



EXHIBIT INFORMATION

EXHIBIT HOURS*

Saturday, April 9 th	12:00 p.m. - 6:30 p.m.**
Sunday, April 10 th	7:00 a.m. – 10:30 a.m. 6:00 p.m. – 8:00 p.m.
Monday, April 11 th	10:00 a.m. – 6:00 p.m.
Tuesday, April 12 th	10:00 a.m. – 1:30 p.m.

*Times subject to change based on final program.

**Reception 6:00 – 7:30 p.m.

TRAFFIC BUILDERS IN EXHIBIT AREA

Subject to change based on final program

- Symposia reception Saturday evening
- Continental breakfast, coffee breaks, and beverage service daily
- Saturday and Tuesday Luncheons

EXHIBIT DETAILS

The exhibit hall is located in the Grand Ballroom G, H, I, J, adjacent to the scientific sessions in E and F.

Tabletop displays will include:

- 1- 8' x 30" Skirted Table
- 2- Chairs

NO free standing floor exhibits will be permitted in tabletop display areas. Standing equipment will be permitted provided it fits in the 6' x 30" space provided. In most cases this would preclude the use of a table. Should equipment be larger than the space reserved, that equipment will not be allowed to be displayed. Companies with tabletop displays bringing standing equipment must notify Show Management in advance.

EXHIBITION FEES AND PAYMENT

In order to participate in the exhibition, complete the Exhibit Support Application. Payment in full is due at the time of application. Checks and applications should be made payable to **AAPS**, and mailed / faxed to:

Jennifer Gecawicz, Fax: 978-524-0498
Exhibits Coordinator, AAPS
900 Cummings Center, Suite 221-U
Beverly, MA 01915
jgecawicz@prri.com

REFUNDS AND CANCELLATIONS

Cancellations received in writing prior to or on **January 14, 2011** will be subject to a 25% administrative fee. There will be no refunds for cancellations received after January 14, 2011.

SHIPPING INSTRUCTIONS

Shipping information will be available in the Industry Service Kit, which will be available mid-December.

INSTALLATION OF EXHIBITS

The exhibit hall will be available for set-up from **1:00 p.m. - 5:00 p.m. on Friday, April 8, 2011**. All exhibits must be set by 5:00 p.m. on **Friday, April 8, 2011** without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. Times are subject to change based on final program.

DISMANTLING OF EXHIBITS

All exhibits must remain intact until the official closing time of **1:30 p.m. on Tuesday, April 12, 2011**, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all materials must be removed no later than 4:00 p.m. on Tuesday, April 12, 2011. Times are subject to change based on final program.

SPACE ASSIGNMENT

Preference of space assignment will be given to Platinum and Gold Supporters, and in the order in which applications are received. **Exhibit space is limited.** The application deadline is December 10, 2010. Following the December 10th deadline, exhibit assignments will be made on a space available basis. Exhibitors wishing to avoid assignment of space adjacent to a particular company should indicate that on their application. Careful consideration will be given to such requests. The AAPS reserves the right to alter the exhibit floor plan at any time.

ELECTRICAL

The Electrical Order Form will be included in the online exhibitor service kit, available mid-December.



EXHIBIT GUIDELINES

ygrunebaum@prri.com 978.927.8330

INFRINGEMENT

Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be permitted.

CONDUCTING EXHIBITS

Drawings, raffles, and quiz-type contests will not be permitted. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Association. 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 of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

FIRE PROTECTION

All materials used in the exhibit area must be flameproof and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local fire department. Crepe paper or corrugated paper, flameproof or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fire-proof may be 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.

SPECIAL NEEDS

The Boca Raton Resort & Club is in compliance with the requirements of the Americans with Disabilities Act (ADA). Provisions include ramp access, restroom facilities, Braille elevator buttons, phone and fire alarms for the hearing impaired.

EXHIBIT PERSONNEL

All exhibit personnel must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Support levels determine the number of complimentary exhibitor registrations. Additional badges are available for \$100 per badge. An exhibitors badge does allow the exhibitor access to the scientific sessions **but** not Symposia.

FOR FURTHER INFORMATION ABOUT EXHIBITING OR GRANT SUPPORT CONTACT:
Yvonne Grunebaum, Director of Industry Relations

HOTEL ACCOMMODATIONS

Rooms are reserved at The Boca Raton Resort & Club. Reservation forms will be forwarded to you with confirmation of exhibit space. Housing reservations will need to be made **before March 8, 2011.**

SECURITY

Security shall be furnished by Management to be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. It is suggested that companies employ a security guard, at the company's cost, to secure valuable equipment or instruments.

PROTECTION OF THE BUILDING

Exhibitors will be held liable for any damage caused to the Boca Raton Resort & Club. No material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the buildings or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

HAZARDOUS WASTE

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of any and all hazardous waste. Any and all costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor.

LIABILITY AND INSURANCE

In the event the hotel reasonably determines it necessary, the Exhibitor shall furnish evidence of liability insurance coverage to the Hotel in the amount and kind reasonably determined to be necessary, which may include naming the Hotel and Hotel Management as "additional" insured(s) on such policy.

INDEMNIFICATION

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save AAPS and the Hotel, its owners, operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.



PREVIOUS EXHIBITORS

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|---|-------------------------------------|
| 3dMD | Lifecell Corporation |
| Allergan | Lippincott Williams & Wilkins (LWW) |
| Axis Three | MedNet Technologies, Inc. |
| AxoGen, Inc. | Mentor Corporation |
| Breast Implants 411 | MicroAire |
| Canfield Imaging Systems | Nextech Systems, Inc. |
| Covidien | Novadaq |
| DJO | PMT/Permark Corporation |
| Eclipsemed | Sargio |
| Ellman International | Sientra |
| Elsevier | Stiefel Laboratories |
| Ethicon Endo-Surgery | Stone Soup Technology, LLC |
| Francis A. Countway Library of Medicine | Syneron |
| Healthcare.com, Inc. | Synovis Surgical Innovations |
| History Exhibit | Tissue Banks International |
| Integra Lifesciences | Tulip Medical Products |
| KLS Martin L.P. | Zoll Medical Corporation |

2010 PROFESSIONAL ATTENDANCE

Total Professional:	394
Member Physician	213
Life Fellow	11
Resident	104
Non-Member, Physician	66