

# Application & Contract for Exhibit Space

ASE 23<sup>rd</sup> Annual Scientific Sessions | June 30 – July 3, 2012 | Gaylord National® | National Harbor, MD

All applications must include **50% of the rental fee upon receipt**. To maximize opportunity for a preferred booth location, return your application as soon as possible. The deadline to benefit from the **Priority Point System is Monday, November 14, 2011**. Space is assigned based upon Priority Points and the payment received date.

## 1. Exhibiting Company Information: *Company name and address information should be completed exactly as you would like it to appear in official publications.*

Company Name \_\_\_\_\_  
Address 1 \_\_\_\_\_  
Address 2 \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Toll-free Number \_\_\_\_\_  
E-mail Address \_\_\_\_\_ Web Site \_\_\_\_\_

## 2. Booth Contact Information: *Only the designated contact(s) will receive exhibit communications and information from ASE.*

Primary Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail Address (mandatory) \_\_\_\_\_

*(E-mail is the primary method of communication from ASE. The Exhibitor Service Kits as well as most pertinent exhibitor information will be e-mailed to the above address.)*

## 3. Booth Size Selection

A **50% deposit** must be received with the Exhibit Space Application & Contract.

Final payment for rented space is due to ASE by April 2, 2012.

**Full payment must accompany all applications received on/after April 2, 2012.**

### In-Line and Corner Booth Space

\_\_\_ 10'x10' in-line.....\$3,250 \_\_\_ 10'x10' corner.....\$3,400

### Premium Booth Space *(near ASE Headquarters Booth, Posters or front entrance)*

\_\_\_ 10'x10' in-line.....\$4,000 \_\_\_ 10'x10' corner.....\$4,000

### Island Booth Space

\_\_\_\_\_ sq.ft. at \$40.00 sq.ft. = \$ \_\_\_\_\_

### Public Service Booth Space *(See ASE 2012 Exhibitor Prospectus for terms and eligibility.)*

**Exhibit Space Requested** \_\_\_ 10'x10'..... \$750

Required Information for Public Service booth space applicants:

1. Attach a copy of your organization's Federal tax ID authorization letter to this application as proof of nonprofit – **501(c) 3** – status.
2. Tell us why your organization should be considered for public service booth space. \_\_\_\_\_

## 4. Exhibit Hall Business Suite Reservation *(Business suites may also be ordered at a later date. Full amount is due at time of order.)*

**Business Suite(s) Request** \_\_\_ 10'x 20'.....\$8,000

\*add graphics to your Business Suite panel.....\$500 each

## 5. Exhibitor-Only Sponsorship Opportunities *(Call for details: 1-727-289-7669)*

### Scientific Sponsorship

\_\_\_ Abstracts CD-ROM \$16,000

### Hospitality Sponsorships

\_\_\_ President's Reception \$10,000

\_\_\_ FASE Lounge \$20,000

### Promotional Sponsorships

ASE 2012 *Final Program* Advertisements

\_\_\_ Inside front cover – full page, four color \$7,000

\_\_\_ Inside back cover – full page, four color \$7,000

\_\_\_ Inside page – full page, four color \$7,000

\_\_\_ Inside page – full page, black and white \$3,500

\_\_\_ Inside page – half page, black and white \$2,000

\_\_\_ ASE 2012 *Exhibition Catalog* \$12,000: This opportunity will highlight your company description, logo and booth location on the floorplan. Also included is a full page, four color ad on the inside back cover and QR code.

Annual Scientific Sessions E-Newsletter

\_\_\_ Exclusive \$4,000 \_\_\_ January Issue \$500 \_\_\_ April Issue \$750

\_\_\_ November Issue \$250 \_\_\_ February Issue \$500 \_\_\_ May Issue \$1,000

\_\_\_ December Issue \$250 \_\_\_ March Issue \$750 \_\_\_ June Issue \$1,000

\_\_\_ *Exhibition Catalog* Company Description with logo \$500

### Exhibit Hall Sponsorships

\_\_\_ Colleague Connection Lounge \$8,000

\_\_\_ E-mail Station in the Exhibit Hall \$5,000

\_\_\_ Exhibit Hall Carpet Logo \$2,000 (per 4'x4' logo)

\_\_\_ Coffee Break Coffee Sleeves \$20,000

\_\_\_ **NEW!** Echo Around the World Booth \$8,000

### Corporate Branding Sponsorships

\_\_\_ Attendee Lanyards *(call for pricing)*

\_\_\_ Hotel Key Cards \$9,000

\_\_\_ **NEW!** Hotel In-Room/Door Drop \$5,000 plus production and shipping

\_\_\_ **NEW!** Hotel Newspaper Drop \$5,000 plus production and shipping

\_\_\_ **NEW!** Hotel TV Remote Sleeve \$5,000 plus production and shipping

\_\_\_ **NEW!** Welcome Banner *(call for pricing)*

\_\_\_ Pocket-At-a-Glance Schedule and City Map \$8,000 plus production and shipping

\_\_\_ **NEW!** Hand Sanitizer Stations *(call for pricing)*

\_\_\_ **NEW!** Water Stations *(call for pricing)*

\_\_\_ **NEW!** Meeting Level, Double-Sided Banners *(call for pricing)*

\_\_\_ **NEW!** Window Banners *(call for pricing)*

\_\_\_ **NEW!** Stair Graphics *(call for pricing)*

Please refer to the most current floorplan online: [CLICK HERE](#)

or put the following in your browser's address line:

<http://www.currentfloorplan.com/echo/currentfloorplan.pdf>

## 6. Payment (ASE Tax ID #: 31-0899106)

*No company may exhibit until full payment for booth space has been received.*

\_\_\_ Check enclosed for the amount of \$ \_\_\_\_\_

\_\_\_ Charge our \_\_\_ VISA \_\_\_ MasterCard \_\_\_ Amex for the amount of \$ \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

## 7. Exhibit Space Preference

ASE will make every effort to accommodate first choice space preferences.

Booth assignment confirmations will be e-mailed upon assignment.

Please refer to the floorplan online and list four choices in order of

preference: 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ 4<sup>th</sup> \_\_\_

### Competitor Proximity\*:

My company would like to be near:

My company does not want to be near:

*\*Requests cannot be guaranteed. Space will be assigned based on availability.*

**Island booths:** Does your exhibit require visibility from all four sides?

\_\_\_ Yes \_\_\_ No

## 8. Contract

I, the undersigned, hereby make application for exhibit space at the American Society of Echocardiography (ASE) 23<sup>rd</sup> Annual Scientific Sessions. I am an authorized representative of this company with full power and authority to sign and deliver this application. Submission of this signed form is intended by you to be a binding agreement as to the terms and conditions contained herein. The company listed on this application agrees to comply with the policies, rules and regulations contained in the Exhibitor and Sponsorship Prospectus and Service Kit and all policies, rules and regulations adopted by ASE hereinafter.

Authorized Officer's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Officer's Signature *(required)*: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

### RETURN THIS CONTRACT WITH REQUIRED 50% DEPOSIT OR FULL PAYMENT TO:

Mail check payable to: American Society of Echocardiography

C/o A. Fassano & Company

900 Route 168, Suite A-2

Turnersville, NJ 08012 A. Fassano & Company

OR, complete credit card information above and fax to:

A. Fassano & Company, 1.856.232.2312

# ASE 2012 Exhibitor Rules and Regulations/Booth Specifications

The rules and regulations contained herein are intended by ASE to serve the best interests of ASE, the Scientific Sessions meeting, the registrants and exhibitors, and to give notice to applicants and exhibitors of governing rules and regulations. The rules and regulations bind all applicants and exhibitors. Violation will result in loss of Priority Points, ineligibility to participate in future ASE Scientific Sessions and/or other ASE exhibiting opportunities and, depending on the infraction, a fine imposed by ASE.

## Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend ASE, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

## Children

Children under 12 years old are not permitted on the show floor **at any time**. This includes during installation, dismantling, and/or exhibit hours.

## Conduct

Exhibitors are subject to the approval of ASE. ASE reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ASE's determination, comply with the rules and regulations governing the Scientific Sessions; are contrary to ASE's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. ASE shall have full authority to interpret or amend rules and ASE's decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. ASE reserves the right to prohibit any activities on the Exhibit Hall floor which have not been expressly permitted via approval of the ASE 2012 Scientific Sessions Booth Activities Form. Companies and organizations who do not have a contract to exhibit on file with ASE are prohibited from participating in the ASE 2012 Scientific Sessions or distributing any materials or any other type of activity within the Exhibit Hall. All issues not addressed are subject to the decision of ASE. Exhibitors and exhibit personnel are expected to wear badges in the Exhibit Hall during exhibit hours and while dismantling. All booths must be open and staffed during exhibit hours.

## Fire and Safety

All federal, state and local fire and safety regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof and electrical wiring must meet the safety requirements of all building and city codes. No combustible material shall be stored in or around exhibit booths.

## Liability

ASE shall bear no liability for personnel injuries suffered by an exhibitor or that exhibitor's employees, contractors or business invitees. ASE will also assume no liability for damage or loss of the property of an exhibitor or that exhibitor's employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the negligence or wrongful acts of ASE. Upon application for exhibit space, each exhibitor agrees to protect, indemnify, and hold harmless the American Society of Echocardiography, A. Fassano & Company, Freeman and the contracted venue from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants or employees. In no event shall ASE be liable to an exhibitor for any loss of business, business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASE to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy. Exhibiting companies will be held responsible for any damage done to the facility by company employees or contracted personnel. No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, columns, doors or floor surface in a way that will mar or deface the premises.

## Insurance

It is the responsibility of each exhibiting organization to maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meet its obligations outlined in the ASE policy. Proof of insurance should be sent directly to ASE by April 30, 2012. Each exhibiting company should carry its own insurance to cover exhibit materials against loss or damage, and general liability and personnel insurance of \$1,000,000.

## Media and Press Policy

All media personnel must register with ASE either in advance or on-site in the Media Room. Only reporters with official ASE badges will be permitted in the Exhibit Hall and educational classrooms. No filming, recording, or onsite interviewing is permitted without permission from the ASE Marketing and Public Relations Department. Please direct any questions to Cathy Kerr, at [ckerr@asecho.org](mailto:ckerr@asecho.org). (See also Photography and Videotaping below.)

## No Smoking

ASE policy prohibits smoking in all areas of the Scientific Sessions at any time during installation, show days or dismantle. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company are in compliance with this policy.

## Photography and Videotaping

Photography and videotaping is prohibited on the show floor unless by the official ASE photographer. Representatives from exhibiting companies are prohibited from photographing or videotaping another exhibitor's booth. Exhibitors who violate this rule will lose Priority Points and could lose the privilege of exhibiting the following year. (See also Media and Press Policy above.) Exhibitors wishing to photograph their booth must send a formal request prior to the event for ASE approval. Exhibitors may contract with the official ASE photographer for their photography needs. Contact Cathy Kerr, at [ckerr@asecho.org](mailto:ckerr@asecho.org) for more information.

## Security

ASE provides perimeter security in the exhibit area during the Scientific Sessions. Exhibitors are reminded that booth security and the protection of valuable items inside the booth space may require additional security at the exhibitor's own expense. The American Society of Echocardiography is not responsible for lost or stolen equipment or materials at any time.

## Show Cancellation

This agreement is automatically terminated in the event the ASE 23<sup>rd</sup> Annual Scientific Sessions show is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the show). ASE will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments already made.

## Booth Specifications

### In-Line and Perimeter Booth

Display material for in-line and perimeter booths is restricted to a maximum height of 4' (1.22M) in the front 5' (1.52M) of the booth, and 8' (2.5M) in the rear 5' (1.52M). The back wall on in-lines and perimeter booths is limited to 8' (2.5M) in height, including signs or company name, logo or product information. Each in-line and perimeter booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. All in-line and perimeter booths must clear a ceiling height of 8'.

### Island Booth

Island booths (booths bounded on four sides by aisles) may use the full cubic content of the space assigned. Exhibits may extend to all outer edges of the booth space but the design of the booth must allow accessibility from all four aisles and sufficient see-through areas so the view of the adjacent exhibits is not blocked. ASE requires a 50% see-through effect on the portion of the booth from the floor up to a maximum of 8' in height (no exceptions). No exhibit may expand into the aisle. Demonstration areas should be located within the booth to allow sufficient space for spectators. Aisles cannot be obstructed due to any activities within the booth. All island booths must clear a ceiling height of 16'. Island display schematics are submitted to exhibit management approximately 6 weeks prior to the meeting to ensure compliance of ASE and building rules and regulations.

### Carpet and Drapes

Aisle carpet will be provided by ASE. ASE will provide: 8' high back drape; (2) 36" high side drape dividers; and (1) 7"x44" identification sign for in-line and perimeter booths. All exhibitors must carpet their booth space. Rental is available through Freeman.

### Signs

Signs and banners are allowed over island booths, but must be hung by authorized personnel and are subject to ASE approval. There is an 18 ft. booth height restriction with an easement between hanging banners of 2 ft., not to exceed a total height restriction, including booth display of 24 ft.

### Dismantling of Exhibits

No packing of equipment, literature, or dismantling of exhibits will be permitted until the official closing time of 4:30pm on Tuesday, July 2nd, 2012. Dismantling and move-out will take place from 4:30pm until 8:00pm on Tuesday and 8:00am until 12:00pm on Wednesday. Cartons for display materials will be returned to each booth as promptly as possible after the official closing time. To avoid damage to equipment or display materials, exhibitors should remain with the exhibit until crates are returned and all materials are packed. ASE and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by 12:00pm on Wednesday, July 3<sup>rd</sup>.

### Installation and Dismantling Labor

Freeman has an agreement with Decorators Union to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies, however, may set their own exhibits without assistance from these locals. The Decorators Union must render any local services that may be required beyond what your regular full-time employees can provide. Labor can be ordered in advanced by returning the Display Labor order form provided in the Exhibitor Service Kit, or at the show site by visiting the Freeman service desk.

### Exhibitor-Appointed Contractors

The contract for space is between ASE and the exhibiting company. As such, ASE will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official ASE contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to Scott Ford, Freeman, no later than April 30, 2012. Otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of ASE's rules and regulations. These rules include providing ASE with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor.

### Material Handling

Material handling labor can be ordered in advance through Freeman by returning the Labor Form found in the Exhibitor Service Kit. A material handling charge based on CWT (per 100 lbs. with a minimum of 200 lbs.) will be applicable if exhibitor freight is handled by Freeman. This applies to handling freight from the show site dock to the exhibitor's booth, providing empty stickers, storing empties, returning empties at the close of the show and loading onto the exhibitor-appointed carrier. Exhibitors may hand-carry their own materials into the exhibit facility if they wish. The use of dollies, flat trucks and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. If an exhibitor uses the loading dock for material delivery, Freeman material handling charges will apply.