

# EXHIBITOR RULES AND REGULATIONS

**These Rules and Regulations are incorporated by reference to the Exhibit Terms and Conditions and are made a part of and are binding on Exhibitor upon submission of an Exhibit Space Application.**

## **Applicability**

All exhibitors, their agents, contractors and employees who use, occupy or access the exhibit space (whether virtual or a physical location) (collectively, the "Exhibit Hall") are subject to all requirements, restrictions and any other directives issued by the American Society of Plastic Surgeons (ASPS) or the Exhibit Hall owner(s) and/or operator(s) and all terms and conditions of the agreement between ASPS and the Exhibit Hall regarding the use and occupancy of (including virtual access to) the exhibit space. Any and all references to ASPS herein shall be deemed to refer to ASPS or its applicable affiliate(s) hosting the Meeting (as identified in the Exhibit Space Application).

**Please be sure that all company personnel involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the responsibility of the exhibiting company to see that all exhibit personnel are aware of and adhere to these rules. If you require any additional information, please contact: Christine O'Connell, President/CEO, Conventus Media [coconnell@conventusmedia.com](mailto:coconnell@conventusmedia.com).**

## **Interpretation of Rules and Regulations**

ASPS reserves the right to interpret and make final decisions regarding all rules and regulations.

## **VIOLATIONS OF RULES AND REGULATIONS AND PENALTIES**

As a condition for exhibiting, each exhibitor shall agree to comply, and require its employees and agents to comply, with all policies and procedures outlined in these Rules and Regulations, the Booth Construction Guidelines and the Exhibit Terms and Conditions. ASPS may take disciplinary action in scope as severity as ASPS deems appropriate against any exhibitor found to be in violation of the foregoing, including without limitation a verbal warning, reducing or eliminating priority points, prohibiting exhibits at future ASPS events, suspending access to or expelling exhibitor from the Exhibit Hall. In the event of suspension or expulsion of Exhibitor by ASPS, Exhibitor shall forfeit all monies paid or on deposit with ASPS, and shall be responsible for all expenses and damages incurred by ASPS, the Exhibit Hall owner(s) and/or operator(s) or their agents to remove Exhibitor and all persons and goods from Exhibitor's space.

## **ACTIVITIES**

Exhibitors shall comply with all applicable federal, state/provincial and local statutes, ordinances, rules and regulations. ASPS reserves the right to approve all exhibits and activities related thereto. ASPS may refuse to admit an exhibitor or may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of ASPS or Plastic Surgery The Meeting, if it creates a disruption in business activities or if it exceeds the bounds of good taste as interpreted by ASPS.

## **SUBLETTING OF SPACE**

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet, sublicensed or shared with any other party; provided, however, divisions of the same company (as identified in the Exhibit Space Application) may share exhibit space.

## **INSPECTION OF THE EXHIBIT HALL**

Inspection will be conducted during the setup time. An effort will be made to advise exhibitors of any deviation from exhibit rules and booth construction at that time. Exhibitors must make all corrections requested by ASPS at their own expense or risk removal from the exhibition without notice and without any obligation on the part of ASPS for any refund whatsoever. Except for official endorsed partners of the Meeting, no exhibitor may display signage or otherwise suggest that ASPS has endorsed any of the products or services which are being displayed by such exhibitor during The Meeting.

## **EXHIBIT BOOTH STAFF AND SETUP**

Exhibit booths must be staffed during all exhibit hours. An exhibiting company that has failed to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for Plastic Surgery The Meeting. In the event of such incomplete setup or improper staffing, ASPS reserves the right to reassign exhibit space without notice to the exhibitor and without obligation on the part of ASPS for any refund whatsoever.

During show days, exhibitors wearing badges may enter the Exhibit Hall one (1) hour prior to the opening of exhibits and may remain in the Exhibit Hall one hour after the close of exhibits. Companies who wish to hold staff only orientation meetings within the confines of their booth may do so during these times. Exhibit personnel must wear meeting badges to gain admittance into the exhibit hall at all times. If extended access is necessary, prior permission must be granted by ASPS.

Loitering near other exhibitor booths is not permitted. Exhibitors may not enter another exhibitor's booth without obtaining permission.

### **PROCEDURES AND DEMONSTRATIONS**

No medical procedures, specifically invasive, operative or dermabrasion procedures, may be performed on any human or living tissue in an exhibitors' booth by exhibitors or attendees in the physical Exhibit Hall. Medical procedures, specifically invasive, operative or dermabrasion procedures, may be performed on any human or living tissue in the virtual Exhibit Hall, only with ASPS's prior permission and where all appropriate and necessary authorizations have been obtained for the same. The use of live subject demonstrations for the purpose of demonstrating techniques that involve devices or prescription pharmaceuticals is NOT allowed unless equipment is in off-mode. Demonstrations involving live animals are expressly prohibited. Cosmetics and non-prescription skin care products may be demonstrated on an individual's hand or face.

- X-ray equipment may be exhibited but not operated.
- Laser equipment may be operated only if the laser is contained within a safety shield and not being demonstrated on a human or any living tissue.

As a matter of safety and courtesy to others, Exhibitors should conduct sales presentations and permitted product demonstrations in a manner that assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange any display, product presentation and demonstration areas to ensure compliance with the foregoing.

- Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. **Sound demonstrations should not exceed 85 decibels.** Additionally, demonstrations should only be conducted by qualified personnel.

### **MARKETING AUTHORIZATION AND DISCLOSURE**

All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws, regulatory guidances (whether or not having the effect of law) and implementing regulations pertaining to the labeling and marketing of such products. Exhibitors are solely responsible for compliance with the foregoing. Without limiting exhibitor's foregoing obligation, ASPS may require conspicuous and prominent disclosures or prohibit certain activities as follows:

- Foreign-Approved Drugs: Any drug which has been approved or for which exhibitor has received authorization to market such drug in a foreign jurisdiction, but for which exhibitor has not filed any application (e.g. 510k, PMA, BLA, IDE) with FDA may not be exhibited.
- Foreign-Approved Devices: Any device which has been approved or for which exhibitor has received authorization to market such product in a foreign jurisdiction, but for which exhibitor has not filed any application (e.g. 510k, PMA, BLA, IDE) with FDA, should be identified as "Not Available for Sale in the U.S."
- FDA Application Pending: Any product (including a foreign-approved product) for which exhibitor has filed an application (e.g. 510k, PMA, BLA) with FDA, but for which it has not obtained FDA approval to market, should be identified as "[Relevant Application] Pending".
- Mixed-Use Products: Any product for which exhibitor has received authorization (either from FDA or a foreign agency) to market for certain indications or uses, but for which exhibitor has applied but not yet received authorization to market for additional indications or uses, should be identified as "Cleared for marketing when intended for \_\_\_\_\_ (type of use)." Uses or indications for which an application is pending may be exhibited only if the product requires modification from the form in which it is exhibited for such pending uses or indications.
- Investigational Devices: Any product for which exhibitor has filed an investigational device exemption with FDA, should identify the device as "Investigational, limited by federal law to investigational use only." Solicitation of investigators in the Exhibit Hall is strictly prohibited.

- **FDA-Approved Products:** Any product for which exhibitor has received authorization from FDA to market may be exhibited within the scope of such FDA authorization to market (i.e. limited to those claims specifically approved by FDA), subject to any other applicable disclosure requirements.

In addition to the foregoing disclosure requirements, any and all written or oral statements made with respect to a particular product must be consistent with and within the scope of the applicable authorization(s) or pending application(s) for such product.

Human Cell and Tissue products (“HCT/Ps”) may be exhibited provided the Exhibitor has provided (and makes available upon request) evidence of its registration with FDA as a Human Cell and Tissue Establishment, and such registration includes the products to be exhibited.

Exhibitors are strictly prohibited from exhibiting any product that has not been authorized to be marketed by FDA or at least one (1) foreign agency with authority to grant authorization to market the subject product in such foreign jurisdiction, except to the extent authorization is not required by FDA to market such product. Exhibitor must provide documentation upon request to support its position that a particular product is exempt from FDA prior authorization requirements, which ASPS may consider and accept in its sole discretion as part of its review of Exhibitor’s Exhibit Space Application.

In addition to such information as may be requested by ASPS in connection with the Exhibit Space Application, Exhibitors shall have available at the booth evidence of authorization to market the products being displayed, whether from FDA or a foreign agency duly, or evidence of the applicable application pending.

Exhibitors are reminded of FDA prohibition on promoting approved products for unapproved or “off-label” uses, and are strictly prohibited by ASPS from doing so.

Failure to comply will result in removal of the product in question and/or the Exhibitor from the exhibit hall, without any obligation of a refund whatsoever. ASPS reserves the right to enforce these Rules and Regulations with respect to Marketing Authorization and Disclosure and may, in its sole discretion, assess penalties noted above, up to and including expulsion from the exhibit hall, if any Exhibitor is found to be in violation. Exhibitor is responsible for its employees and agents compliance with the foregoing.

#### **LITERATURE DISTRIBUTION**

Distribution of any literature outside of an exhibitor’s exhibit space or through the convention hotels is only permitted with approval from ASPS. All literature regarding an exhibitor’s product(s) must be in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of the subject product(s). Exhibitors are solely responsible for compliance with the foregoing, regardless of whether ASPS approved the distribution or contents of such literature. Exhibitors may not use ASPS or The Meeting logos in connection with any product or advertising materials, without the written consent of ASPS.

#### **SALE AND ORDER PLACEMENT IN EXHIBIT HALL**

Sale of and order placement for, merchandise or services are not prohibited in the Exhibit Hall, provided all transactions are conducted in a manner compliant with all federal, state and local laws, regulatory guidances (whether or not having the effect of law) and implementing regulations pertaining to the labeling and marketing of products and consistent with the professional nature of the meeting.

Every transaction must be accompanied by a receipt for the purchaser. **For security reasons, CASH transactions are discouraged.**

- Exhibitors are responsible for the remittance and collection of applicable sales tax for all online sale transactions. Transactions consummated in a physical Exhibit Hall are subject to the applicable local sales and use tax requirements.
- An exhibitor may not display signs advertising the price of any item or services available for sale.
- Any products for sale must be the exhibitor’s own merchandise, related to the exhibitor’s professional interest and must represent the same products offered for sale at wholesale or retail.

#### **BOOTH CONDUCT**

ASPS reserves the right to restrict and supervise any exhibitor whose exhibit and/or related conduct and activities ASPS deems objectionable. Such activities include, but are not limited to, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of physicians and others attending the meeting.

Any inappropriate, unnecessary or offensive images or graphics that ASPS feels, in its sole discretion, is not necessary to the promotion of an exhibitor's product will result in a request from ASPS to remove such items from the view of those on the show floor.

### **GIVEAWAYS AND PROMOTIONAL ITEMS**

ASPS requests compliance with all applicable industry, state and federal regulatory and governmental agency guidelines (AMA, PhRMA, OIG, FDA, FCC, FTC, AdvaMed, etc.). Acceptable giveaways should primarily entail a benefit to patients, be related to the physician's work and should not be of substantial value.

- Exhibitors are permitted to distribute product samples from their exhibit booth(s) during the meeting, provided such product is authorized to be marketed in the United States. However, Exhibitors are prohibited from distributing materials or product samples to attendees outside of the physical Exhibit Hall in connection with the Meeting without ASPS's prior permission and where all appropriate and necessary authorizations have been obtained for the same.
- The distribution of novelty gifts, including raffle prizes, not manufactured by the exhibiting company must be approved by ASPS prior to the meeting. See the '**Intent to Distribute Booth Giveaways/Novelty Items**' form in the online exhibitor service manual.

### **TEMPORARY STAFF/BOOTH PERSONNEL**

Temporary staff/booth personnel must be registered as company personnel and wear a company exhibitor badge for entrance to the exhibit hall, regardless of employment status. These badges must be registered within the exhibitor's badge allotment. The attire of booth staff shall be consistent with the professional atmosphere of Plastic Surgery The Meeting. Tight fitting or other inappropriate garments, including short skirts, shorts, undergarments and leotards will not be permitted in the exhibit hall.

### **RAFFLES AND PRIZES**

Only those exhibitors who receive approval for these requests will be permitted to hold raffles and/or distribute souvenirs or other non-product items at Plastic Surgery The Meeting. See the '**Intent to Hold a Booth Raffle/Drawing**' form in the online exhibitor service manual.

### **FOOD AND BEVERAGE**

Exhibitors may serve or dispense food or beverages on the exhibit floor. However, you must complete the '**Booth Catering**' form located in the online manual and submit to the convention caterer for approval. All food and beverage served in the exhibit hall must be provided by the convention caterer. Please see the catering menu for available options; however, no exhibitor-supplied alcoholic beverages will be permitted. The only food item(s) that can be supplied by the exhibitor and dispensed from the exhibit booth are individually wrapped bite-sized pieces of candy.

### **SOUND AND MUSIC**

In general, exhibitors may use sound equipment in their booths as long as the noise level does not disrupt the activities of neighboring exhibitors or exceed 85 decibels. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. Exhibitor is responsible for compliance with such copyright laws, and all licensing fees and royalties that may be due in connection with playing music in their booth, such as those imposed by ASCAP, BMI and SESAC.

### **BADGES**

All representatives of exhibitors must register and wear the official exhibitor's badge for admission to and while inside the Exhibit Hall. The company name that is listed on the Exhibit Space Application is the only company name that will appear on the badge. Company badges/business cards will not be acceptable in lieu of the official badge. Individuals who do not have badges will not be admitted into the exhibit area.

Only registrants of the ASPS/PSF/ASMS/ASPSP/TRS Plastic Surgery The Meeting will be permitted access to the Exhibit Hall. False certification of an individual as an exhibitor's representative, misuse of exhibitors' badges or any other method used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the Exhibit Hall; banning from future entrance on the exhibit floor; and/or removing their exhibitor from the floor without obligation on the part of ASPS to refund any fees. The exhibitor, its' employees, agents and anyone claiming a right to be on the exhibit floor by association with exhibitor waives any rights or claims for damages to persons or property arising out of ASPS's enforcement of this policy.

### **PHOTOGRAPHY/VIDEOTAPING**

Unauthorized photography or videography of the Exhibit Hall or any exhibit or product is prohibited and may result in expulsion from the Meeting. Requests for videotaping and photographing in the Exhibit Hall are to be provided by the official ASPS photographer. Please see the **'Photography Order Form'** in the online manual for the arrangements of photography or videotaping services. Exhibitors requesting to use an outside vendor to photograph, film or videotape any activities in their booth must receive written permission by ASPS. Such requests must be submitted in writing by the deadline identified on the Meeting website.

Exhibitors acknowledge and agree to inform their employees, representatives and subcontractors that ASPS may photograph or record any portion of the Meeting in which they participate, in its sole discretion, and such photographs and recordings may be used by ASPS in the future for educational, promotional or marketing purposes.

### **MEDIA-RELATED ACTIVITY**

Exhibitors hereby agree that all public relations, press and media-related activity taking place at Plastic Surgery The Meeting will be communicated to and approved by ASPS prior to the start of the Meeting.

### **FIRE ORDINANCES (PHYSICAL EXHIBIT HALL ONLY)**

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas should not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or with other exhibits, ASPS may, in its sole discretion, require that the demonstration be limited or canceled. For more information, review the Fire Regulations and information regarding flame-retardant-treated materials in the Exhibitor Manual available online.

### **SMOKING (PHYSICAL EXHIBIT HALL ONLY)**

This Meeting has been designated as non-smoking. Public smoking is allowed only in specified areas. Your cooperation in complying with this request is appreciated.

### **CHILDREN IN THE EXHIBIT HALL**

Babywearing and infants in strollers are permitted in the Exhibit Hall during regular show hours only; otherwise, children under 16 years of age will not be allowed in the Exhibit Hall. If you feel there are extenuating circumstances that warrant an exception to this policy, please contact [exhibits@plasticsurgery.org](mailto:exhibits@plasticsurgery.org) with further information for consideration.

### **EDUCATIONAL PROGRAMS, SEMINARS AND WORKSHOPS, HOSPITALITY SUITES AND MEETING ROOMS**

ASPS does not allow organizations to hold unsanctioned meetings (whether educational, sales or hospitality) or symposia prior to or during The Meeting.

Companies interested in hosting an Industry-Supported Satellite Symposia must review the Industry-Supported Satellite Symposia Application and Guidelines, complete the application and submit with payment. All Industry Supported Satellite Symposia must receive ASPS written approval.

If Exhibitors would like to hold sales meetings, social functions or entertainment, they will need to complete the **'Industry Function Space Request'** form located in the online manual. No hospitality functions, social functions or entertainment may be scheduled that conflict with the ASPS program, activities or exhibit hours. All functions **must** have ASPS approval. Requests are due by the deadline noted on the Meeting website. Late fees may apply to requests submitted after the deadline. Questions regarding **Industry Function Space requests** can be directed to [exhibits@plasticsurgery.org](mailto:exhibits@plasticsurgery.org)

By way of submitting the Exhibit Space Application for the Meeting, the exhibitor applicant named therein agrees to these Rules and Regulations and the policies and procedures of ASPS and the Exhibit Hall owner(s) and/or operator(s) applicable to the Meeting, and covenants that the exhibiting company identified in the Exhibit Space Application and all of its employees, agents and representatives will adhere to the same.

**QUESTIONS, CONTACT ASPS'S DESIGNATED EXHIBITS PARTNER:**

Conventus Media

Contact: Christine O'Connell

Phone: 978.239.1153

Email: [coconnell@conventusmedia.com](mailto:coconnell@conventusmedia.com)