AMERICAN SOCIETY OF COLON & RECTAL SURGEONS

Exhibitor Prospectus

ANNUAL SCIENTIFIC MEETING
JUNE 10-14, 2017
Exhibition Dates: JUNE 11-13, 2017
Washington State Convention Center
and Sheraton Seattle Hotel

TRIPARTITE MEETING
The Association of Coloproctology of Great Britain and Ireland
The Section of Coloproctology Royal Society of Medicine
The Section of Colon and Rectal Surgery of the Royal Australasian
College of Surgeons
Colorectal Surgical Society of Australia and New Zealand
The European Society of Coloproctology

SEATTLE
WASHINGTON
fascrs.org
THE AMERICAN SOCIETY OF COLON & RECTAL SURGEONS

ASCRS is the premier society for colon and rectal surgeons and other healthcare professionals dedicated to advancing the science and treatment of diseases and disorders affecting the colon, rectum and anus. The Society has more than 3,300 physician members of which more than 1,000 are certified by the American Board of Colon and Rectal Surgery.

Why you should exhibit at the ASCRS Annual Meeting

• The ASCRS Annual Scientific Meeting is the leading event in the field of colon and rectal surgery.
• More than 2,000 colorectal specialists are expected to attend.

You will have the unique opportunity to:
• Target influential decision makers.
• Interact face-to-face with physicians involved in patient care.
• Build visibility for your company in a competitive marketplace.
• Expand your prospect base and strengthen existing customer relationships.
• Introduce new products and services.
• Generate new sales leads.
• Give product demonstrations.
• Conduct market research.

2016 ATTENDANCE IN LOS ANGELES, CA

Surgeons/Healthcare Professionals..............1,950
Spouses/Guests .................................... 105
Exhibitors ............................................. 806
TOTAL .............................................. 2,861
EXHIBITOR INFORMATION

EXHIBITOR LOCATION
Washington State Convention Center
Halls 4ABC (4th Floor)
705 Pike Street
Seattle, WA 98510
Phone: (206) 694-5000

EXHIBIT HOURS (Subject to Change)
Sunday, June 11, 11:30 am – 4:30 pm
• Lunch available for attendees
• PM refreshment break
Monday, June 12, 9:00 am – 4:30 pm
• AM and PM refreshment breaks
• Lunch available for attendees
Tuesday, June 13, 9:00 am – 2:00 pm
• AM and PM refreshment breaks
• Lunch available for attendees

SPACE RENTAL FEES
<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Total Cost</th>
<th>Total Deposit</th>
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<tbody>
<tr>
<td>10’ x 10’ (in-line)</td>
<td>$3,150</td>
<td>$1,575</td>
</tr>
<tr>
<td>10’ x 10’ (corner)</td>
<td>$3,450</td>
<td>$1,725</td>
</tr>
<tr>
<td>Island Booths</td>
<td>$38/sq ft</td>
<td>50% of total</td>
</tr>
<tr>
<td>Non Profit</td>
<td>$500</td>
<td>$500</td>
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</tbody>
</table>

TERMS OF PAYMENT
A 50% deposit of the total booth price must accompany the signed contract before booth space is assigned. The 50% balance due must be received by December 30, 2016. If the contract is submitted after December 30, 2016, it must be accompanied by payment of 100% of the total booth price.

BOOTH ASSIGNMENT
Initial space assignments are based on past participation and support. Following the initial space assignments, additional assignments are made on a first-come first-served basis.

CANCELLATION POLICY
Written cancellation received by ASCRS is subject to the following refund amounts:
On or before December 30, 2016, refund minus $500 per 10’ x 10’ booth space
Between December 31, 2016 and February 10, 2017, refund minus 50% of total booth cost
After February 10, 2017, no refunds
If an exhibitor reduces the size of their confirmed booth, the net reduction of space will be treated as a cancellation. ASCRS reserves the right to reassign the confirmed booth location at its sole discretion.

EXHIBITOR ADMISSION TO SCIENTIFIC SESSIONS
The registration packet for the Annual Meeting will be posted on the ASCRS website (www.fascrs.org) in mid-late January. Your exhibit badge permits you to attend any open session for which there are no optional fees (symposia, plenary sessions, poster presentations, etc.). CME, or other educational credit, is not available for exhibitors – you must fully register as an attendee to claim educational credits.

SCIENTIFIC PROGRAM / HOUSING INFORMATION
The Scientific Program and Housing Information will be posted on the ASCRS website (www.fascrs.org) in January.

EXHIBITOR LISTING
Exhibiting companies will be listed in the Convention Program Guide. This publication contains an alphabetical listing with booth number, address and a description of exhibitors’ products and services. Your company will also be listed in the virtual exhibit hall on the ASCRS website and on the mobile app. Listing is subject to submission deadlines.
EXHIBITOR INFORMATION

OFFICIAL SERVICE AND MATERIAL HANDLING CONTRACTOR
Freeman has been designated the Official Show Contractor.
Freeman
850 Spice Islands Drive
Sparks, NV 89431
Phone: (705) 355-3600
Fax: (469) 621-5602
Email: freemanrenoes@freemanco.com

SERVICE DESK
The Freeman Service Desk will be open at 8:00 am on Friday, June 9, in the Exhibit Hall. Here exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services. The service desk personnel will be available to assist you throughout the show.

EXHIBITOR KIT
The Exhibitor Kit containing order forms for exhibitor services will be online in February 2017. The Kit will include forms for shipping, labor, material handling, furniture, carpeting, electrical, lead retrieval and other service providers.
Exhibitors are responsible for forwarding the link to suppliers who may be ordering services on their behalf.

SHIPPING
Freeman has been selected to receive, warehouse, transfer and handle all exhibits. Advance and direct shipping labels are available from Freeman and will be included in the Exhibitor Kit. Please direct all calls regarding exhibit requirements, freight and shipments to Freeman.

EXHIBIT SET-UP HOURS
Friday, June 9, 1:00 pm – 5:00 pm
Saturday, June 10, 8:00 am – 5:00 pm
Sunday, June 11, 8:00 – 10:30 am
Installation of exhibits must be carried out during the times listed. All crates must be available for removal no later than 10:30 am, Sunday, June 11. Any exhibit not set up by 10:30 am, Sunday, June 11, or for which arrangements to set-up have not been made, will automatically be set-up at the exhibitor’s expense and liability. Any booth not occupied by 10:30 am, Sunday, June 11, may be assigned to another exhibitor unless the ASCRS Director of Exhibits has been made aware of extenuating circumstances. There will be no refund to the original exhibitor.

EXHIBIT HOURS
Sunday, June 11, 11:30 am – 4:30 pm
Monday, June 12, 9:00 am – 4:30 pm
Tuesday, June 13, 9:00 am – 2:00 pm

EXHIBITOR DISMANTLING HOURS
Tuesday, June 13, 2:00 – 11:59 pm
No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time, Tuesday, June 13. Any exhibit not dismantled by 11:59 pm Tuesday, June 13 – or for which arrangements for tear-down have not been made – will automatically be dismantled at the exhibitor’s expense and liability for proper dismantle. The floor must be cleared by 11:59 pm, Tuesday, June 13.

EXHIBITOR REGISTRATION
All exhibitors must pre-register. Online registration will be open in January and a link to the registration site will be emailed to all exhibiting companies and will be available on the ASCRS website. Exhibitor badges are non-transferable and should be worn at all times. Supplementing this identification with business cards, ribbons, or company logos is not permitted. Exhibitor badges will only display the name of the company as shown on the application for exhibit space.
Each company will receive five complimentary exhibitor badges per 10’x10’ booth space purchased. Any additional badges over that will be $10 each.
Please Note: ASCRS exhibitor badges are not mailed and must be picked up on-site at the ASCRS Registration Desk.
Replacement/Lost/On-Site Badges – $10.00 each
Maximize your exposure with our one-of-a-kind sponsorship opportunities!

ASCRS offers a variety of sponsorship and educational grant opportunities. Take advantage of our numerous product or corporate marketing sponsorships and increase your visibility with colon and rectal surgeons!

Or, support one of our educational programs and your company is guaranteed to reach a targeted audience.

For details on the various opportunities available at the 2017 ASCRS Annual Scientific Meeting and throughout the year, please contact Linda Cullison at (847) 725-2291 or lindacullison@fascrs.org.

**BRANDING OPPORTUNITIES**

ASCRS offers a variety of branding opportunities including Wi-Fi in the convention center, signage, escalator clings, and much more. Take advantage of our numerous product or corporate marketing sponsorships and increase your visibility with colon and rectal surgeons.

**PRODUCT THEATERS**

This exciting opportunity allows exhibitors to reach attendees beyond their booth space and provides additional face-to-face time with key decision makers. These commercial didactic programs are conducted by exhibitors in a specially constructed theater on the exhibit floor. A limited number of 30- and 60-minute sessions will be presented each day. These unique forums offer exhibitors an excellent opportunity to present sessions on the exhibit floor, while providing increased learning opportunities for attendees.

**NON-CME CORPORATE FORUMS**

Designed to give you greater visibility while reaching a targeted audience of colon and rectal surgeons, these 90-minute Forums enable you to market and promote your product to an audience of key physician decision makers. A limited number of commercial sessions are available on Saturday and Monday evenings during the Annual Scientific Meeting. Maximize your exposure and reserve your spot today.

**DOCTOR LITERATURE BAGS**

The ASCRS “Doctors Bag” is provided to all physician registrants and includes exhibitor information, promotional product literature, invitations to product theaters and other information that sponsors wish to distribute to Annual Meeting attendees. For more information, please contact Michael Enright (General Surgery News) at (212) 957-5300 ext. 272.

**PRE-REGISTERED AND POST MEETING ATTENDEE MAILING LISTS**

Exhibitors may purchase these mailing lists for $200. The pre-registrant list may be used to send product information or invitations to sponsored events. Orders for the pre-registered attendee list are filled after May 15, 2017 to provide exhibitors with the maximum number of contacts. All mailing pieces must be approved by ASCRS prior to printing. The post meeting list provides the names and addresses of all 2017 Annual Meeting attendees and will be emailed approximately three weeks after the meeting. The order form for the mailing lists will be included in the Exhibitor Kit that will be available online in January. For more information please, contact Kelly Burns at (847) 725-2284 or kellyburns@fascrs.org.

**EXHIBIT HALL NETWORKING EVENTS**

Make the most of your networking during the following special ASCRS activities taking place on the show floor:

- Lunch for attendees, Sunday, June 11
- PM refreshment break, Sunday, June 11
- AM and PM refreshment breaks, Monday, June 12
- Lunch for attendees, Monday, June 12
- AM refreshment break, Tuesday, June 13
- Lunch for attendees, Tuesday, June 13

**SUPPORT ACKNOWLEDGMENT:**

ASCRS corporate partners and sponsors receive prominent acknowledgment in a variety of ways depending on the program or event. Acknowledgment typically includes:

- Signage at sponsored event
- Recognition at the podium
- Listing in the Annual Meeting Convention Program Guide
- Presentation of a plaque at the opening session of the Scientific Program
- Corporate or product advertisement in sponsored publications

*This program reflects the special care the Society has taken to address issues identified in the AdvaMed Code of Ethics on Interactions with Health Care Professionals, the PhRMA Code on Interactions with Healthcare Professionals and the ACCME Standards for Commercial Support.*
EXHIBITOR-SPONSORED PRIVATE FUNCTIONS

Exhibitor-sponsored private functions are separately organized, non-CME events during which exhibitors meet with ASCRS participants outside of the exposition for the purpose of networking, entertaining and continuing business begun on the exhibit floor. Exhibitors sponsoring any type of private function are required to adhere to the following guidelines established by the ASCRS Executive Council:

• The evenings of Saturday, June 10 and Monday, June 12 are available for exhibitor sponsored/industry advertised events. These events cannot conflict with any official ASCRS educational activity or social event.

• Exhibitor sponsored/industry advertised events cannot be held at the headquarters hotel.

• Exhibitor sponsored/industry advertised events scheduled during the ASCRS Annual Meeting must be registered with the ASCRS office.

In addition,

• Exhibitor sponsored/industry advertised events should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official ASCRS function. Lobby signs are not permitted.

• Host companies agree to assume all liability arising out of or in conjunction with such functions and agree to indemnify ASCRS against any and all liability and claims.

• Sponsoring companies requiring function space for internal company meetings must complete the Request for Function Space form enclosed in this prospectus.

• Non-exhibiting firms are prohibited from hosting meetings and hospitality functions during the Annual Meeting.
Contact to Whom Exhibit-Related Correspondence Should Be Sent

Company

Contact Name

Title

Mailing Address

City/State/Zip

Phone

Fax

Email

Sponsorship Decision Maker Contact Info

The undersigned applicant hereby applies for exhibit space at the 2017 ASCRS Annual Scientific Meeting and requests the following exhibit space(s) in order of preference.

1st choice # at $ 2nd choice # at $ 3rd choice # at $ 4th choice # at $ 5th choice # at $ 6th choice # at $ 7th choice # at $ 8th choice # at $ 9th choice # at $ 10th choice # at $

☐ We wish to avoid having our exhibit located adjacent to or opposite from the following company(s). ASCRS cannot guarantee that you will not be placed next to those companies listed below.

Booth Size Total Cost Total Deposit Deposit Policies

10' x 10' (in-line) $3,150 $1,575 • For applications received on or before December 30, 2016: 50% of total booth price. Balance due by December 30, 2016.

10' x 10' (corner) $3,450 $1,725

Island Booth $38/sq ft 50% of total

Non-Profits $500 $500

Deposit Policies

For Official ASCRS Use Only:

Assigned Booth Size Total Amount Due $

Date Application Received Amount $

Payment Type Trans #

Balance Remaining $ Balance Due on or Before December 30, 2016

Date Final Payment Received Amount $

Payment Type Trans #

Please complete reverse side.
APPLICATION/CONTRACT FOR EXHIBIT SPACE

Exhibitor Information for Publication (if different from front)

Contact Name
Mailing Address
City/State/Zip
Phone
Fax
Email
Website

Description of Products or Services
Please submit your company description for publication in the final program guide (by fax, mail or email).

Maximum 100 words – Must be received by February 28, 2017

Payment Information

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<tr>
<th>Check</th>
<th>Check Number</th>
<th>OR</th>
<th>Credit Card:</th>
<th>□ Visa</th>
<th>□ MasterCard</th>
<th>□ American Express</th>
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<td></td>
<td>Credit Card Number</td>
<td>Expiration Date</td>
<td>Security Code:</td>
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<td>Name on the Card</td>
<td>Amount to Charge</td>
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<td>Signature</td>
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Cancellation/Space Reduction Policies

• On or before December 30, 2016: ......................... Refund minus $500 per 10’ x 10’ booth space
• Between December 31, 2016 – February 10, 2017: ... Refund minus 50% of total booth cost
• After February 10, 2017: ................................. No refunds
• All cancellations of booth space must be received in writing by ASCRS.
• If space is reduced, the net reduction of space will be treated as a cancellation of that space.
• In the case of a reduction in the size of an exhibitor’s assigned booth space, ASCRS reserves the right to reassign the confirmed booth location at its sole discretion.
• The application and signed agreement, when accompanied by the required deposit, and when countersigned by ASCRS, shall become a binding contract in accordance with the terms of the agreement and all Rules and Regulations.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant’s firm and is accepted by ASCRS with the signature of ASCRS’s Management. I hereby certify that I have read and will abide by the ASCRS Exhibitor Prospectus General Rules and Regulations.

Company Name
Applicant’s Signature
Type or Print Name
Title
Date

Return form to:
Jean Foellmer-Hughes, Director of Exhibits
American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2278 • Fax: (847) 427-9656
Email: jeanfoellmer@fascrs.org

Jean Foellmer-Hughes, Director of Exhibits
American Society of Colon & Rectal Surgeons
FUNCTION SPACE REQUEST

2017 ANNUAL SCIENTIFIC MEETING
Seattle, WA • June 10-14, 2017

Function space requests are only for internal company meetings. Submit this form to ASCRS NO LATER THAN February 28, 2017.

Name of Function
Exhibiting Company Name
Contact Person
Address
Phone Fax
Email

Function Day/Date__________________________ Start Time ______________am/pm End Time ______________am/pm
Function Day/Date__________________________ Start Time ______________am/pm End Time ______________am/pm

Room Needed Early for Special Set-up ☐ No ☐ Yes Time ______________am/pm Number of persons attending ____________

Function Type ☐ Sales Meeting ☐ Business Meeting ☐ Alumni Event ☐ Other Activity (to be approved by ASCRS)
Attendance ☐ Company Personnel ☐ Physician/Company ☐ Other
Setup Desired ☐ Conference ☐ Hollow Square ☐ U-Shaped ☐ Theater ☐ Schoolroom ☐ Rounds
☐ Cocktail Tables ☐ Other/Diagram Attached

Additional Specifications (Check all that apply)
☐ Using Audio Visuals ☐ Elevated Stage for Lectern/Head Table for _________ persons ☐ Standing Lectern Only ☐ Other

FEE $150 PER FUNCTION
Credit Card Number Visa/MasterCard/American Express
Security Code Expiration Date Amount to Charge: $150/Function
Name on Card Signature

I/we have read the ASCRS General Rules and Regulations regarding exhibitor-sponsored private functions in the Exhibitor Prospectus and agree to abide by all ASCRS General Rules and Regulations and hold harmless the ASCRS from and against any and all liability and claims. The exhibitor company is responsible for all fees imposed by the hotel and/or contracted vendors.

Applicant’s Signature
Type or Print Name
Title Date

Return form to:
Gina Seegers, Director of Meetings & Conventions
American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2276 • Fax: (847) 427-9656
Email: ginaseegers@fascrs.org

ASCRS Use Only
Date ___________________________
Time ___________________________
Location ___________________________
Facility ___________________________
EXECUTIVE SUITES CONTRACT

2017 ANNUAL SCIENTIFIC MEETING

Exhibition Dates: June 11-13, 2017

Contact to Whom Correspondence Should be Sent

<table>
<thead>
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<tbody>
<tr>
<td>Contact Name</td>
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<tr>
<td>Title</td>
</tr>
<tr>
<td>Mailing Address</td>
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<tr>
<td>City/State/Zip</td>
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<td>Email</td>
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<tr>
<td>Website</td>
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</tbody>
</table>

Executive Suite Size | Total Cost – Exhibiting Company
--- | ---
10’ x 20’ | $ 7,500
20’ x 20’ | $15,000

POLICIES AND PROCEDURES
Executive Suites are assigned on a first come, first served basis. Companies using Executive Suites must adhere to all Rules and Regulations as set forth in the Exhibitor Prospectus and the convention center rules and regulations. Executive Suites may only be utilized during the published ASCRS exhibit hours. Attendees and guests must be registered for ASCRS to gain access to the exhibit hall.

PLEASE NOTE THAT THESE ROOMS ARE NOT COMPLETELY SECURE. One lockable door is included; however, rooms are not 100% secure. Do not leave prototype or valuables unattended. The security of your Executive Suite and your materials is your responsibility. You are responsible for supplying security guard service, if desired.

ASCRS does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services or upgrades (i.e. furniture, security, equipment, electrical, food & beverage, phones/lines, audio-visual, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.

CME opportunities are not allowed in the Executive Suites.

DEPOSIT/CANCELLATION
- 100% payment at time of contract
- Cancellations must be in writing on or before February 10, 2017 refund minus $1,500
- No refunds after February 10, 2017

Credit Card Number Visa, MasterCard, American Express
Security Code Expiration Date Amount to Charge

Name on Card Signature

Return form to:
Jean Foellmer-Hughes, Director of Exhibits
American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 725-2278 • Fax: (847) 427-9656
Email: jeanfoellmer@fascrs.org

ASCRS Use Only
Date Application Received _______________________
Booth Number ________________________________
Transaction Number ___________________________
The Executive Suite:

ASCRS offers private rooms in the Exhibit Hall for exhibitor meetings and/or product demonstrations. The Executive Suite is a turn-key option for your organization. Rooms are set conference style and are available in 10’ x 20’ and 20’ x 20’ sizes. Executive Suites are available to exhibitors for the duration of the event.

For any questions, contact Jean Foellmer-Hughes, Director of Exhibits, at jeanfoellmer@fascrs.org or at (847) 725-2278. Space location will be assigned by ASCRS.

Why secure an Executive Suite at the Annual Meeting?

- Client Meetings
- Sales Meetings
- Recruitment
- Relaxation Room for Staff
- Hospitality Suites
- Training Sessions
- Private Demonstrations

EXECUTIVE SUITE - 10’ x 20’
- Meeting room structure with locking door
- One conference table
- 8 conference chairs
- Carpet and padding
- 500 watt outlet
- Wastebasket
- Cleaning for 3 days

Turn-key Price:
Full Conference – Sunday through Tuesday
- $7,500 – Exhibitors

EXECUTIVE SUITE - 20’ x 20’
- Meeting room structure with locking door
- Two conference tables
- 14 conference chairs
- Carpet and padding
- 500 watt outlet
- Wastebasket
- Cleaning for 3 days

Turn-key Price:
Full Conference – Sunday through Tuesday
- $15,000 – Exhibitors

NOTE: ASCRS does not provide logistical support for the Executive Suites apart from the items outlined above. Expenses incurred for additional services or upgrades (i.e. catering, internet, phone, security, AV, etc.) are the responsibility of the sponsoring company and must be coordinated through the official show contractors.
• 11Health
• Acelity (KCI, LifeCell, Systagenix)
• ACell, Inc.
• Adako USA
• Adler MicroMed, Inc.
• Aesculap, Inc.
• Agency for Medical Innovations (AMI)
• Ambry Genetics
• American College of Surgeons
• Applied Medical Technology, Inc.
• Bard Davol
• Biolitec Biomedical Technology, GmbH
• BK Ultrasound
• Boston Scientific
• Braintree Laboratories, Inc.
• City of Hope
• Cleveland Clinic Department of Colorectal Surgery
• Coloplast
• CONMED
• Convatec
• Cook Medical
• CooperSurgical, Inc.
• CS Surgical, Inc.
• Cura Surgical, Inc.
• CuraSeal, Inc.
• Edwards Lifesciences
• Electro Surgical Instrument Company
• ERBE USA, Inc.
• Ethicon US, LLC
• ExeGi Pharma
• First Capital Benefit Advisors, Inc.
• Fistula Solution
• General Surgery News
• GI Logic, Inc.
• GI Supply
• Halo Medical Technologies, LLC
• Hitachi ALOKA Medical
• Infinite Trading
• Integra LifeSciences
• International Anal Neoplasia Society (IANS)
• Intuitive Surgical
• Invendo Medical, Inc.
• Karl Storz Endoscopy-America, Inc.
• Konsyl Pharmaceuticals
• LABORIE
• Lapro-Shark
• Mallinckrodt Pharmaceuticals
• Medspira, LLC
• Medtronic
• Merck & Company
• MiMedx
• Myriad Genetic Laboratories
• NOVADAQ
• Novum Pharma
• OBP Medical
• Olympus America Inc.
• Ovesco Endoscopy USA, Inc.
• Pacira Pharmaceuticals, Inc.
• Path MD Labs
• Redfield Corporation
• Renew Medical
• ResiCal, Inc.
• Richard Wolf Medical Instruments Corporation
• RMD Global, Inc./Hi Dow, Inc
• Sandhill Scientific
• SAPI MED S.P.A.
• Sebela Pharmaceuticals, Inc.
• Seiler Precision Microscopes
• Shire
• Sontec Instruments, Inc.
• Stryker
• Surgin Inc.
• THD America
• The Medicines Company
• The Prometheus Group
• Torax Medical, Inc.
• Twistle
• UBS Financial
• United Ostomy Associations of America,
• Vioptix, Inc.
• Wolters Kluwer Health
• Xodus Medical, Inc.
• Zinnanti Surgical Design Group, Inc.
These Rules and Regulations are a bona fide part of the contract for exhibit space with the American Society of Colon & Rectal Surgeons (ASCRS) hereinafter referred to as Show Management. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these Rules and Regulations and extends to persons, things, printed matter, products and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management’s decision and interpretation shall be accepted as final in all cases.

PAYMENT OF SPACE
Applications submitted on or before December 30, 2016, must be accompanied by a 50% deposit of the total booth cost. Applications received after December 30, 2016, must include full payment of the total booth cost (payable in US funds and drawn on a US bank).

CANCELLATION AND REFUNDS
All cancellations of booth space must be received in writing by Show Management. If space is reduced, the net reduction of space will be treated as a cancellation of that space. If Show Management receives a written request for cancellation of space on or before December 30, 2016, the exhibitor will be eligible for a full refund minus $500 for each 10’ x 10’ space; between December 31, 2016, and February 12, 2017, eligible for a 50% refund of the total booth cost. No refunds will be made after February 12, 2017. It is expressly agreed by the exhibitor that upon failure to pay the space rental charge at the times specified, or failure to comply with any other provisions contained in these Rules and Regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

SPACE RENTAL AND ASSIGNMENT OF LOCATION
Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

ACCME STANDARDS FOR COMMERCIAL SUPPORT: SEPARATION OF EDUCATION FROM PROMOTION
Exhibitor representative(s) will not engage in promotional activities while in the space or place of a CME activity.

ASCRS must comply with ACCME regulations regarding separation of promotion and education; therefore, no ASCRS Member can present at an exhibitor’s booth.

AMERICANS WITH DISABILITIES ACT
Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless Show Management and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by the exhibitor’s failure to comply with the Act.

ARRANGEMENT OF EXHIBITS
Each exhibitor is provided access to an official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management. Booth decorations are to be professional, standard booth design. No gimmicks or attention-getting decorations are permitted. Nothing may be taped, posted, nailed, screwed or otherwise attached to columns, walls, drapes, floor or any interior or exterior surface of the center. Exhibits are not permitted to span an aisle by ceiling or floor covering. Signs, parts of exhibits, supplemental lighting or any other exhibit material suspended from or attached to the ceiling of the exhibit hall must be approved by Show Management. Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during set-up and, at the direction of Show Management, the decorator will install draping at the exhibitor’s expense to any part of the exhibit deemed objectionable by other exhibitors or Show Management.

ATTORNEYS’ FEES
Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interests or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys’ fees.

BOOTH REPRESENTATIVES
Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited. Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

CONTESTS, DRAWINGS, LOTTERIES
All unusual promotional activities must be approved in writing by Show Management no later than sixty (60) days prior to the opening of the exhibition.
CONTROVERSIAL PROCEDURES
Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice endorsed by the American Society of Colon & Rectal Surgeons. Should a potential exhibitor have a question in this regard, that exhibitor should contact Show Management before the meeting opens.

COPYRIGHT LICENSING
Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. The exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by the exhibitor’s failure to obtain requisite license.

DIRECT SALES
Only those products listed on the exhibit application may be exhibited. Additional products for display must have Show Management approval prior to the exhibition. Exhibitors are responsible for collection of any and all taxes required by the state, county and city governments.

EXHIBITORS AUTHORIZED REPRESENTATIVE
Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the firm’s exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move-out.

EXHIBITOR PLAN REVIEW
Both construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

EXHIBITS & PUBLIC POLICY
Each exhibitor is charged with knowledge of all state, county and city laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses and/or costs resulting from failure to observe this notice shall be payable by the exhibitor. The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as an individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. Exhibitors must comply with city and state fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor’s expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations. Cylinders containing oxygen, compressed air or other medical gas must be secured by strap, stand or cart in an upright position to prevent tip-over. X-ray equipment may be displayed but not operated. Combustible materials used in the exhibit hall must be flame-proof in accordance with the City Fire Department Codes. Use or storage of flammable liquids, gasses or solids is strictly prohibited.

FDA REGULATIONS
Exhibitors shall comply with all applicable Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and preapproved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses.

FOOD PRODUCTS
Food products may not be distributed unless they are the products being promoted at the exhibit or they are used to demonstrate the company’s product(s). Food products must be approved by the exhibit hall food and beverage department (special fees may apply) and Show Management. Food must be wrapped or in a container and not cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free.

GIVEAWAYS
The American Medical Association has adopted guidelines governing gifts to physicians from industry. These guidelines have been endorsed by Show Management and other medical organizations and by the Pharmaceutical Manufacturers Association. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to Show Management for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. The “Notification of Intent to Distribute Premium or Novelty Items” form will be included in the Exhibitor Kit and must be returned to Show Management for approval no later than thirty (30) days prior to the opening of the exhibition. Show Management may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitors may not distribute unofficial badges or company nameplates. No helium balloons may be used as booth decoration or inflated to distribute to visitors. All exhibitors distributing approved “stick-ons” may not place the “stick-ons” on the attendees’ badges.

INDEMNIFICATION
Exhibitor agrees that he will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, result from or caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of the exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by the exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any
RULES AND REGULATIONS

law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by the exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by the exhibitor shall be effective unless such damage or injury may result from the gross negligence or willful misconduct of Show Management, as the case may be. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against the exhibitor or relating to this lease or the Premises leased hereunder, then the exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

INSTALLATION AND REMOVAL
Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. If an exhibitor is late in removing its exhibit and causes Show Management to incur overtime or other costs, then the exhibitor will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

ISLAND BOOTHS
An island booth is exhibit space with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. No drapery is provided for island booths. Island booth displays (including decorations) may not exceed 16' in height unless approved by Show Management. An exhibitor whose booth is adjacent to island booths should expect the same reasonable sight line from the aisle as they would expect as if they were adjacent to an exhibitor with a standard booth.

LIABILITY AND INSURANCE
All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. None of Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

LITERATURE DISTRIBUTION
All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility unless approved by Show Management. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited unless approved by Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space unless approved and coordinated by Show Management. Show Management will offer an official door drop bag, to have your materials considered please contact Show Management.

NO SMOKING
Show Management has established a policy of no smoking. This applies to the exhibit hall, lounge and meeting rooms.

OPERATION OF EXHIBITS
Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. The use of celebrity spokespersons, magicians, fortune-tellers, dancers, mimes, puppet shows, other entertainment or special promotional activities is prohibited unless exhibitor has written permission from Show Management.

OTHER REGULATIONS
Any and all matters not specifically covered by the preceding Rules and Regulations shall be subject solely to the decision of Show Management. SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMITY WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

PHOTOGRAPHY
An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Show Management may take photographs and may use them freely in any media for Show Management purposes.

PROPERTY DAMAGE
Neither Show Management nor the exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and the exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and the exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.
SIGNAGE
Signs for Show Management approved sponsored functions are permitted but limited to two (2) per hotel and must have prior written approval from Show Management. Signage for product or activity promotion is not permitted outside the space contracted unless specifically authorized by Show Management.

SOCIAL ACTIVITIES
Any social function or special event planned by an exhibiting company to take place during the meeting dates must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. Social and hospitality functions should be held on an invitation-only basis. Host companies must make it clear to their guests that the event is not an official ASCRS function. Host companies agree to assume liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the exhibitor. Hospitality functions within the hotel may only be advertised via the hotel activities board and must be cleared through hotel management. No lobby signs are permitted.

SOUND
Exhibits that include the operation of musical instruments, radios, sound projection equipment or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

STANDARD BOOTH
All linear booths are 100 sq ft (10’ x 10’) unless otherwise noted. Booths have a back wall drape that is 8’ high, with sidewall drapes that are 3’ high. Total height of exhibits (including decorations) may not exceed 8’3” in height. All display fixtures over 4’ in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor’s space that is at least 5’ from the aisle line. No solid exhibit construction may exceed 3’6” in height, except in the rear one-half of the booth. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit.

STORAGE OF PACKING CRATES AND BOXES
Unattended freight in any display space as of one (1) hour prior to Show opening will be removed and stored at the exhibitor’s sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as “empty.” Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit materials outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor’s expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. None of Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

USE OF CERTAIN PROPERTY
Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless Show Management, the service contractor, the exhibit facility and the city and their officers, directors, members, agents and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

USE OF INDEPENDENT CONTRACTORS
Exhibitors who plan to use the services of anyone other than the official service contractor must notify Show Management at least thirty (30) days in advance of Show dates by completing the “Request for Use of Exhibitor-Appointed Contractor” form included in the Exhibitor Kit. This includes exhibit designers and builders, audiovisual and computer suppliers, florists, security firms, photographers, etc. Independent contractors must perform all services in a professional manner in accordance with the Exhibiting Rules and Regulations; not engage in solicitation of business on the exhibit floor for present or future conventions; order decorator labor in advance, either with the official service contractor or directly from the union or from exhibitor appointed contractor; and have all licenses, permits or bonding required by the federal, state, county or municipal governments and the Convention Center or Hotel Management prior to commencing work; and shall provide Show Management with an original Certificate of Insurance at least two (2) weeks prior to the Show dates. The insurance certificate must prove the policy will be in effect during the published installation and dismantling dates. Comprehensive general liability insurance against claims for bodily injury or death and property damage of not less than $1,000,000 for each occurrence and an active worker’s compensation insurance policy covering all permanent employees and temporary labor hired to perform work on this event are required.

USE OF SPACE
No exhibitor shall assign, sublet or share their allotted space with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor’s display, parent or subsidiary companies excepted. Exhibitors must show only goods manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit area.

WAIVER
Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as consent to or a waiver of any right or remedy on any future occasion.
FUTURE ASCRS MEETINGS

May 19 – 23, 2018
Music City Center
Nashville, TN

June 1 – 5, 2019
Cleveland Convention Center
Cleveland, OH

June 6 – 11, 2020
Hynes Convention Center
Boston, MA

April 24 – 28, 2021
San Diego Convention Center
San Diego, CA

April 30 – May 4, 2022
Tampa Convention Center
Tampa, FL

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