

**Priority Point Deadline
 Extended to October 31, 2011**

**APPLICATION AND CONTRACT
 FOR EXHIBIT SPACE**

In making application and submitting payment, we agree to comply with the terms and conditions of this contract and the exhibitor rules and regulations.

**Priority Point Application Deadline:
 October 1, 2011**

Refunds will not be issued for cancellations made after December 31, 2011.

PLEASE REFER TO THE MOST CURRENT FLOORPLAN FOR BOOTH CHOICES:

	Choices	Size	Cost
1st	_____	_____	_____
2nd	_____	_____	_____
3rd	_____	_____	_____

COMPANIES YOU WOULD PREFER TO BE NEAR:

OR NOT BE NEAR:

<p>BOOTH RENTAL FEES \$2,850.00 per booth per 10x10 (in-line) \$3,050.00 per booth per 10x10 (corner) \$33.50 per square foot for islands \$1,100.00 for a non-profit booth per 10x10 (in-line) \$1,200.00 for a non-profit booth per 10x10 (corner)</p> <p>Note: Exhibitors requesting to purchase aisle space must meet the following criteria: 1) the aisle space does not infringe on a main aisle; 2) the aisle area adjoining the booth space must be the same length.</p> <p>All requests are at the discretion of the Association.</p>	<p>CIRCLE THE CATEGORY OF PRODUCTS TO BE DISPLAYED:</p> <table border="0"> <tr> <td>Animal Models</td> <td>Educational Materials</td> <td>Insulin</td> <td>Non-profit Org.</td> <td>Skin Care</td> </tr> <tr> <td>Body Fat Analyzers</td> <td>Exercise Equipment</td> <td>Insulin Delivery</td> <td>Oral Care Products</td> <td>Specialty Reference Laboratories</td> </tr> <tr> <td>Biologics Development</td> <td>Footcare/Footwear</td> <td>Invitro Diagnostics</td> <td>Orthotics & Prosthetics</td> <td>Supplies</td> </tr> <tr> <td>Cell Lines & DNA</td> <td>Glucose Monitors</td> <td>Laboratory Research Products</td> <td>Patient Services</td> <td>Syringes</td> </tr> <tr> <td>Certification</td> <td>Hyperbaric Chambers</td> <td>Laboratory Services</td> <td>Pharmaceuticals</td> <td>Vaccines</td> </tr> <tr> <td>Clinical Research</td> <td>Imaging Devices</td> <td>Lancets</td> <td>Pregnancy Test Kits</td> <td>Vision/Eye Care</td> </tr> <tr> <td>CME/Online Programs</td> <td>Immunoassay Kits</td> <td>Market Research</td> <td>Professional Services</td> <td>Vitro Diagnostics</td> </tr> <tr> <td>Computer Software</td> <td>Impotence Devices</td> <td>Medical Devices</td> <td>Publications</td> <td>Wound Care</td> </tr> <tr> <td>DME</td> <td>Impotence Treatments</td> <td>Monitors</td> <td>Recruitment</td> <td>Other (Specify)</td> </tr> <tr> <td>Diagnostic Equipment</td> <td>Infusion Products</td> <td>Online Programs</td> <td>Research</td> <td></td> </tr> <tr> <td>Dietary Products</td> <td>Injection Aids</td> <td></td> <td></td> <td></td> </tr> </table>	Animal Models	Educational Materials	Insulin	Non-profit Org.	Skin Care	Body Fat Analyzers	Exercise Equipment	Insulin Delivery	Oral Care Products	Specialty Reference Laboratories	Biologics Development	Footcare/Footwear	Invitro Diagnostics	Orthotics & Prosthetics	Supplies	Cell Lines & DNA	Glucose Monitors	Laboratory Research Products	Patient Services	Syringes	Certification	Hyperbaric Chambers	Laboratory Services	Pharmaceuticals	Vaccines	Clinical Research	Imaging Devices	Lancets	Pregnancy Test Kits	Vision/Eye Care	CME/Online Programs	Immunoassay Kits	Market Research	Professional Services	Vitro Diagnostics	Computer Software	Impotence Devices	Medical Devices	Publications	Wound Care	DME	Impotence Treatments	Monitors	Recruitment	Other (Specify)	Diagnostic Equipment	Infusion Products	Online Programs	Research		Dietary Products	Injection Aids			
Animal Models	Educational Materials	Insulin	Non-profit Org.	Skin Care																																																				
Body Fat Analyzers	Exercise Equipment	Insulin Delivery	Oral Care Products	Specialty Reference Laboratories																																																				
Biologics Development	Footcare/Footwear	Invitro Diagnostics	Orthotics & Prosthetics	Supplies																																																				
Cell Lines & DNA	Glucose Monitors	Laboratory Research Products	Patient Services	Syringes																																																				
Certification	Hyperbaric Chambers	Laboratory Services	Pharmaceuticals	Vaccines																																																				
Clinical Research	Imaging Devices	Lancets	Pregnancy Test Kits	Vision/Eye Care																																																				
CME/Online Programs	Immunoassay Kits	Market Research	Professional Services	Vitro Diagnostics																																																				
Computer Software	Impotence Devices	Medical Devices	Publications	Wound Care																																																				
DME	Impotence Treatments	Monitors	Recruitment	Other (Specify)																																																				
Diagnostic Equipment	Infusion Products	Online Programs	Research																																																					
Dietary Products	Injection Aids																																																							

Name of Product: _____ New _____ Improved _____

PAYMENT INFORMATION: 10% **ON-SITE** DEPOSIT 50% DEPOSIT FULL PAYMENT **AMOUNT ENCLOSED:** \$ _____

PAYABLE BY: CHECK CREDIT CARD **TYPE OF CARD:** VISA MasterCard AMEX

NOTE: IF PAYING BY CHECK DO NOT INCLUDE NOTATIONS ANYWHERE ON THE FACE OF THE CHECK, OR ON THE MEMO LINE. CHECKS WITH NOTATIONS WILL BE RETURNED.

CARD NUMBER: _____ **EXP:** _____ **SECURITY CODE** _____

NAME: (as it appears on card) _____

AUTHORIZED SIGNATURE: _____

FXED OR E-MAILED APPLICATIONS ARE NOT ACCEPTED!
 APPLICATIONS MUST BE MAILED WITH PAYMENT AS SHOWN BELOW:

Make Checks Payable to: American Diabetes Association. Mail Application and Deposit to (vis US Mail): American Diabetes Association, PO Box 418805, Boston, MA 02241-8805; or (via Courier) Overnight Packages: Bank of America Merrill Lynch Lockbox Services, Lockbox 418805, MA5-527-02-07, 2 Morrissey Blvd., Dorchester, MA 02125 Federal ID #: 131623888; Questions? Call A. Fassano & Company, 900 Route 168, Suite A2, Turnersville, NJ 08012; Phone: (856) 232-2322; Fax: (856) 232-2312; E-mail: exhibits@AFassanoCo.com

THE ASSOCIATION RESERVES THE RIGHT TO RESTRICT OR DENY ANY BOOTH ASSIGNMENT THAT WOULD COMPROMISE THE INTEGRITY OR DESIRABILITY OF THE EXHIBITION.

Company listing and description will be printed in the Final Program if application and deposit are received by March 2, 2012.

Companies exhibiting at the 2011 Scientific Sessions are given an opportunity to select space on site for 2012. A ten (10) percent non-refundable deposit is required at the time of booth selection. On or before October 1, 2011 another forty (40) percent deposit is required. Companies who exhibited in 2011, but did not select space on site may submit their application with the required fifty (50) percent deposit before October 1, 2011 to be assigned in the second tier of assignments according to priority points. Companies who did not exhibit in 2011 and submit their application prior to October 1, 2011 will be assigned after the second tier of assignments.

Applications received after October 1, 2011 with the required deposit of fifty (50) percent will be assigned space on a first-come, first-served basis by date received regardless of priority points accrued. Full payment is due on April 15, 2012. After April 15, 2012, applications must be accompanied by full payment. The applicant may not cancel this contract without the written consent of the American Diabetes Association.

Cancellations and reductions must be provided in writing to Show Management and must be by mutual consent of the applicant and the Association. Cancellations or reductions on or before October 1, 2011 by exhibitors assigned onsite in 2011 will result in the forfeiture of the entire ten (10) percent deposit, or in the case of reductions, the appropriate fraction thereof. Exhibitors who applied with fifty (50) percent deposit after on-site assignments and cancel or reduce space on or before October 1, 2011 will be responsible for a \$200 processing fee for each 10 x 10 with the balance of the deposit refunded. If an exhibitor cancels or reduces after October 1, 2011 but on or before December 31, 2011 the exhibitor will forfeit 50% of the original booth fee. If an exhibitor cancels or reduces space after December 31, 2011, the entire contracted space fee will be forfeited. Reductions in booth space are considered the same as cancellations. If an exhibitor originally contracts for a 10' x 20' and then reduces to a 10' x 10' space, the cancellation policy will be enforced for cancelling a 10' x 10' space.

BY SIGNING THIS CONTRACT YOU ARE AGREEING TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING EXHIBITING WITH THE ADA ANNUAL SCIENTIFIC SESSIONS.

Note: Confirmation letters, invoices, housing/registration forms, the Exhibitor Service Kit, and other materials will be sent to the contact person listed below.

Company Name (as it should appear in Final Program) _____

Contact Name _____ Position _____

Business Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Telephone with Area Code _____ Fax with Area Code _____

Contact E-Mail Address _____

Company Web-Site _____

Signature _____ Date _____

E-mail Address of Person to Receive Exhibitor Service Kit (if different or in addition to the above listed contact person)

Please note: These Rules and Regulations may be supplemented by additional rules included in the Exhibitor Prospectus and Service Kit as well as any updates or clarifications communicated to all exhibitors via fax, mail or e-mail.

Age Restriction: No one under the age of 18 is allowed on the exhibit floor.

Assignment of Booth Space: Exhibit space is assigned according to a Priority Points System. Please review the *Priority Points System for 2012 Booth Assignments* for clarification. **PROCEDURE FOR 2012 ASSIGNMENTS:** All 2011 exhibiting companies will be given the opportunity to select space on-site in San Diego during assignment meetings scheduled by priority point order. Companies applying on-site will have the opportunity to provide ten (10) percent deposit along with their application. On or before October 1, 2011 another forty (40) deposit is required. Any company not applying on-site will have until October 1, 2011 to apply with fifty (50) percent deposit to qualify for priority point assignment. New exhibitors applying prior to the deadline will be assigned space after companies with priority points have been assigned based on the points accrued. Applications with fifty (50) percent deposit received after October 1, 2011 will be assigned space on a first-come, first-served basis by date received regardless of priority points.

Blood Samples: Only licensed individuals, including phlebotomists and technicians, are permitted to take blood samples, either by finger stick or intravenous drawing of blood. Exhibitor is responsible for disposing of samples and the materials used to obtain the samples in accordance with local and state health ordinances and laws, and must arrange for the disposal of these waste materials as further detailed in the Exhibitor Service Kit. In addition to ensuring that the medical waste company complies with federal and state regulations concerning the screening, handling, and disposal of infectious medical waste, under OSHA rules, phlebotomists and technicians are required to use gloves when body fluids are handled. Protective clothing must be available. Spills must be immediately cleaned and disinfected. Needles are not to be recapped, purposely bent or broken by hand, removed from disposable syringes and needles, and scalpel blades and other sharp items must be placed in a puncture resistant container for disposal.

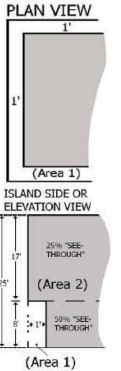
Booth Construction:
Booths: Standard 10 foot deep and 10 foot wide booths with a back wall sign bearing the exhibiting company name, city, and booth number will be furnished to each exhibitor by ADA Exhibit Management. The booth background drape is 8 feet high with 3 foot high sidewall dividers. The aisles are in the exhibit hall are carpeted, so you must supply the required booth carpeting. **Booth furniture, carpeting, special drapery and other special services are NOT supplied** and may be obtained at the prevailing rates through the General Service Contractor using forms found in the Exhibitor Service Kit.

Linear: Display booths and other exhibits shall not be placed in such a manner as to interfere with other exhibits. Booth constructions in areas with a back wall will be restricted to 8 feet in height. If exhibit construction includes side structures, they may be carried to the 8 foot height for a distance of only 5 feet from the back wall. The balance of the distance must be confined to 4 feet in height. These rules must be adhered to so that no booth will interfere with other exhibitors.

All Island and MultiStory Displays:

- All island and multi-story displays must have access from all four sides, unless the exhibitor wanting limited access received permission from ADA (at ADA's sole discretion).
- A fifty percent (50%) see-through effect on the portion of the booth from the floor up to a minimum of 8' in height is required. Compliance will be determined from a minimum of two angles. No exhibit structure may span an aisle by roofing or floor covering.
- A twenty-five percent (25%) see-through effect on the portion of the booth from 8' up to the maximum height of 25' is required. Compliance will be determined from at a minimum of two angles.
- Display components from 8' to 25' in height may extend to the edge of the exhibit space. (See AREA 2)
- Complete scale drawings, both concept and construction, indicating applicable set back, exhibit height, live demonstration areas and supplemental/back out lighting requests must be submitted to ADA Exhibit Management for approval no later than 45 days prior to the Scientific Sessions.
- Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.
- Move-in/setup may not begin without written preliminary approval of plans by ADA Exhibit Management. Final determination will be made during installation of exhibit. Any changes required to bring an exhibit into compliance with the island and multi-story display rules shall be made at the exhibitor's expense.
- No part of any island or multi-story display may exceed a height of 25' from the floor of the exhibit hall.
- All Island and MultiStory Displays 20' x 30' or larger must meet all of the above as well as rule number 9 below:**
- Display components from the floor to 8' in height may NOT be closer than 1' to any external boundary of the exhibit space. (See AREA 1) This applies only to displays that are 20' x 30' or larger.

ISLAND FLOOR PLAN VIEW



Please note that the display and banner height restriction remains at 25 feet. Multi-story displays require prior written approval from the ADA, facility and the fire marshal.

If an exhibitor creates debris during the construction and installation of the display, they must immediately restore a clean environment for neighboring booths.

Cancellation of Event: If an emergency arises prior to the opening date of the event, or during the event, which prevents its scheduled opening and/or operation, such as strikes, destruction or damage of the exhibit hall, acts of God, terrorism, or a declaration of a national emergency by the President, it is expressly understood and agreed that the ADA may retain as much of the full payment for exhibit space as necessary to cover expenses incurred up to the time of such emergency.

Cancellations & Reductions: Cancellations and reductions must be provided in writing to Show Management and must be by mutual consent of the applicant and the Association. Cancellations or reductions on or before October 1, 2011 by exhibitors assigned on-site in 2011 will result in the forfeiture of the entire ten (10) percent deposit, or in the case of reductions, the appropriate fraction thereof. Exhibitors who applied with fifty (50) percent deposit after on-site assignments and cancel or reduce space on or before October 1, 2011 will be responsible for a \$200 processing fee for each 10 x 10 with the balance of the deposit refunded. If an exhibitor cancels or reduces after October 1, 2011 but on or before December 31, 2011 the exhibitor will forfeit 50% of the original booth fee. If an exhibitor cancels or reduces space after December 31, 2011, the entire contracted space fee will be forfeited.

Reductions in booth space are considered the same as cancellations. If an exhibitor originally contracts for a 10' x 20' and then reduces to a 10' x 10' space, the cancellation policy will be enforced for cancelling a 10' x 10' space.

Care of Exhibit Space: Exhibitors must, at their expense, maintain and keep booths and exhibits in clean and good order. Exhibitors and their designated agents shall be responsible for the cost of removing any excess waste, as deemed by the Convention Center, ADA Exhibit Management, or the ADA.

Contracted Services and Information: ADA Exhibit Management has, in the best interest of the exhibitors, selected Champion Exposition Services to serve as the official General Service Contractor to provide services to the exhibitors. The contractor will provide to the exhibitors, for a fee, all labor, equipment and supervision. Complete information, instructions, and schedules of prices for services and rentals is included in the Exhibitor Service Kit. An Exhibitor Service Center will be maintained on the exhibit floor to facilitate service requests for exhibitors.

Damage: Exhibitors are responsible for all damage to the building, including damage by employees, representatives or agents. No nails, tacks or screws shall be put into walls, woodwork or flooring of the building.

Deposits and Payments: Applications must be accompanied by a deposit. 2011 on-site applicants are required to provide a ten (10) percent deposit, with an additional forty (40) percent on or before October 1, 2011. All other applicants must provide a fifty (50) percent deposit. Full payment is due on April 15, 2012. After April 15, 2012 applications must be accompanied by full payment. If paying by check, please do not include any notations in the memo line of the check.

Electrical Connections and Charges: All electrical wiring must be approved and installed in accordance with local regulations. An electrical order form can be found in the Exhibitor Service Kit.

Eligibility: The ADA reserves the right to accept, reject or condition acceptance, based on ADA's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to the ADA or to ADA Exhibit Management, by the potential exhibitor, including payment of debts must be fulfilled. No exhibits will be allowed that are not directly related to diabetes care, the treatment of diabetes or research of diabetes. Exhibitors must comply with ADA's Food and Beverage policy as outlined in the Exhibitor Service Kit. Companies who have not previously exhibited at the Scientific Sessions must provide a description of their products and the appropriate government approval status along with their application for booth space. Booth space will not be assigned until such application is approved by the ADA.

Enforcement of Rules and Regulations Policy: Each exhibitor shall agree to observe all policies. Violators will incur one penalty for each regulation violated.

- The first violation of any rule or regulation detailed on the Application and Contract for Exhibit Space, in the Exhibitor Service Kit, or any subsequent amendments will result in the company receiving a written warning.
 - A second violation will result in forfeiture of priority points for exhibiting for that year.
 - A third violation will result in forfeiture of remaining accrued exhibit priority points.
 - A fourth violation will result in one year's suspension of exhibit privileges at any ADA meeting or exposition.
- Notwithstanding the foregoing, the ADA and ADA Exhibit Management reserve the right to remove any exhibitor or exhibition, in their sole discretion, for the best interests of the exhibitors, and attendees.

Exhibitor and Meeting Registration: Exhibitors' badges are restricted to personnel actually employed by the company reserving exhibit space. Each exhibitor will furnish ADA Exhibit Management, in advance, the names of those who will staff the booth. Instructions will be provided in the Exhibitor Service Kit for exhibitors to register their booth personnel. There is no limit on exhibit booth personnel badges. One person per 10' x 10' booth space, not to exceed 10 people, may attend the program sessions on a complimentary basis as a Corporate Delegate. Exhibitors must designate the name of such individuals prior to meeting registration. Exhibitor and Corporate Delegate badges can be picked up at Exhibitor Registration. Badges are not mailed to exhibitors. Multiple changes or additions must be submitted by the onsite booth supervisor at least one hour in advance of pickup. All company personnel must provide proper company identification when picking up their badges. If so indicated on the form, the company supervisor may pick up all company personnel badges, with the exception of the complimentary Corporate Delegate badges. Complimentary Corporate Delegate registrants must pick up their badges personally at Exhibitor Registration. Valid employee identification is required for both exhibitors and Corporate Delegates. If company personnel need admission to the exhibit hall at a time other than the listed hours, special permission must be obtained from ADA Exhibit Management.

Exhibitor Identification: Exhibitor Identification in all ADA publications and on all signs and booth graphics must be the one company name submitted on the Application and Contract for Exhibit Space. The use of the American Diabetes Association's logo, trademarks, or any other intellectual property shall not be used in connection with any product, service, advertising, or promotional material displayed or disseminated by the exhibitor, without the express prior permission of the ADA, which may be withheld in ADA's sole discretion.

Exhibitor Installation:	Exhibitor Dismantle:
WED, June 6 8:00AM-5:00PM	MON, June 11 4:00PM-10:00PM
THU, June 7 8:00AM-5:00PM	TUE, June 12 8:00AM-5:00PM
FRI, June 8 8:00AM-5:00PM	WED, June 13 8:00AM-5:00PM
SAT, June 9 7:00AM-9:00AM	

Exhibitor Service Kit: An online Exhibitor Service Kit will be available in February 2012. In case of conflict with the stated Rules & Regulation herein, the rules included in the Exhibitor Service Kit will prevail.

FDA Regulations: Each exhibitor must comply with all FDA regulations. Contact the Division of Drug Marketing, Advertising and Communications with any questions on Food and Drug Administration guidelines: Phone 301-796-1200.

Flammable Materials: Flammable liquids, substances or materials are strictly prohibited for use in booth or storage within or behind a booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations.

Floor Plan: The floor plan for this exhibit will be maintained as originally presented whenever possible. However, the ADA reserves the right to modify such plan to the extent necessary for the best interests of the market, exhibitors, and industry.

Food and Beverage Guidelines: All companies must adhere to the Food & Beverage Guidelines outlined in the Exhibitor Service Kit. No food and/or beverages may be served by exhibitors within the exhibit hall without the prior approval of ADA Exhibit Management. Alcoholic beverages may not be distributed in the exhibit hall without prior written approval from the American Diabetes Association.

Installation and Removal of Exhibits: Exhibits must remain intact until final closing hour of the exhibit hall. Receiving of shipments and return of crates is detailed in the Exhibitor Service Kit. Booths must be completely assembled and ready for inspection by ADA Exhibit Management by 9:00 AM on Saturday, June 9, 2012.

Liability: The American Diabetes Association, the Convention Center, the General Service Contractor, A. Fassano & Company, the employees and their representatives disclaim any and all responsibility for any injury, loss or damage that may occur to the exhibitor, its agents or employees, or its property or wages, arising from any cause whatsoever, prior, during, or subsequent to the exhibit. Each exhibitor, by signing the application and contract to exhibit, and agreeing to be bound to its terms and conditions, including those detailed in these Rules and Regulations, expressly understands that it indemnifies, releases and holds harmless the American Diabetes Association, the Convention Center, the General Service Contractor, and A. Fassano & Company and the employees thereof, from, each against, any and all claims for loss, injury or damage. Exhibitors are advised to remove after closing hours, place in safekeeping or otherwise secure small or easily portable articles of value. Exhibitors are encouraged to insure themselves against property loss or damage, and against liability for personal injury.

Literature Distribution: Exhibitors may distribute materials only from the assigned booth. NO materials may be placed on seats, attached to walls, ceilings or woodwork in the facility, left in public places or distributed in the aisles of the Exhibit Hall. Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and their representatives (including models) only within their own booths. ADA may reject any or all materials in its sole discretion. Distribution of any printed material, showing of equipment or product presentations to ADA registrants or guests by exhibitors, other than in the exhibitors' assigned booth space during the official dates of the Scientific Sessions are prohibited.

Live Booth Theatre Productions/Demonstrations: Exhibitors planning a live booth theatre production must adhere to the following guidelines: (Also see "Meet the Expert Presentation" Rules)

- Live booth theatre productions must take place during Exhibit hall hours only.
- Live booth theatre productions may only be product related. It is the responsibility of the exhibitor to receive prior approval from the ADA for any product demonstration or presentation that may be questionable in nature.
- The number and length of product presentations in a live booth theatre atmosphere is not limited as long as the speaker is a full-time employee of the company and is not a professional registered attendee of the Scientific Sessions. (Refer to the "Meet the Expert Presentations" section for further speaker guidelines.)
- The "theatre" layout must be submitted for approval to ADA Exhibit Management no later than 60 days prior to the Scientific Sessions.
- Theatre style productions/demonstrations must be set back from the aisle to allow for chairs and standing room within the booth to accommodate attendees.
- Sound enhancement may be used but the level must not be more than 65 decibels, may not be taller than 12 feet high, and must not interfere with adjacent exhibitors. The ADA and ADA Exhibit Management reserves the right to monitor all sound levels and require the exhibitor to adjust the volume accordingly regardless of the decibel level stated above if the level interferes with adjacent exhibitors.
- Theatre speakers must be positioned so that they face downward into the theatre, may not be taller than 12 feet high, and may not be positioned to face directly into an aisle.
- Use of celebrities is permitted only upon approval.
- No copyrighted music may be used unless the exhibitor has obtained written permission from the copyright owner for such use.
- Theatre programs including times and length of presentations and the proposed speakers and topics must be submitted to ADA Exhibit Management for approval no later than 60 days prior to the Scientific Sessions.
- Non-profit organizations are not eligible for live booth theatre productions. ADA strongly encourages exhibiting companies to refrain from making any final arrangements including but not limited to speakers or travel prior to receiving full approval.

The ADA and ADA's Exhibit Management reserve the right to order objectionable presentations discontinued until such time as mutually agreeable presentation may be developed. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

Meet the Expert Presentations: Exhibiting companies will have the opportunity to conduct "Meet the Expert Presentations" within their exhibit booth space under the following guidelines. Exhibitors must receive prior permission and meet the guidelines required in order to conduct such presentations. The presentations must be focused on a specific drug/product manufactured by that company. Clinical management presentations with a broader area, such as "Lipid Lowering in the Patient with Diabetes", are not permitted. Those should be submitted for presentation as a Corporate Symposia.

- An unlimited number of Presentations may be held each day.
- Presentations are limited to twenty (20) minutes duration.
- Presenter/speaker may be an attendee of the Scientific Sessions.
- Presenter/speaker may be a speaker or presenting an oral or poster presentation as part of the ADA official educational program however, the content of the exhibitor presentation may not be identical, but may refer to content presented in the ADA official educational program, oral or poster presentations.
- If the presentation refers to content which the speaker presents as part of the ADA official education program, oral or poster presentation, the exhibitor presentation may only take place after the ADA official education program presentation.
- Exhibiting company must request approval via e-mail including the titles, name of speakers, and an outline of content of the Meet the Expert Presentation no later than thirty (30) days prior to the Scientific Sessions.
- Non-profit organizations are not eligible to conduct Meet the Expert Presentations in their booth.
- Meet the Expert Presentations must be set back from the aisle to allow for chairs and standing room within the booth to accommodate attendees. ADA strongly encourages exhibiting companies to refrain from making any final arrangements including but not limited to speakers or travel prior to receiving full approval.

The ADA and ADA's Exhibit Management reserve the right to order objectionable presentations discontinued until such time as mutually agreeable presentation is developed. The exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

Meeting Room Request: All requests for meeting space, including at a location other than the official ADA hotels or convention center, must be submitted via the Meeting Request Form and submitted to the ADA Convention Operations Department. Do not submit requests directly to the venues. Exhibitors who have arranged for third parties to plan functions for them must submit, along with the Meeting Request Form, a letter of authorization on the exhibitor's letterhead stating the name of the third party and designating them as their agent. After space assignment is made by the ADA, the organizer is responsible for finalizing all arrangements with the assigned hotel or convention center. Hospitality Suites and Meeting Room requests will only be released to exhibitors. Further instructions regarding meeting space will be available in the Exhibitor Service Kit.

Music Licensing: The exhibitor shall be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works or patented inventions and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by any third party which is used directly or indirectly, by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold the Association harmless from and against any claim of liability and any incident or resulting loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

Outside Contractors: Exhibitors must notify the ADA and ADA Exhibit Management by April 22, 2011 if they will be using an I&O contractor, other than Champion Exposition Services. The outside contractors must utilize only union labor if required by the facility. Exhibitor Appointed Contractors must submit a certificate of insurance to the General Service Contractor thirty (30) days prior to the meeting as outlined in the Exhibitor Service Kit. All EACs shall abide by the terms, conditions, rules and regulations set forth herein. EACs may not solicit exhibitors. Violation of any rule or regulation may result in the appointed contractor's removal from the exhibit floor.

Photography/Videotaping and Camera Crews: Photographing, including using camera enabled cell phones, videotaping or otherwise examining another exhibitor's equipment or display without permission is forbidden. Live public/media broadcasts by exhibitors are strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crew, must comply with the following procedures:

- Exhibitors may request permission from ADA Exhibit Management to use a non-official photographer to photograph their booth for internal marketing purposes only. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the exhibit hall.
- Exhibitors may request permission from ADA Exhibit Management to use a non-official mobile camera crew to videotape their own booth for internal company purposes only. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the exhibit hall.
- Non-official photographers and/or mobile camera crews who have received prior approval from ADA Exhibit Management must obtain a pass from the ADA Exhibit Management office upon their arrival on site.
- Non-official photographers and/or mobile camera crews must be escorted to and from exhibitors' booths by ADA Exhibit Management.
- All non-official contractors must provide a Certificate of Insurance to ADA Exhibit Management in the amount of \$2 million dollars naming the American Diabetes Association as the additional insured.

NOTE: ADA's Exhibit Management does not require schedules or request approval for personnel to enter the hall for the installation and dismantle of stationary cameras and video equipment which will be used by exhibitors for approved booth presentations or activities as these are not used for live public/media broadcasts.

AdvaMed and PhRMA Codes: All exhibiting companies must comply with the AdvaMed and PhRMA Codes on interaction with healthcare professionals.

Press Guidelines for Exhibitors: Organizations wishing to display information for members of the media attending the Scientific Sessions through the Association's News Room are subject to the following guidelines:

- Only media information directly related to an abstract that is included in the Scientific Sessions program will be permitted.
- This media information must be confined to the specific abstract in question. It is strongly recommended that the abstract is described through just a news release, and not through additional related materials (e.g., fact sheets).
- The Association will not permit any product-specific literature, company, or product promotional materials in the media information package. No media kits will be allowed.
- No materials may be displayed without prior ADA approval of media information materials. ADA reserves the right to reject the materials for any reason, which need not be disclosed.

Preview of Products: Products which are not yet available to the general public may be exhibited provided that the products are clearly labeled as not yet available and pending proper government approval, as long as such approval has been applied for from the appropriate government entity. Exhibitors who fail to comply with this rule will be removed from their booth with no refund of payment.

Prizes: No exhibitor will be permitted to conduct any prize drawings, raffles, sample giveaways, premium gifts, awards for signing of names and addresses, etc. without prior approval of the ADA or ADA Exhibit Management. Further information will be provided in the Exhibitor Service Kit.

Purchasing Aisle Space/Spawning An Aisle: Exhibitors may purchase aisle space between their exhibit space if (a) the aisle space does not infringe on a main aisle; and (b) the aisle area adjoining the booth spaces is the same length. This request may be granted at the discretion of the Association. Exhibitors requesting to span an aisle by roofing must purchase the aisle space. Exhibitors interested in purchasing aisle and roofing space must submit requests in writing to the ADA no later than thirty (30) days prior to the Exhibit.

Restrictions: The Association reserves the right to establish restrictions for exhibits in order to enhance the success of the exposition. These restrictions cover persons, animals, conduct, printed materials, or anything which may be objectionable to or disrupt the Exhibition as a whole. No motorized equipment is allowed outside of the booth. If ADA Exhibit Management finds an exhibit in violation of any rule or restriction, the Association may order the violation removed or may evict the exhibit. Upon such violation or eviction, the ADA shall not provide any refund, and is expressly not liable for any damage or injury resulting from such eviction. Exhibitors are expected to conduct themselves in a professional manner at all times. Any complaints will be resolved by ADA Exhibit Management or an agent of the Association.

Rules and Regulations: These Rules and Regulations are part of the contract between the exhibitor and the ADA. They have been formulated to ensure a successful exposition. All exhibitors must observe all rules and regulations. All points not covered are subject to the decision of the Association. This application for an exhibit space, the formal notice for space assignment by ADA Exhibit Management and all deposits for exhibit space together constitute a contract for the right to exhibit at American Diabetes Association's Scientific Sessions.

Safety: All exhibits must be constructed and operated safely. Construction shall be substantial and fixed in position for the duration of the exposition. No exhibit that violates any municipal or state law, rule, or regulation, including safety codes, will be permitted. No combustible decorations such as canvas, cloth, crepe paper, tissue paper, cardboard or corrugated paper shall be used or stored behind or under exhibits at any time. All packing containers, excelsior or wrapping paper must be removed from the floor and must not be stored under tables or behind displays. All combustible materials (i.e. crates and boxes) shall be limited to a one (1) day supply and maintained in an orderly fashion. All decorations, drapes, acoustical materials, table coverings and their decorative materials shall be flame resistant to the satisfaction of the local Fire Department. Approval for the display of any electrical, mechanical, or chemical device, the use, operation or presence of which, in the opinion of the local Fire Department or the General Service Contractor is that it might be hazardous in a public place, must be obtained from the local Fire Department.

Security & Insurance: Solely as a courtesy and accommodation to exhibitors, watchman service for the perimeter of the exhibit area will be furnished by ADA Exhibit Management during the show. The furnishing of such services does not serve as a guarantee against any loss or theft of any kind. Exhibitors must arrange to have at least one representative in attendance at all times during the exhibit and at least fifteen (15) minutes before and after show hours.

Selling of Products or Services: Selling of any products or services without prior approval of ADA Exhibit Management is strictly prohibited. Any violation will result in eviction from the exhibit floor with no refund of payment. No warnings will be given.

Sharing Space: No subletting or sharing of exhibit space is permitted.

Solicitation: Solicitation by exhibiting companies, including those who represent magazines or publications, of other exhibiting companies is not permitted. Violators will be asked to dismantle their displays at their own expense and will not be permitted to exhibit in the future.

Sound Devices and Music: In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices must be no higher than 12 feet tall and must be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise may not exceed sixty-five (65) decibels within the booth space.

Use of Exhibit Space: The ADA and ADA Exhibit Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exhibit. No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted to him. Each exhibitor must keep an attendant in the display during open hours of the exhibition. All attendants must wear ADA exhibitor badges and be registered as exhibitors. In the event that an exhibiting company finds it necessary to expand the size of its booth, all attempts will be made to accommodate the exhibiting company's existing location. However, ADA will not relocate those companies that may interfere with your expansion if they do not wish to move.

The American Diabetes Association has the full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the American Diabetes Association. The exhibitor waives any rights or claims of damages arising out of enforcement of any rules contained herein.