

# Rules and Regulations

## IMPORTANT DATES

Welcome Reception with Technical Exhibitors, Monday, June 7 .....6:00 pm - 7:30 pm  
Technical Exhibit Dates and Hours:  
Tuesday, June 8 through Thursday, June 10 .....9:30 am - 4:00 pm  
Reception, Wednesday, June 9 .....6:00 pm - 7:30 pm  
Exhibitor Registration Hours:  
Saturday, June 5 through Thursday, June 10 .....6:30 am - 6:00 pm  
Credentials for set-up personnel must be obtained at the ASNR Technical Exhibitor Registration Desk upon arrival at the Washington State Convention & Trade Center in the South Lobby (Level 4) Registration area.

All matters and questions not covered by the Rules and Regulations are subject to the decision of the American Society of Neuroradiology, herein referred to as the ASNR.

### Securing Space

To apply for Exhibit Space at the ASNR 42nd Annual Meeting, please complete the Exhibit Space Application/ Contract included in this Exhibitor Prospectus. Retain a copy for your records, return the original to the Annual Meeting address indicated, with a products/services brochure and initial space deposit made payable to the ASNR. The terms and conditions set forth in the 2004 Exhibitor Rules and Regulations are made part of the Exhibit Space Application/Contract by reference and are fully incorporated herein. Please read the following details and instructions completely.

### Rates

Exhibition Space will be rented based on the following rates:

Standard Exhibitor .....\$30.00 per square foot  
Publisher .....\$20.00 per square foot  
Corner .....\$125.00 per corner assigned

Exhibiting companies are required to have 100% of representative participation in the ASNR housing block at the Sheraton Seattle Hotel & Towers to receive a 10% discount on total booth rental fees. This discount will be refunded six (6) to eight (8) weeks following the Annual Meeting.

Each exhibit space fee includes exhibitor participation in the social program as specified in the **SOCIAL PROGRAM PARTICIPATION** section of these regulations.

### Product Eligibility

All products and services exhibited must be directly related to the teaching or practice of radiology and approved by the Technical Exhibits Committee. Exhibitors may only display those products and services which they regularly manufacture or distribute. Applications found ineligible by the Technical Exhibits Committee will be returned and any deposit for exhibit space will be refunded.

### Deposits

A deposit of 20% of the total space cost must accompany the completed Exhibit Space Application/Contract, with full payment due on or before Friday, March 12, 2004.

Applications postmarked after Friday, March 12, 2004 must be accompanied by full payment. **No applications will be processed until all conditions are met.**

### Refunds

Cancellation of exhibit space must be made in writing and received by the ASNR on or before Friday, March 12, 2004 to receive a full refund of monies paid. **No refund will be given for cancellations received after the above specified date, and the ASNR will retain all monies paid as liquidated damages.**

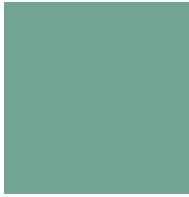
The ASNR, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan as required. The ASNR may relocate any exhibit at any time with the understanding, that if the exhibitor does not agree with such relocation, all deposits and payments for booth space will be refunded.

Any space not claimed and occupied by 2:00 pm on Monday, June 7, 2004, for which no special arrangements have been made, may be resold or reassigned by the ASNR without any refund.

### Assignment of Booth Space

Booth location assignments will be based on history points, date points (awarded based on date of application receipt), housing block participation and program sponsorship participation. Additional conditions include the exhibitor's preference regarding proximity to other exhibiting companies as stated on the Exhibit Space Application/Contract, subject to booth design, space configuration, and services required. If assigned space is not paid for by Friday, March 12, 2004, designated area may be reassigned or sold by the ASNR.





## Exhibit Installation/Removal Dates and Deadlines

### Installation

#### 8:00 am, Saturday, June 5, 2004

Installation of exhibits may commence.

#### 12:00 noon, Monday, June 7, 2004

ASNR shall order any exhibit(s) not installed or in the process of installation to be set up and the exhibitor billed for all charges incurred. The ASNR will not be responsible for damage incurred during installation.

#### 2:00 pm, Monday, June 7, 2004

Exhibit installation must be completed and fully operational for opening of exhibit hall at 6:00 pm.

### Removal

#### 4:00 pm, Thursday, June 10, 2004

Dismantling of exhibits may begin. Exhibits must be fully operational and staffed by exhibitor personnel until this time.

#### 8:00 am, Friday, June 11, 2004

Freight not yet called for by this time will be shipped at the exhibitor's expense by a carrier selected by the official drayage contractor.

#### 10:00 pm, Friday, June 11, 2004

Exhibit hall must be free of all exhibit material at or before this time.

All space occupied by an exhibitor must be surrendered in the same condition as it was at the time of occupation.

## Exhibit Preparation

### Contractor Services

#### Service Kit ▲ Friday, February 27, 2004

*The exhibitor's service kit will be available in an online format.*

### Official Service Contractors

The ASNR 42nd Annual Meeting's official service contractor, will provide shipping, furniture, labor, drayage and rigging services. Forms will be available in the online Technical Exhibitor Service Kit. **A Service Kit packet (hard copy) is available upon request through the ASNR offices.**

The official drayage contractor will have complete control of all dock and loading facilities, will receive all direct and advance shipments and van loads, will handle all freight, and provide all rigging labor and equipment.

All services not ordered in advance must be procured through the Exhibitor Service Desk which will be staffed at the Washington State Convention & Trade Center.

### Exhibitor Appointed Contractors

#### Thursday, April 1, 2004

Request to use Exhibitor Appointed Contractors is done through the completion of the official form on page 24, accompanied by an original Certificate of Insurance covering each proposed contractor. Please refer to the **INSURANCE** section of these regulations for detailed information.

Requests to use an Exhibitor Appointed Contractor must be made using the form included in this prospectus by the exhibitor's official representative. No requests made by independent service contractors or any third party will be considered, and no requests, addenda, or substitutions received after the deadline will be considered.

All Exhibitor Appointed Contractors shall abide by the terms and conditions, rules and regulations set forth herein. Violation of any rule or regulation may, at the discretion of the ASNR, result in the appointed contractor's removal from the exhibit floor.

## Exhibit Design

All space is 10' x 10' unless otherwise noted on the floor plan.

**Note: The ceiling height in the exhibit hall is twenty feet (20') based on specific booth locations.**

### Standard Exhibit (10' x 10' or multiple thereof)

The back one-half of rented space may be occupied from the floor up to 8' in height. The front one-half of the rented space may be occupied from the floor to a height of 4', with the exception of equipment, which may exceed the 4' height limit, but may not be higher than 8', and must be placed so as not to block the view of neighboring exhibitors. Demonstration areas and/or video presentations must be located in the back one-half of the rented exhibit space.

### Peninsula Exhibits (10' x 20' "end cap")

Peninsula exhibits must limit the center 10' of a 20' back wall to 8' in height. The remaining 5' on either side of the back wall is limited to 4' in height (see diagram on page 14).

### Free-Form Exhibits (20' x 20' or larger island exhibits)

**Applications for free-form space must be accompanied by a photo or detailed drawing of the exhibit, and must be approved by the ASNR.** Free-form exhibits are limited to a maximum height of 20' from the floor to top of sign. The rise (20' in height) of the basic exhibit structure may not be closer than 2' to any external boundary of the contracted exhibit space. However, this 2' area may be occupied up to 8' by the following: (a) equipment; (b) clear or up to 20% tint (not smoked) Plexiglas structures with limited copy to permit SEE-THROUGH VISIBILITY, conference areas, etc.; (c) structural and support members (8' apart), grilles (42" high with adequate access openings), all to be open type construction which, in the opinion of the ASNR, does not interfere with other exhibitors and is in keeping with the design criteria for free-form exhibits.

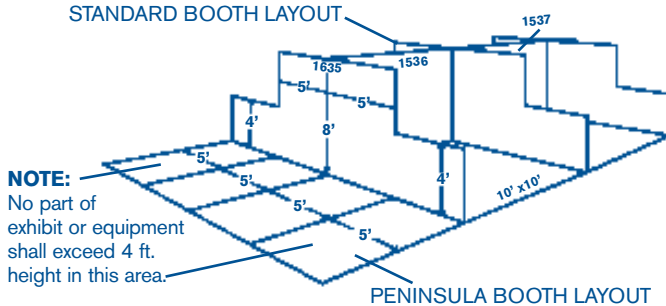
# Rules and Regulations

## Banner/Signage

**IMPORTANT:** Banner(s)/hanging signage is not allowed in the exhibit hall.

## Standard Exhibit Layout and Equipment

Standard Exhibit space rental (10' x 10' or multiple thereof) includes side and back wall drape and sign indicating booth number, company name, city and state.



## Exhibitor Personnel

The signer of the application for exhibit space or his/her designee shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

**Exhibit Hall Attendance** is restricted to qualified exhibitors and those certified by them, and to those covered by the ASNR 42nd Annual Meeting general registration procedures. Children under 16 years of age will not be allowed on the exhibit floor at any time. Exhibitor representatives and personnel must be in the space rented on the exhibit floor and are not admitted for the purpose of viewing other exhibits, except by invitation from other exhibitors.

**Exhibitor Badges** will be issued at the ASNR 42nd Annual Meeting Exhibitor Registration Desk located in the South Lobby (Level 4) of the Washington State Convention & Trade Center. The official ASNR 42nd Annual Meeting badge must be worn whenever a representative of an exhibiting company or its agents, including Exhibitor Appointed Contractors, is in the exhibit hall or session rooms. Badges are not to be defaced by inserting company cards or applying adhesive novelty items.

False certification of any individual as an exhibitor's representative, misuse of badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be cause for expelling the exhibitor and its representatives from the exhibition hall and/or removing the exhibit from the floor without obligation on the part of the ASNR for refund of any fees. The exhibitor, and anyone claiming a right to be on the exhibit floor through the exhibitor, waives any rights or claims for damages arising out of the enforcement of this rule.

## Special Regulations

No part of any exhibit, signs or banners, shall be posted, nailed, suspended or otherwise attached to ceilings, columns, walls, floors, or other parts of the exhibition facility or its furniture, or used in any way to deface same. Damage arising by failure to observe these rules shall be payable by the exhibitor.

All activities of each exhibitor must be confined to the exhibitor's allotted space other than entertainment and social functions. Product and service demonstrations are to be straightforward, professional and must avoid the use of theatrical gimmicks. **Prizes, awards, drawings, raffles, lotteries or contests of any kind are prohibited.** Distribution of handout items such as plastic bags, token gifts or food and beverage service, is permissible upon approval by the ASNR. Requests to distribute handout items must be submitted in writing to the ASNR along with a sample, photo or written description of each item.

Requests are to be directed to Lora Tannehill, ASNR Director of Scientific Meetings at (630) 574-0220, ext. 229. Operational equipment, audio visual presentations and other devices with sound effects may not create noise levels objectionable to neighboring exhibitors.

The exhibitor must, at his/her expense, maintain and keep his/her exhibit, and the space for which he/she has contracted, clean and in good order.

All construction material must conform to local codes. Exhibitors are required to follow standard safety procedures in and around exhibits to ensure safety of all personnel and attendees.

Violations of any of these rules by the exhibitor or his/her employees or agents shall, at the option of the ASNR, forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to the ASNR all monies paid or due.

## Fire Protection

All exhibits must conform to the fire laws, health regulations, electrical codes, and other ordinances of Seattle, Washington. Table drapes, textile paper displays, back wall drapes and any decorations must be flameproof and fire resistant. All exhibits and materials are subject to inspection by the local fire marshal.

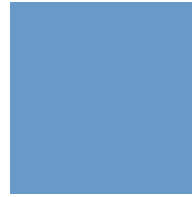
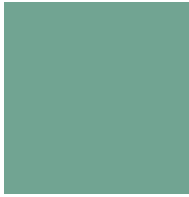
Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Smoking is not permitted in the exhibit hall.

Violations of any of these rules by the exhibitor or his/her employees or agents shall, at the option of the ASNR, forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to the ASNR all monies paid or due.

## Shipping

All freight charges must be PREPAID. Advance shipping is highly recommended. Further information will be provided in the Exhibit Service Kit, which will be available online in late February.





## Handling of Exhibitor Materials and Storage

It is necessary for exhibitors to arrange directly with the official service contractor for unloading, delivery of displays to the exhibit floor, installation, dismantling, and packaging at the end of the meeting. By completing the drayage order form that will be included in the Technical Exhibitor Service Kit, exhibitors can arrange for the service contractor to perform material handling once their freight has arrived on-site at the Washington State Convention & Trade Center. Drayage service includes the following: unloading of truck at show site, delivery to booth, and movement of empty crates for return shipment.

The service contractor will arrange to remove empty crates upon completion of set-up, and at the close of the exhibit will return them to the exhibitor booth when so instructed in writing. All property of the exhibitor remains under their custody and control in transit to and from the exhibit area and while it is in the confines of the exhibit area.

## Security, Liability and Insurance

### Security

Each exhibitor must make provisions for the safeguarding of their goods, materials, equipment and display at all times. General overall guard service will be provided at the ASNR 42nd Annual Meeting. Neither the ASNR, the Washington State Convention & Trade Center nor the guard service will be responsible for loss of or damage to any property for any cause.

### Liability

The exhibitor shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss or damage to property where such injury, loss or damage is incident to the exhibitor's participation in the exhibition (except as otherwise provided in the contract between the ASNR and the Washington State Convention & Trade Center). The exhibitor shall protect, indemnify, hold harmless and defend the ASNR, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation, provided that the injury, loss or damage is not caused by the negligence or other wrongful conduct of the ASNR, its officers, directors, agents or employees.

In the event the exhibit hall is destroyed or damaged so as to prevent an exhibit from occupying assigned space during any part of the exhibition period; or in the event occupation of assigned space during any part of the exhibition period is prevented by strikes, acts of God, national emergency, or other cause beyond the control of the ASNR, then the exhibitor will be charged only for space rental and related expenses during the period occupied by the exhibitor. The exhibitor hereby waives any claim against the ASNR, its officers, directors, agents, or employees for losses or damages which may arise in consequence of such inability to occupy assigned space, its sole claim against the ASNR being for a refund of rent paid for the period it was prevented from using the space.

### Insurance

**Exhibitors should maintain general public liability insurance against claims for personal injury, death or property damage in any way connected with the exhibitor's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for any one occurrence.** Such insurance must contain a waiver of any right of subrogation as to any claims against the ASNR, its officers, directors, agents or employees.

All agents or representatives performing services at the Washington State Convention & Trade Center directly for an exhibitor other than the exhibitor's employees must provide the ASNR with original *Certificates of Insurance* at the same time a request for an exception for Exhibitor Appointed Contractor is made. Photocopies of *Certificates of Insurance* are not acceptable.

### Photography

Each exhibitor has control over the space rented and may prevent those considered its competitors from gaining access to, photographing, videotaping or otherwise mechanically recording its exhibit. Photography, other than by the official photographer, is prohibited during installation, dismantling, and non-exhibit hours, and cameras are not allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have their exhibit photographed, or a presentation recorded by audio or videotape during exhibit hours. No exhibitor shall deny any reasonable request to photograph the exhibit from outside the perimeter of the booth.

Photographs taken at the Annual Meeting are the exclusive property of the American Society of Neuroradiology (ASNR). This photography is for viewing purposes only and is not within the Public Domain.

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