent Contractors

Exhibitors who plan to use a service contractor other than Freeman Decorating Company must notify ATC in writing on or before April 1, 2008. Please fill out the Exhibitor Appointed Contractor form in the Exhibitor Services Manual and fax it back to the Exhibit Manager. The company name, address, telephone number, name of the supervisor scheduled to be in attendance, and a statement that such contractor will comply with all rules and regulations of the show to including observance of local labor rules and regulations must be furnished at the time of submitting the Appointed Contractor Form which will be included in the Exhibitor Services Manual.

Independent contractors must abide by the following:

- Perform all services in a timely and professional manner, in accordance with ATC established deadlines.
- Not engage in solicitation of business on the exhibit floor for present and/or future conventions.
- Provide a Certificate of Insurance to ATC no later than April 1, 2008.
- Register all employees and temporary help at the Exhibitor Registration Desk.

## 14. Exhibitor Services Manual

An Exhibitor Services Manual containing complete show information and order forms for all show services will be sent to each exhibiting company on or about March 1, 2008. All forms should be completed and mailed in advance of the meeting to ensure that adequate labor, equipment, etc. is available for a smooth set-up. Forms will be included for the following services: labor, material handling, electricity, furniture rental, signs, rental displays, photography, utilities, audio visual, computer, telephone, florist, cleaning, exhibitor registration, lead retrieval, catering and housing.

## 15. Exhibitor Personnel

All participants affiliated with exhibits must register with Exhibitor Registration. Each person registered as an exhibitor must be employed by the exhibiting company or have a direct business affiliation. The exhibit badge allows access to the exhibit hall only. If an exhibitor plans to attend any of the scientific sessions, they must register separately using the ATC registration brochure or on-line at the ATC Web site: [www.atcmeeting.org](http://www.atcmeeting.org).

## 16. Exhibit Personnel Badges

Each person will be issued an exhibitor's badge and must be employed by the Exhibitor or have a direct business affiliation. Badges must be worn at all times when entering the Metro Toronto Convention Centre. Representatives without a badge will not be admitted to the exhibit hall. There will be an unlimited number of badges for all exhibiting companies.

In our commitment to bring you the latest and most convenient methods available for registering your booth personnel, we would like to invite you to register utilizing our Online Exhibitor Registration System. Registering your booth personnel online allows you the flexibility to register your staff at your convenience, and make edits and changes as needed. You will receive further information on this system in the Exhibitor Services Manual.

Badges will not be mailed in advance and must be picked up on-site at the Exhibitor Registration counter during exhibitor registration hours. The exhibitor registration deadline is May 1, 2008.

Badges may not be supplemented with business cards ribbons or company logos.

## 17. Program Book Distribution/Conference Bags

Each exhibiting company will be entitled to one copy of the ATC scientific program book and one mini program per 10 foot by 10 foot booth contracted up to a maximum of four copies. These books will be available at the Exhibitor Registration Counter. Note: Conference bags are only available to registered attendees. If you pay and register to attend the Congress you will receive a meeting bag. These bags are provided by a corporate supporter. The ATC does not purchase these bags.

## 18. Food Products

With prior approval from the Exhibits Manager, food services are permitted at the exhibitor's booth except during official, sponsored food functions in the exhibit hall. All food service must be coordinated through the convention center caterer. Food preparation and cooking are prohibited in the exhibit hall.

## 19. Children's Admission to the Exhibit Hall

Children are welcome in the hall during show days only, provided a registered attendee or exhibitor accompanies them at all times during their visit. The accompanying person is responsible for the child and assumes all responsibility for damage to exhibits and equipment. Children are not permitted in the exhibit hall during installation and dismantling of exhibits. Strollers are prohibited for safety purposes.

## 20. Staffing of Exhibits

Exhibits must be staffed at all times during exhibit hours. The ATC requests strict adherence to the opening and closing hours. It is imperative that no exhibitor begins dismantling, packing or teardown of their space until Tuesday, June 3 at 2:00 pm. This could result in denial of next year's exhibit application for the exhibitor.

## 21. Market Research

Market research cannot be conducted under the manufacturer's name for any product that is pending governmental approval; however, it may be conducted under the auspices of a market research firm. Market research companies are welcome to exhibit provided they submit a letter of authorization from the sponsoring company. The name of the sponsoring company will be kept confidential. ATC retains the right to determine the relevance of and deny exhibiting privileges to market research companies.

The sponsoring company is responsible for the conduct of the market research firm. Research must be conducted within the confines of the booth assigned and activities must conform to all the procedures, rules and regulations published in this prospectus.

## 22. Approved Exhibitor Sponsored Events

The ASTS and AST have designated exclusive evenings held for satellite symposia by supporters at the ASTS' Founder and Benefactor and AST's Diamond and Platinum levels. All other requests for symposia are prohibited on those specific evenings, which are yet to be determined. There are other symposia options available. For information regarding a satellite symposium, please contact Pam Ballinger, CMP, ATC Director of Meetings and Exhibits at [pballinger@ahint.com](mailto:pballinger@ahint.com).

## 23. Use of Signage and/or Promotion for Exhibitor Related Events

Exhibitors sponsoring a non-approved event are limited to the use of signage to their exhibit space for any purpose. No signs will be permitted to advertise affiliated events in any public space in the hotel or outside their booths. This includes signs and/or exhibitor staff holding signage or directing attendees to transportation. Such signage will be removed and destroyed. Additionally, door drops or other on-site promotion of any event is strictly prohibited.

## 24. Transportation Procedure for Outside Events

The ATC controls all available boarding space at the Metro Toronto Convention Centre and participating hotels. Organizations providing transportation to or from the Convention Centre and the headquarter hotels must contact the ATC's Exhibit Manager, Robin Geary, at 856-793-0804 no later than May 1, 2008 to secure bus boarding approval and location. Only approved events

as outlined above may use the Convention Centre and participating hotels for busing to outside events.

## 25. Booth Conduct

ATC reserves the right to approve all exhibits and activities related thereto. ATC may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of ATC, or if it exceeds the bounds of good taste as interpreted by show management. An exhibitor of a questionable exhibit or activity relating thereto must submit a description of the exhibit or activity with the exhibit application for ATC approval.

The exhibit hall will be inspected during installation hours. An effort will be made to inform exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by ATC at their own expense or risk removal from the exhibition without notice and without obligation on the part of ATC for any refund whatsoever.

ATC reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the Annual Meeting.

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

ATC does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display during the Annual Meeting.

All exhibits must conform to the standards set by the Health Convention and Exhibitors Association, which include the following:

- Canvassing or distributing advertising materials outside the exhibitor's own booth is not permitted. Solicitation of business, except by exhibiting firms is prohibited.
- Contests, lotteries, raffles, and games of chance are strictly prohibited as such activities reflect unfavorably on the character of the meeting.
- Character of the exhibits is subject to the approval of the ATC Tradeshow Division. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect unfavorably on the character of the meeting. Non-professional products or services are not permitted to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

## 26. Smoking

No smoking is permitted within the exhibit hall or convention center at any time, including installation, exhibit hours, and dismantling.

## 27. Contest and Raffles

Contests, games of chance, lotteries, and raffles are strictly prohibited as such activities reflect unfavorably on the character of the meeting.

## 28. Insurance

The exhibitor acknowledges that the American Society of Transplant Surgeons, American Society of Transplantation, Freeman or the Convention Centre shall be obligated to maintain property, liability, or business interruption insurance covering the exhibitors. Exhibitors wishing to insure their exhibit materials, goods and/or wares of exhibits against theft, damage by fire, accident or loss of any kind, must do so at their

own expense. Each exhibiting company is responsible for obtaining insurance (Liability and Fire/Theft) in such amounts deemed appropriate to comply with its obligations hereunder and for its own protection.

## 29. Liability

Each exhibitor agrees to protect, save and keep ATC Exhibit Management, American Society of Transplant Surgeons (ASTS), American Society of Transplantation (AST), Freeman and the Metro Toronto Convention Centre forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, his employees or agents as well as to strictly comply with the application terms and conditions as contained in the agreement between the ATC Exhibit Management, ASTS, AST, Freeman and the Metro Toronto Convention Centre regarding the exhibition premises; and further, the exhibitor shall at all times protect, indemnify, save and keep harmless the ATC Exhibit Management, ASTS, AST, Freeman and the Metro Toronto Convention Centre against and from any and all loss, cost, damage, liability, or expense that arises out of or from, or by any reason of any act or omission of the exhibitor, his employees or agents.

## 30. Violations

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space and such exhibit will forfeit to ATC all monies that may have been paid. Upon evidence of violation, Management may re-enter and take possession of the space occupied by the exhibitor, and may remove all persons and goods at the expense of the exhibitor. The exhibitor shall pay all expenses and damages that ATC may incur thereby. In the event of a violation, ATC reserves the right to refuse exhibit privileges for the following year.

## 31. Sound Restriction

Exhibitors may not use audible electronic, mechanical apparatus or open audio systems that may be heard outside the exhibitor's assigned space or may interfere or prove objectionable to attendees or other exhibitors. The Exhibits Manager reserves the right to require exhibitors to discontinue any activity that causes the annoyance or interference of others.

## 32. Press Conferences

ATC holds several press conferences during the meeting. The press conference room is available at all other times for the use of the press and industry representatives.

## 32. Press Room

Use of the press room is limited to the media representatives with press passes and to annual meeting attendees granting interviews or otherwise engaged in ATC publicity. Industry representatives are not allowed in the Press Room.

ATC does not make available any list of press attendees or their affiliations.

## 33. Use of ATC Scientific Program Content

Information presented during ATC is the property of the ASTS, AST and the presenter. Information may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of ATC and the presenter. Any use of the program content which includes, but is not limited to, oral presentations, audiovisual materials used by speakers and program handouts without the written consent of ACT is prohibited.