

Exhibit Space Application and Contract

OBESITY 2011

29th Annual Scientific Meeting
Orlando, Florida | October 1-5

In this application, we agree to comply with the terms and conditions of this contract and the rules and regulations printed in this space at the cost indicated in the exhibitor prospectus. No refunds will be issued for cancellations made after **June 1, 2011**.

Commercial Booth Rental Fees

\$2,500 per 10' x 10' booth Cost \$ _____
Corner Premium: additional \$100 (PER CORNER)

\$500 Logo in Final Program \$ _____

Booth selection choice:

_____ 1st Choice _____ 3rd Choice
_____ 2nd Choice _____ 4th Choice

NEW! PRIORITY POINT BOOTH ASSIGNMENT POLICY!
PRIORITY POINT DEADLINE: April 1, 2011

Non-Profit Booth Rental Fees

\$500 per 10' x 10' booth Cost \$ _____
Corner Premium: additional \$100 (PER CORNER)

Add your company's logo to your listing in the Final Program by selecting the option here on the application.

We would prefer NOT TO BE NEAR the following companies

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Exhibitor Must Read and Sign Rules and Regulations on the Back of this Contract

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 will appear in Company Description) _____

Contact Name _____ Position _____

Business Address _____

City _____ State/Prov _____

Zip/Postal Code _____ Country _____

Phone _____ Fax _____

Email _____

Company Website _____

Person to Receive Exhibitor Service Kit (if different from contact person) _____

Please provide a brief description of your product or service (50 words or less) for internal review. Exhibitors will have the opportunity to update this description for the Final Program prior to the **July 12, 2011** deadline. _____

Fifty percent (50%) of the total booth rate is due upon receipt of confirmation and invoice for on-site assignments. All other applications must be submitted with a 50% deposit. Full payment is due on **July 1, 2011**. Cancellations and reductions must be provided in writing to A. Fassano and Co. and must be by mutual consent of the applicant and the Society.

If an exhibitor cancels on or before **June 1, 2011**, the exhibitor will forfeit 50% of the original booth fee. If an exhibitor cancels or reduces space after **June 1, 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, and then cancels the remaining 10' x 10' space, the cancellation policy will be based on the original 10' x 20' space.

Make Checks (US Dollars and drawn on a US Bank) Payable to: The Obesity Society

Mail Application and Deposit to: Wachovia Bank, The Obesity Society, Exhibitors
Box 75682, 7175 Columbia Gateway Drive, Columbia, MD 21046 US

Federal ID #: 54-1438429

Credit Card Information VISA MasterCard Amex Discover Diners Club

Card # _____ Amount to Be Charged _____ Expiration Date _____

Name on Card (please print) _____ Signature _____

Questions? A. Fassano & Company | Kathleen Lawrence | 856.232.2322, ext. 23 | 856.232.2312 fax

NEW FOR 2011

Priority Points for Assignments

DEADLINE TO APPLY: APRIL 1, 2011

Check the Category of Products to Be Displayed

- Animal Models
- Body Fat Analyzers
- Biologics Development
- Cell Lines & DNA
- Certification
- Clinical Research
- Computer Software
- DME
- Diagnostic Equipment
- Dietary Products
- Educational Materials
- Exercise Equipment
- Footcare/Footwear
- Hyperbaric Chambers
- Imaging Devices
- Immunoassay Kits
- Impotence Devices
- Impotence Treatment
- Infusion Products
- In vitro Diagnostics
- Injection Aids
- Insulin
- Insulin Delivery
- Laboratory Research Products
- Laboratory Services
- Lancets
- Market Research
- Medical Devices
- Monitors
- Non-Profit Organization
- Oral Care Products
- Orthotics & Prosthetics
- Patient Services
- Pharmaceuticals
- Pregnancy Test Kits
- Professional Services
- Publications
- Recruitment
- Research
- Skin Care
- Specialty Reference Laboratories
- Supplies
- Syringes
- Vaccines
- Vision/Eye Care
- Vitro Diagnostics
- Wound Care
- Other (Specify) _____

Rules and Regulations

Blood Samples Those taking blood samples, either by fingertip or intravenous drawing of blood, must dispose of said samples and the materials used to obtain said samples in accordance with local and state health ordinances or laws. It is the responsibility of the exhibitor to make arrangements for the disposal of these waste materials as detailed in the Exhibitor Service Kit.

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 Show Management. The booth background drape is 8 feet high with 3-foot high sidewall dividers. Furniture, carpeting, special drapery and other special services may be obtained at the prevailing rates through the General Contractor using forms found in the Exhibitor Service Kit.

Cancellations & Reductions All space cancellations must be submitted in writing. If an exhibitor cancels or reduces their space on or before **June 1, 2011**, the deposit is non-refundable. If an exhibitor cancels or reduces their booth space between **June 1, 2011** and the date of the exhibit, the entire contracted space fee will be due. If an exhibitor originally contracts for a 10' x 20' space, reduces to a 10' x 10' space, and then cancels the remaining 10' x 10' space, the cancellation fee will be based on the original 10' x 20' space.

Cancellation of Event Should any emergency arise prior to the opening date of the Society's event, or during the event, which would prevent its scheduled opening and 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 Society may retain as much of the full payment for exhibit space as necessary to cover expenses incurred up to the time of such emergency.

Damage Exhibitors will be held responsible for all damage done to the building by themselves, their employees or agents. No nails, tacks or screws shall be put into walls, woodwork or flooring of the building.

Deposits and Payments All booth reservations must be accompanied by a completed application and a 50% deposit for each booth reserved. Booths will not be reserved by telephone. Please review the floor plan and select exhibit choices carefully. Full payment is due no later than **July 1, 2011**.

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 Applications for Exhibit Space will not be accepted and booth space will not be assigned to any company that has any outstanding balance due to The Obesity Society. No exhibits will be allowed that are not directly related to obesity. The Obesity Society reserves the right to accept, reject or condition acceptance, based on The Obesity Society's sole discretion, for any reason, which need not be disclosed to the applicant. Companies who have not exhibited at The Obesity Society in the past must provide a description of their products and the appropriate government approval status with their application for booth space. Booth space will not be assigned until such application is approved by The Obesity Society. The Obesity Society recommends that you do not make arrangements including travel prior to your application approval.

Exhibitor and Meeting Registration Exhibitors' badges are restricted to personnel employed by the company reserving exhibit space. Each exhibitor will furnish Show Management, in advance, the names of those who will staff the booth. A form will be provided in the Service Kit for exhibitors to register their booth personnel. There is no limit on exhibit booth personnel badges. Only two people per 10' x 10' booth space may attend the program sessions complimentary as a Corporate Delegate, but not to exceed 10 people. Exhibitors must indicate the individuals they wish to receive the complimentary Corporate Delegate meeting registration on the exhibitor registration form provided in the Exhibitor Service Kit.

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 on-site booth supervisor at least one hour in advance of pickup. All company personnel must provide company identification when picking up their badges. The company supervisor may pick up all company personnel badges in bulk if indicated on the form 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 will be required for both exhibitors and Corporate Delegates.

In the event that admission to the exhibit hall is required at a time other than the listed hours, special permission must be obtained from Show Management.

Each company will also receive a limited number of free exhibit hall passes to distribute to their local customers and clients. These passes will be included in the Exhibitor Service Kit.

Industry Guidelines Exhibitors are responsible for adhering to all established Food and Drug Administration (FDA) guidelines for exhibiting products that are FDA-approved and those that may be pending FDA approval. The Society assumes no responsibility to obtain FDA approval. Exhibitors are reminded of the FDA restrictions on the promotion of investigational and pre-approved drugs, devices and procedures. Information regarding FDA regulations should be obtained directly from the FDA. For more information, visit <http://www.fda.gov/RegulatoryInformation/Guidances/default.htm>. In addition, the Society encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies. Additional websites for your reference will be included in the Exhibitor Service Kit.

Flammable Materials Flammable liquid, 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 Society reserves the right to modify said plan to the extent necessary for the best interests of the market, exhibitors, and industry.

Food and Beverage No food and/or beverages may be served by exhibitors within the exhibit hall without the approval of Show Management (see form in Society Forms section of Exhibitor Service Kit). Alcoholic beverages may not be distributed in the exhibit hall without prior written approval from The Obesity Society.

Installation and Removal of Exhibits Exhibits must remain intact until final closing hour of the exhibit hall. Receiving of shipments and return of crates will be in accordance with information which will be provided in the Exhibitor Service Kit. Booths must be completely assembled and ready for inspection by Show Management by 10:00 AM on Sunday, October 2, 2011.

Move In:	Saturday, October 1	8:00 AM – 5:00 PM
Breakdown:	Monday, October 3	6:30 PM – 10:00 PM
	Tuesday, October 4	8:00 AM – 12 NOON

Liability The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitors' activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

Each exhibitor, by signing the application and contract to exhibit, expressly understands that it releases The Obesity Society, the Orlando World Center Marriott, A. Fassano & Company, the General Contractor, and the employees thereof from and agrees to indemnify and hold harmless each against any and all claims for loss, injury or damage. Small or easily portable articles of value should be properly secured and removed after the closing hours of exhibit and placed in safe keeping. Exhibitors are encouraged to insure themselves against property loss or damage, and against liability for personal injury.

Literature Distribution Materials may be distributed from your booth only. NO materials may be placed on seats, tables attached to walls, ceiling or woodwork in the facility or left in public places or distributed in the aisles of the exposition. No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, souvenirs, etc., may be distributed by exhibitors and their representatives (including models) only within their booths.

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 potential inventions and (b) any use of any name, likeness,

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

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 Society 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 Show Management by **August 2, 2011** if they will be using an outside I&D contractor. The outside contractors must utilize union labor where it is required by the facility. Exhibitor-appointed contractors must submit a certificate of insurance to the General Contractor 30 days prior to the meeting. Proof of worker's compensation providing at least Coverage A statutory limits and Coverage B employer liability limits of a minimum of \$1,000,000, and meet the requirement established by the state of Florida. Comprehensive general liability providing at least \$1,000,000 in coverage and naming the following as additional insured: The Obesity Society, Freeman, A. Fassano & Company, The Orlando World Center Marriott, and all Show Management personnel.

Photography/Videotaping Photographing or videotaping or examining another exhibitor's equipment or display without permission is forbidden.

Press Press conferences or other media events on the exhibit floor, or meeting sites, or in hotels involved with the Society's meeting must be approved IN ADVANCE by The Obesity Society. The Society would also appreciate prior notification of all press activities held off premises. All The Obesity Society Media Guidelines apply. Contact The Obesity Society office, 301.563.6526 for more information.

Review of Products see Industry Guidelines above.

Private Functions Hospitality suites or meeting rooms will be available at hotels for exhibiting companies only. These events may be scheduled only before or after official Obesity Society program events. Approval for meeting rooms and hospitality suites is at the discretion of the Society. Meeting request form can be found in the Exhibitor Service Kit.

Positioning 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 a height of 8 feet for a distance of only 5 feet from the back wall. The balance of the distance must be confined to 4 feet in height. Exhibitors must adhere to these rules so that no booth will interfere with other exhibitors.

Height Restrictions Display heights for islands vary according to the facility. Display and banner heights will be limited to **20'** at the Orlando World Center Marriott. For more information, contact Debbie Howley at 866.232.2322, ext. 11.

Restrictions The Society reserves the right to establish restrictions for exhibits to enhance the success of the exposition. This restriction includes persons, animals, conduct, printed materials, or anything of character which may be objectionable to the exposition as a whole. No motorized equipment is allowed outside of the booth. If Show Management finds an exhibit in violation of the restrictions, the Society may order the violation removed or may evict the exhibit. If you violate a restriction or are evicted, The Obesity Society is not liable for any refund for rentals or other exhibition expenses. Exhibitors are expected to conduct themselves in a professional manner at all times. Any complaints will be resolved by Show Management or an agent of the Society.

Rules and Regulations These Rules and Regulations become part of the contract between the exhibitor and The Obesity Society. They have been formulated to ensure a successful exposition. The Society respectfully requests the full cooperation of the exhibitors in their observance of all rules and regulations. All points not covered are subject to the decision of the Society.

This application for an exhibit space, the formal notice for space assignment by Show Management and all deposits for exhibit space, together constitute a contract for the right to exhibit at Obesity 2011.

The Society reserves the right to restrict or deny any booth assignment that would compromise the integrity or desirability of the exhibition. Companies who have not previously exhibited at an Obesity Society annual meeting 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 Obesity Society. The Obesity Society recommends that you do not make arrangements, including travel, prior to your application approval.

Safety All exhibits must be constructed and operated in a manner which will not provide any safety hazards. 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 decoration such as canvas, cloth, crepe paper, tissue paper, cardboard or corrugated paper shall be used 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. Storage of combustible materials behind or under exhibits is prohibited. All decorations, drapes, acoustical materials, table coverings and other decorative materials shall be flame-resistant to the satisfaction of the Orlando 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 Orlando Fire Department or the General Contractor, is that it might be hazardous in a public place, must be obtained by the Fire Department.

Samples/Prizes No exhibitor will be permitted to conduct any prize drawings, sample giveaways, premium gifts, awards for signing names and addresses, etc., without prior approval of Show Management (see Society Forms section of the Exhibitor Service Kit).

Security & Insurance As a courtesy to exhibitors, watchman service for the perimeter of the exhibit area will be furnished by Show Management during the show. The furnishing of such services is in no case to be understood or interpreted by exhibitors as guaranteeing them against any loss or theft of any kind. It is suggested that exhibitors insure exhibit property against loss and theft, and, for their own protection, exhibitors should arrange to have at least one representative in attendance at all times during the exhibit and at least 15 minutes before and after show hours.

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

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 should be positioned so as to direct sound into the booth rather than into the aisles. Sound and noise may not exceed 85 decibels within the booth space.

Use of Exhibit Space Show 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 Obesity Society 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, The Obesity Society will not relocate those companies that may interfere with your expansion if they do not wish to move.

Exhibitor Signature _____ Date _____

Company Name _____