

The Endocrine Society's Clinical Endocrinology Update 2010

Hyatt Regency Century Plaza, Los Angeles, CA
Meeting Dates: September 30 - October 2, 2010
Exhibit Date: Thursday, September 30, 2010



Application for Exhibit Space

CONTACT NAME _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____ STATE _____
 COUNTRY _____ POSTAL CODE _____
 TELEPHONE _____ FAX _____
 E-MAIL _____
 COMPANY WEBSITE _____

Please attach a sheet with a brief description of your products or services.

Please accept our application along with **full payment in US Dollars drawn on a US Bank** for the total table-space requested. We agree to abide by all the requirements, restrictions, and obligations set forth on this application and in the CEU Exhibitor Rules and Regulations, and any other rules and directives which at any time are issued by the Society in connection with CEU 2010.

You are hereby authorized to reserve space for our use in the exhibit area at CEU 2010 to be held September 30, 2010 at the Hyatt Regency Century Plaza, Los Angeles, CA USA.

_____ Our check for full payment is enclosed.

_____ We would like to pay the full amount as indicated below by credit card.

CARD TYPE: VISA MASTERCARD EXPIRATION DATE _____ SECURITY CODE _____

CARD NUMBER _____

AUTHORIZED SIGNATURE _____

TITLE OF AUTHORIZING OFFICER _____

SIGNATURE OF AUTHORIZING OFFICER _____

Your signature indicates acceptance of CEU Exhibitor Rules & Regulations

RENTAL FEES

RENTAL FEES

Checks must be payable in US dollars drawn on a US Bank.
 COMMERCIAL COMPANIES U.S. \$1000.00
 PUBLISHERS U.S. \$ 825.00
 "FIRST-TIMERS" U.S. \$ 825.00
 NON-PROFIT.....U.S. \$ 275.00

OPTIONAL WEDNESDAY EXHIBITS

_____ **YES**, we want to take advantage of exhibiting on the **OPTIONAL DAY** (Wednesday, September 29th) at No Additional Charge! (See reverse for Wednesday hours).

All exhibitors are supplied a six foot draped table with two chairs. You also receive a meeting syllabus, a daily program, a copy of the attendee list after the meeting, and a product description listing in the Official Meeting & Exhibit Guide. Forms for your company's product listings will be e-mailed to each exhibiting firm with their table

Please list six (3) choices of exhibit space. Since many firms will apply for the same space, we suggest that you do not concentrate your choices in one area.
Number of 6' Tables: _____

Our Choices Are:
 (Management reserves the right to make any revisions, if necessary, to the floor plan). Please refer to online floorplan for table selection:
www.AFassanoCo.com/CEU
 1. _____ 2. _____ 3. _____

We wish to avoid having our exhibit located adjacent to or opposite the following company(s):

We prefer to be located near the following company(s):

Please make checks payable in US funds to:
The Endocrine Society
 and mail to:

CEU 2010 Exhibit Sales
 c/o A. Fassano & Company
 900 Route 168, Ste A-2
 Turnersville, NJ 08012

For further information or questions, please contact:

EXHIBIT SALES:
 Warren Plank

TELEPHONE:
 856-232-2322, ext. 13

FAX:
 856-232-2312

E-MAIL:
 CEUexhibits@AFassanoCo.com

WEBSITE:
 www.AFassanoCo.com/CEU

FEDERAL TAX ID#:
 730-531-256

FOR OFFICE USE ONLY

Postal Stamp Date: _____
 Date Received: _____
 Date of Assignment: _____
 Number of Table(s): _____
 Table Assignment: _____
 Total Cost of Space \$ _____
 Total Received \$ _____
 Check # _____

Remarks
 Accepted by The Endocrine Society
 By _____
 Date _____

The Endocrine Society's CEU 2010 Rules & Regulations

ASSIGNMENT OF EXHIBIT SPACE

Space assignment will be based on a first-come, first-served basis, the individual preference of space, and the date in which the request is received.

Applications for exhibit space must be made on the Application for Exhibit Space form. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so indicate on their application. Careful consideration will be given to all such requests. If a company's selection is not available, it is Management's policy to call the company to discuss options available.

Management reserves the right to make any revisions, if necessary, to the floor plan as well as to relocate space assigned to the exhibitor. Relocations will be made only if deemed necessary in the exhibitor's best interest and upon notification to the exhibitor by Management.

Each exhibiting company will receive e-mail confirmation of booth assignment.

ELIGIBILITY FOR AND CONDUCT OF EXHIBITS

Products or services to be exhibited are to be of a professional or educational interest or benefit to the registrants, or in the opinion of The Endocrine Society, are directly related to the field of endocrinology.

Character of the exhibits is subject to the approval of The Society. The right is reserved to refuse applications of company's not meeting standards required or expected, as well as the right to curtail exhibits or parts thereof which reflect against the character of the meeting. Non-professional products or services are not to be displayed. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Exhibits must be staffed at all times during the meeting. Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted. Solicitations of business, except by exhibiting firms is prohibited. Photographing or video recording of other exhibitors table(s), products and/or literature is strictly prohibited. Sales and order taking are prohibited on the exhibit floor and in other related convention areas during the CEU 2010.

Giveaways, contests and raffles will be permitted only upon approval. A form will be included in the on-line Exhibitor Service Kit to facilitate these requests. The Exhibitor Service Kit will be available online in mid-August.

The subletting, assignment or apportionment of the whole or any part of his space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contracting exhibitor, nor permit the solicitation of business by others within his space.

EXHIBIT, SET-UP & BREAKDOWN HOURS

All display material is limited to the top of the 6' draped table.

STANDARD EXHIBITS

will be held on Thursday, September 30, 2010

Set-up hours are 8:00 a.m. - 9:30 a.m.

Exhibits must be staffed and stay intact until 2:45 p.m.

Exhibit Hours: 10:15 a.m. - 2:45 p.m.

Morning Break 10:15 a.m. - 10:45 a.m.

Lunch Break 12:00 p.m. - 1:30 p.m.

Afternoon Break 2:15 p.m. - 2:45 p.m.

Break-down is after 2:45 p.m.

OPTIONAL EXHIBITS

Wednesday, September 29, 2010

Set-up hours are 8:00 a.m. - 11:00 a.m.

Exhibits must be staffed and stay intact until 2:45 p.m.

Exhibit Hours: 11:45 a.m. - 2:45 p.m.

Lunch Break 11:45 p.m. - 1:00 p.m.

Afternoon Break 2:30 p.m. - 2:45 p.m.

The last session ends at 5:00 p.m.

SPACE CANCELLATIONS

Cancellations must be in writing. Any exhibitor that wishes to release assigned space prior to June 1, 2010 is responsible for 50% of the contracted space. Exhibitors canceling on or after June 1, 2010 are responsible for the total cost of the contracted exhibit space irrespective of the reason for cancellation.

EXHIBITOR REGISTRATION

Each exhibiting company is allowed (2) two exhibitor badges per table space. Exhibitors can pre-register their personnel by submitting the names on the exhibitor registration form, available in the on-line Exhibitor Service Kit. Badges can be picked up at the registration desk. On-site registration will be Thursday, September 30, 2010 at 7:00 am. All company representatives are required to wear badges while in the exhibit area.

EXHIBITOR HOUSING

Exhibitor housing will be handled by the Hyatt Regency Century Plaza, Los Angeles, California USA. Reservations may be made by contacting the Hotel directly at +1-800-233-1234 (toll free) or +1-310-228-1234 before August 10,

AIR TRAVEL

Exhibitors can visit The Endocrine Society's webpage at <http://www.endo-society.org/meetings/ceu> for information on air travel discounts.

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit will be available on-line in August, 2010

FIRE PROTECTION

All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Association of Fire Underwriters. Crepe paper, corrugated paper, flameproof or otherwise, will not be permitted. All displays must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau and the Fire Marshal. Any exhibits or parts thereof found not to be fireproof may be ordered 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.

SECURITY/INSURANCE

The Endocrine Society, A. Fassano & Company, and the Hotel will not be responsible for an exhibitor's loss or damage of any kind and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor.

AMERICAN WITH DISABILITIES ACT (ADA) COMPLIANCE

Each party agrees to use good faith efforts to ensure that it complies with its obligations under the Americans with Disabilities Act and the Act's accompanying regulations and guidelines (collectively the "ADA"). Each party further agrees to indemnify and hold the other party harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against the other party or its officers, directors, agents, and employees on the basis of the indemnifying party's non-compliance with any of the provisions of the ADA. The Endocrine Society agrees to provide Hotel with reasonable advance notice about the special needs of any attendees of which The Endocrine Society is aware.

LIABILITY/INDEMNITY

Each party will be liable for negligent or intentional acts and omissions of its own employees and other authorized representatives. The exhibitor agrees to indemnify and hold harmless The Endocrine Society, A. Fassano & Company, and the Hotel from and against any and all liability for all costs, losses, and damages, including reasonable court fees and court costs due to claims arising from personal injury and property damage or loss resulting from use of exhibit space.

Each party to this Agreement shall indemnify, defend, and hold harmless the other party and its officers, directors, agents, and employees from and against any and all demands, claims, damages to persons or property, losses and liabilities, including reasonable attorneys' fees (collectively, "Claims"), arising solely out of or solely caused by the indemnifying party's negligence or willful misconduct in connection with the provision and use of Hotel as contemplated by this Agreement. This paragraph shall not waive any statutory limitations of liability available to either party, including innkeepers' limitation of liability laws, nor shall it waive any defenses either party may have with respect to any Claim.

The exhibitor assumes the entire responsibilities and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought onto the premises of the Hotel, and shall indemnify and hold harmless the Hotel agents, servants and employees from any and all such losses, damages and claims.

Each party agrees that it will, to the extent applicable, carry and maintain at its own cost and expense the following insurance coverages (or will legally qualify to self-insure for such coverages), except that The Endocrine Society need not carry item (c) below:

a. Comprehensive general liability insurance including contractual liability and liability for personal injury, bodily injury, property damage, and completed operations liability with a combined single limit of not less than \$1,000,000 each occurrence.

b. Automobile liability insurance including all owned, non-owned, and hired vehicles used in conjunction with the performance of the Agreement for bodily injury or property damage with a combined single limit of not less than \$1,000,000 each occurrence.

c. Liquor liability insurance with a combined single limit of not less than \$1,000,000 each occurrence.

CANCELLATION OF EXPOSITION & MEETING

It is mutually agreed that in the event of cancellation of the CEU 2010 Meeting as a result of strikes, acts of terrorism, acts of God, disaster, government regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and The Endocrine Society shall