





## EXHIBIT INFORMATION

### EXHIBIT HOURS\*

Saturday, April 9 <sup>th</sup>	12:00 p.m. - 6:30 p.m.**
Sunday, April 10 <sup>th</sup>	7:00 a.m. – 10:30 a.m. 6:00 p.m. – 8:00 p.m.
Monday, April 11 <sup>th</sup>	10:00 a.m. – 6:00 p.m.
Tuesday, April 12 <sup>th</sup>	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](mailto: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 10<sup>th</sup> 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](mailto: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**

- |   |                                     |
|---|-------------------------------------|
| 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

# EXHIBIT AGREEMENT

90th Annual Meeting and Aesthetic Symposium  
April 9 – 12, 2011 – Boca Raton, FL



Please complete all sections of this application and either type or print in each section. Sign and return both sides either with a check payable to AAPS 900 Cummings Center, Suite 221-U, Beverly, MA 01915 or fax both sides with a credit card number to 978-524-0498. Applications must be accompanied by payment in full. Space will be assigned after January 14, 2011. Applications will be accepted after January 14<sup>th</sup> on a space available basis. Confirmations will be sent after exhibits are assigned.

<b>CONTACT INFORMATION</b>  <b>Contact Person</b> <small>This person will receive all correspondence pertaining to this meeting.</small>  <b>Title</b>  <b>Telephone number</b> _____ <b>Fax number</b> _____  <b>Email address</b>  <b>Company Name</b>  <b>Street Address</b>  <b>City/State/Postal Code /Country</b>  <b>Exhibit Space</b> _____ <b>\$4,000</b> <b>6' x 30" Tabletop</b>  <b>Location preferences: (List table numbers)</b> <b>1<sup>st</sup> Choice</b> _____ <b>3<sup>rd</sup> Choice</b> _____ <b>2<sup>nd</sup> Choice</b> _____ <b>4<sup>th</sup> Choice</b> _____  <b>Applications without appropriate payment will not be processed.</b>  <b>We would like to be near</b> _____  <b>We would not like to be near</b> _____  <small>The AAPS will make every effort to honor your location requests.</small> <b>PROGRAM BOOK LISTING:</b> Please email a 50 word COMPANY description to jgecawicz@pri.com by January 14, 2011 to be included in the Final Program Book. When emailing description please include the following: <ol style="list-style-type: none"><li>1. "AAPS" in the subject line of your email</li><li>2. Company Name</li><li>3. Mailing Address</li><li>4. Appropriate contact email address</li><li>5. Company website address</li><li>6. 50 word COMPANY description.</li></ol>	<b>COMPANY DESCRIPTION:</b> Describe products and services to be exhibited in 10 words or less. This will allow us to determine your company's eligibility to exhibit.  <b>PAYMENT METHOD:</b> <input type="checkbox"/> Check amount enclosed: \$ _____ <b>CREDIT CARD</b> <input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa Amount to be charged: \$ _____  Credit Card Number _____  Expiration Date _____ Security Code (3-4 numbers on front or back of card) _____  Name as it appears on credit card _____  Cardholder's Signature _____  <input type="checkbox"/> Please check if credit card billing address is same as contact information at the top of the form. <input type="checkbox"/> If billing address is not the same please enter below.  <b>Company Name</b> _____  <b>Street Address</b> _____  <b>City/State/Postal Code /Country</b> _____  <small>WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS SET FORTH IN THE PROSPECTUS AND THIS APPLICATION (FRONT AND BACK). ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT. CONFIRMATION WILL BE SENT ON OR AFTER JANUARY 14<sup>th</sup>.</small>  <b>AUTHORIZED SIGNATURE</b> _____  <b>PRINT NAME</b> _____  <b>TITLE</b> _____  If you have any questions please contact us at 978-927-8330 or email us at jgecawicz@pri.com
<b>FOR AAPS USE ONLY</b>	
Date received: _____ Total Amount due: \$ _____ Amount received: _____ Accepted by: _____ ID #: _____	

EXHIBIT SUPPORT AGREEMENT (Page 2)

90th ANNUAL MEETING AND AESTHETIC SYMPOSIUM ♦ April 9 – 12, 2011 ♦ Boca Raton, FL

The American Association of Plastic Surgeons and its authorized representatives are hereinafter referred to as "Show Management."

**1. PAYMENT AND REFUNDS.** Applications must be accompanied by payment in full. Applications received without such payment will not be processed nor will space assignments be made. If Show Management receives a written request for cancellation in whole or part of space on or before January 14, 2011, the exhibitor will be liable for a 25% processing fee. For cancellations in whole or part received after January 14, 2011, no refunds will be issued. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails 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 booth location shown on the face of the contract 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 the Show Management enters into a further lease for the space involved.

**2. 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 EXPOSITION.**

**3. USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet, or share the space allotted 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 by them in the regular course of business. Should an article of 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 Areas.

**4. 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 exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children sixteen (16) years of age and under will not be admitted to the exhibit halls at any time.

**5. 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. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied three hours prior to opening, may be resold or reassigned without refund. No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show.

**6. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided 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 exposition.

**Exhibitor Plan Review.** Booth 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 exposition.

**7. EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as 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. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with the 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. Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose. 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. Exhibitors must comply with City and State fire regulations. Independent contractors must conform to IAEM, ESCA and ED&PA guidelines. All exhibitor labor must comply with established labor jurisdictions.

**8. STORAGE OF PACKING CRATES AND BOXES.** 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. Crates 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 and cartons 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 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 Show Contractors for removal time and materials at prevailing rates.

**9. OPERATION OF DISPLAYS.** 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 exposition as a whole. This includes, but is not limited to, any 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 exposition 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.

**Direct Sales.** No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

**Contests, Drawings & Lotteries.** All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exposition.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. 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. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

**Live Animals.** Live animals are prohibited.

**Models.** Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, public address systems or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or 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.

**10. SOCIAL ACTIVITIES.** Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management.

**11. LIABILITY AND INSURANCE.** The Exhibitor and its appointed contractor shall obtain and maintain and provide evidence of insurance in amounts sufficient to provide coverage for any liabilities which may reasonably arise out of, or result from, the respective obligations pursuant to this contract. Hotel does not provide security in the meeting and function space and all personal property left in the meeting or function space is at the sole risk of the Exhibitor. Group agrees to advise its attendees that they are responsible for safekeeping of their personal property. Exhibitor acknowledges that the Hotel cannot be responsible for the safe keeping of equipment, supplies, written material or other valuable items left in the function rooms. Accordingly, exhibitor acknowledges that it will be responsible to provide security of any such aforementioned items and hereby assumes the responsibility for loss, theft.

**12. INDEMNIFICATION.** The Parties agree to indemnify and hold harmless the other party and its respective affiliated companies, partners, successors, assigns, legal representatives, devisees, officers, directors, shareholders, employees and agents from all damages, liabilities, losses, penalties, judgments, or expenses (including, attorney's fees, costs and expenses of investigation) directly or indirectly arising out of or resulting from the acts, omissions or negligence of the other party. All indemnity obligations shall survive any end to this Agreement.

**Property Damage.** Neither Show Management nor 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 Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**13. CARE OF BUILDING AND EQUIPMENT.** Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

**14. 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 Exhibitor's failure to comply with the Act.

**15. 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 REGULATION, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE 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.**

DATE \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_



AAPS  
April 9-12, 2011  
Grand Ballrooms G, H, I, J

