

EXHIBIT SPACE RATES & PRIORITY POINT SYSTEM

Exhibit Space Rates and Availability

10'x10' (Inline).....	\$3,250
10'x10' (Corner).....	\$3,400
Premium Booth.....	\$40.00/sq. ft.
(Near posters, ASE Headquarters Booth and front entrance)	
Island Booth.....	\$40.00/sq. ft.

Exhibit Hall Business Suites

Business meeting suites are available on a space-available basis for those wishing to have a private location on the show floor for client or staff meetings. Business meeting suites will include four walls, a door that locks and carpet, but no ceiling. Furnishing may be provided by the exhibitor or obtained from Freeman. These suites are for meetings only, not product demonstrations, and while they come with a door that locks, should not be viewed as a secure space to store valuables. ASE is not responsible for items stored in the business suites.

10'x20'	\$8,000
• add graphic panels.....	\$500 ea.

Priority Point System and Space Assignment

Space assignments are based on the Priority Point System and the exhibiting company's space selection. ASE will accommodate exhibiting companies' first or second choices for space whenever possible and will continue to be sensitive to each company's individual needs. Priority for space assignment is based on points awarded. To benefit from the Priority Point System, booth space applications & deposits must be received by November 4, 2011. Each year, the exhibiting company will receive one (1) point per 100-square feet occupied. In addition, one (1) point will be awarded each year the company exhibits at the ASE Scientific Sessions. Exhibiting companies who take advantage of the 2012 Convention Sponsorship and Marketing Opportunities also earn Priority Points.

Priority Points for convention sponsorship will be awarded as follows:

Sponsorship totaling \$10,001 - \$20,000+	6 points
Sponsorship totaling \$5,001 - \$10,000	5 points
Sponsorship totaling \$3,001 - \$5,000	4 points
Sponsorship totaling \$2,001 - \$3,000	3 points
Sponsorship totaling \$1,001 - \$2,000	2 points

Points are cumulative. If two companies merge, the highest number of points accumulated by either company will prevail as the Priority Point total. If more than one company has the same number of Priority Points, space assignments will be made according to the date the application and 50% deposit are received.

Payment and Deposit Information

Contract terms and exhibit application are available online at: www.afassanoco.com/ECHO.html Applications for exhibit space must be received on or before November 14, 2011 to benefit from the Priority Point System. Applications received after this date will be assigned to the space remaining according to the date the application is received. All exhibiting companies must submit 50% of the rental fee with the exhibit application to guarantee space. The balance of booth rental is due April 2, 2012. All applications received after April 2 must be accompanied by the full booth fee. No company may exhibit unless full payment for booth space has been received.

Cancellation/Space Reduction

All space reductions/cancellations must be received in writing. In the event that ASE receives written notification by April 2, 2012, all sums paid by the exhibitor, less a service charge of \$500, will be refunded. No refunds will be given for reductions in space or cancellations received after April 2, 2012, and obligate the exhibiting company to the full payment of rental space.

Exhibit Confirmation

All booth applications will receive a confirmation of receipt of the application and deposit. Booth assignment confirmations will be e-mailed as they are processed.

Service Kits

Exhibitor Service Kits will be e-mailed from Freeman, the official contractor, to confirmed exhibitors in February 2012, or soon after each booth assignment is made. Service Kits will contain a service order forms, a freight schedule, forms for furnishings, signs and accessories, electrical requirements, labor, drayage, customs and shipping instructions, audiovisual equipment, floral/plants, models and security. Exhibitors are encouraged to take advantage of the reduced fees offered by Freeman.

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Public Service Space

Public Service exhibit space is available at a reduced rate of \$750 per 10'x10' space. A maximum of 200 square feet is permitted at the Public Service Space rate; larger spaces must be rented at the regular exhibit rate. Irrespective of past participation, all Public Service exhibitors are required to meet the eligibility requirements outlined below to qualify for the reduced rate for each 10'x10' space requested.

Eligibility Requirements:

- A.) The product or service must be:
 - 1. Non-profit, and
 - 2. Related to the cardiovascular/medical field
- B.) The organization is required to provide:
 - 1. Proof of nonprofit status according to the U.S.,
 - 2. Internal Revenue Service Code, and
 - 3. Justification for seeking public service status.
- C.) In keeping with the overall professional image of the exhibition, public service exhibitors are expected to comply with all policies as outlined in the Exhibitor & Sponsorship Prospectus.

Public Service booths will be located in the Exhibit Hall in the area designated for Public Service exhibitors. Space assignments will be made after the technical exhibit applications received by the Priority Point deadline are processed.

ASE will provide Public Service booths: 8' high back drape; (2) 36" high side drape dividers; and (1) 7"x44" identification sign. All exhibitors must carpet their booth space and staff the exhibit during all hours the Exhibit & Poster Hall is open.

Important Note

If a Public Service exhibitor does not claim space, does not install the exhibit by noon on Saturday, does not staff the booth during established show hours, or if the exhibit is dismantled prior to Monday at 4:30 pm, the company will be ineligible to apply for

Public Service space for a two-year period. Requests for Public Service exhibit space must be made on the Application for Exhibit Space and submitted by **November 14, 2011**. Approval for booth space will be determined by the ASE Program Committee. Public Service exhibit space is limited and the ASE cannot guarantee availability. If the number of requests exceeds the amount of space available, organizations that have exhibited in the past will be given priority.

Exhibit Installation Hours

Thursday, June 28

12:00pm - 5:00pm..... (Booths 400 sq. ft. or larger)

Friday, June 29

8:00am - 5:00pm..... (Booths 400 sq. ft. or larger)

1:00pm - 5:00pm.....(Booths smaller than 400 sq. ft.)

Saturday, June 30

8:00am - noon.....(All exhibits must be set by noon, Saturday, June 30)

Exhibit Dismantle Hours

Monday, July 2..... 4:30pm - 8:00pm

Tuesday, July 3..... 8:00am - 12:00pm

Installation

Target freight move-in for island booths begins at 8:00am on Thursday, June 28. Island booths will be allocated a specific freight schedule. General exhibitor installation for perimeter and inline booths installation begins Friday, June 29 at 1:00pm. The Exhibit Hall will close Friday evening at 5:00pm and re-open on Saturday, June 30 at 8:00am. All crates will be removed from the show floor by 12:00pm on Saturday, June 30. All exhibit components, including 10'x10' booths, must be set up by 12:00pm on Saturday, June 30. Booth confirmation, exhibitor badges and /or labor wristbands will be required for installation admittance for both labor and exhibit personnel. Proof of identification must be presented to receive labor wristbands for installation. Booth space must be paid in full prior to booth installation.