AUA 2017
MAY 12-16
boston
EXHIBITOR RULES & REGULATIONS
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By signing the AUA2017 Application and Contract for Exhibit Space (Contract), Exhibitors agree to abide by all requirements of the Terms, Conditions and Rules (Terms) of the Contract, Exhibitor Prospectus (Prospectus), Exhibitor Rules and Regulations (Rules) enclosed herewith and any regulations for exhibits by the Boston Convention & Exhibition Center (BCEC) for the AUA2017 Annual Meeting in Boston, Massachusetts, over the dates of May 12-16, 2017 (Show). Exhibitors must at all times have one or more responsible individuals present in their booths who are knowledgeable about the Contract Terms, Exhibitor Prospectus, Exhibitor Rules and Regulations and the Boston Convention & Exhibition Center exhibit regulations to ensure compliance. The signer of the Contract also agrees to share the Terms, Prospectus and Rules, enclosed herewith, with all representatives who will staff the exhibit space in Boston, Massachusetts.

All requirements of the Terms, Prospectus and Rules will be enforced without exception. Any violations of these exhibit requirements will be addressed by AUA Show Management (Show Management).

All AUA rules, regulations and policies, as well as any matters not specifically covered in published exhibitor rules, regulations and policies, are subject to final interpretive review by AUA Show Management. The decision of AUA Show Management in all matters shall be final and binding on all Exhibitors.

Visit www.AUA2017.org for the latest updates on the meeting. Contents of the Prospectus and Rules may be downloaded from the Exhibits area of the site.

Call our exhibitor hotline 410-689-3749 with questions or email the Exhibitor Help Desk at exhibits@AUAnet.org. We look forward to a successful show with you in Boston, Massachusetts.

APPLICATION AND SPACE ASSIGNMENT

SPACE ASSIGNMENT

An on-site space selection was conducted in San Diego, California, for AUA2017 Exhibitors based on priority points on May 7-9, 2016. The most updated floor plan includes those selections and is available at www.AUA2017.org, in the Exhibits area of the site.

Prospective Exhibitors will be reviewed by Show Management for suitability of products or services to the attendees at the Show. A completed Contract for Exhibit Space with full payment must be received before space will be assigned.

Booth confirmations will be emailed to approved Exhibitors in a reasonable timeframe after application submission.

The exhibitor shall not assign or sub-license or apportion, the whole or any part of assigned exhibit space to a third party, its rights to the exhibit space, or any portion thereof, without the written consent of the AUA, which the AUA may withhold at its sole discretion. If such consent is given, the exhibitor shall assume full responsibility for the conduct of the assignee or sub-licensee and all its representatives, including any costs, penalties or fees assumed by the assignee or third party.

The AUA makes no definitive advance representations or warranties with respect to the demographic nature of attendees and/or traffic volume at exhibits and/or numbers of attendees at the Show.

EXHIBIT ELIGIBILITY

Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA and generally restricted to companies directly related to the urological/medical field. Any medical device, pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. The AUA reserves the right to require information from companies before booth assignment is finalized. When an exhibit is found to be ineligible or in violation of any exhibit rule or regulation, in whole or in part, the AUA may deny space assignment or, when the exhibit is on show site, close the exhibit, at its sole discretion, and remove it from the Show.

The AUA exhibits are held primarily for the education of urologists and allied health professionals. The exhibitor may take orders for products and services at its own exhibit space, however, in keeping with the educational character of the Show, products or services for which orders are taken must be delivered by the exhibitor to the purchaser at the close of the Show and not during the Show. Exceptions to this regulation must be requested in writing to the AUA prior to the Show.

ExpoSuites and Skills Workshops are only available to confirmed Exhibitors. An exception may be made to permit a company that is not a confirmed exhibitor to contract an ExpoSuite if that company does not currently offer a product to U.S. urologists.

RETAIL SALES

See diagrams on page 7.

Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of contract. Any exhibitor not providing the AUA with advance written notice of the intent to conduct Retail Sales at AUA2017 may have their booth closed by AUA Show Management at any time.

Exhibitors must purchase booth space of sufficient size to accommodate their customer volume. The AUA reserves the right to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

Any type booth can be involved in retail sales and the guidelines for
SALES TAX AND LICENSES

Retail sales Exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the City of Boston and the State of Massachusetts. Additional information regarding Massachusetts sales tax is available online at Massachusetts Department of Revenue: http://www.mass.gov/dor/all-taxes/sales-and-use/

PRIORITY POINTS

Priority points are calculated based on a five-year (2012-2016) history of exhibiting and are the basis for determining on-site placement of exhibit booths. A listing of current priority points for Exhibitors and a complete priority point policy may be requested from the AUA. Each year points are awarded as follows:

- 1 point for each 100 square feet of exhibit space
- 1 point for each year of exhibiting
- 3 points for exhibiting for five consecutive years

Exhibitors may also earn annually:

- 5 points for utilizing official housing service of the AUA, onPeak
- 5 points for utilizing 90% of reserved housing block (based on 90% total room nights with a minimum 10 rooms on the peak night)*

*Note: Due to verification requirements, priority points for housing will be awarded during the selection process for the Annual Meeting two years after they are earned.

Priority points can also be earned by supporting Science & Technology Hall opportunities. Sponsorship points will be awarded for the current meeting and applied forward to the next year’s point total. Priority points for support of Science & Technology Hall sponsorships will be awarded as follows:

- 5 points per day for Skills Workshops
- 5 points per program in the Industry Clinical Update Theater
- 5 points for participation in Skills Challenge
- 5 points for a Business Bistro Series

MERGERS & ACQUISITIONS

Exhibiting organizations undergoing mergers are required to inform the AUA in writing of their exhibitor status and intentions regarding consideration of combining priority points of the new exhibiting entity. AUA Exhibitors are permitted to combine all accumulated AUA priority points of all merging organizations if the total net square feet of exhibit space leased by the merging Exhibitors remains the same or exceeds that space leased by the merged individual Exhibitors at the most recent Annual Meeting and if that merged total remains consistent for three consecutive years. Failure to maintain this combined total net square feet level for the three year duration will result in a loss of combined points and the exhibitor (merged) will revert back to the highest priority point total earned from one company, plus any points earned since the merger.

LOSS OF PRIORITY POINTS

Priority points may be taken away from Exhibitors for violations of exhibitor rules. All decisions about the loss of priority points are made at the sole discretion of the AUA.

TERMINATION OF AGREEMENT TO EXHIBIT

The AUA shall be entitled to terminate this agreement forthwith, close the exhibit and remove the exhibitor’s property from the exhibit space at any time for failure by the exhibitor or its duly autho-
rized assignee or any of its officers, agents, employees or other representatives to perform, meet or observe any Terms set forth in the Contract or any conditions set forth in the Prospectus or Rules or any rule or policy instituted by the AUA subsequent to the aforementioned published Rules and policies or any show site decisions regarding enforcement of Rules and policies by Show Management. When time and circumstances permit, Show Management will issue notice and provide a reasonable opportunity to correct any violation. However, Show Management will have absolute authority in the enforcement of AUA rules, including closing booths, moving booths, expelling exhibitor’s personnel and the removal of exhibitor property from the Boston Convention & Exhibition Center and the Show. Such exhibitor shall not be entitled to a refund of any payment.

RULES INTERPRETATION AUTHORITY
All AUA rules, regulations and policies, as well as any matters not specifically covered in published exhibitor rules, regulations and policies, are subject to final interpretive review by AUA Show Management. The decision of AUA Show Management in all matters shall be final and binding on all Exhibitors.

MOVE IN/MOVE OUT

MOVE IN
A targeted move-in schedule for AUA2017 will be developed and distributed in the online Exhibitor Service Manual in December 2016. Exhibitor booth installation times (targeted and general) are tentatively scheduled for Wednesday, May 10, through Friday, May 12, from 8 a.m. – 4:30 p.m. for all exhibits and Saturday, May 13, from 8 – 9 a.m. for pre-approved small, hand-carried booths. Installation of all exhibits, except small booths with pre-approved authorization, must be completed by Friday, May 12, 2016, at 5 p.m. for inspection by the AUA. Booths designated last-in/first-out (LIFO) will not be able to begin installation until Friday, May 12, at 3 p.m.

In the event that an exhibiting company has not arrived on the exhibit floor by 5 p.m. on Friday, May 12, 2017, and has not been granted pre-approval for late set-up, the AUA reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor’s expense. Substitute booth space will be available at the discretion of the AUA. The exhibitor is responsible for all fees associated with removing freight from storage.

MOVE OUT
Dismantling and packing of exhibits will not be permitted before 4:00 p.m. on Monday, May 15, 2017. Failure to comply with this regulation will result in the forfeiture of priority points earned at the Show. Booths designated last-in/first-out (LIFO) will be required to dismantle their exhibit by 4:30 p.m. on Tuesday, May 15. All other Exhibitors must be completely dismantled and packed, all appropriate shipping paperwork filed at the GES Service Desk and carriers called by 12 p.m. on Wednesday, May 17, 2017. It is the exhibitor’s responsibility to arrange for exhibit material shipment, installation and return shipment. Any freight left on the exhibit floor without proper documentation after 12 p.m. on Wednesday, May 17, 2017, will be shipped via GES at the exhibitor’s expense.

EXHIBIT BOOTH CONFIGURATIONS AND FEES

All exhibitor floor spaces must be carpeted or covered with an approved material (unfinished floors in booths are not allowed). Exhibits cannot extend beyond their leased dimensions into aisles, air spaces above aisles or above other exhibit booths. Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits.

IN-LINES, CORNERS AND PERIMETERS

IN-LINES
• In-line booths have a maximum of three sides exposed to an aisle and are generally arranged in a series along a straight line. The back side of in-line booths will be bordered by drape that is 8’ high.
• The back wall height of an in-line booth may not exceed eight feet three inches (8’3”) including a sign and no booth display item or feature may exceed eight feet three inches (8’3”) in height.
• Booth display items or features over four feet (4’) in height may not be placed closer than five feet (5’) to the front aisle.
• No exhibit materials in the front five foot (5’) portion of the booth may exceed the height of four feet (4’) (see Diagram A) to maintain clear visibility from one booth into the next.
• Signs or any exhibit material hanging above in-line booths are prohibited.
• Hardwall enclosed spaces require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.
• Audio visual presentation designs must be submitted to the AUA for pre-approval by April 14, 2017.

Note: When three or more in-line booths are used in combination as a single exhibit booth, the four foot (4’) height limitation is applied only to that portion of the exhibit booth which is ten feet (10’) from an adjoining booth or aisle (see Diagram B).

CORNERS
• A corner booth is an in-line booth exposed to aisles on two sides (or three sides). All in-line booth rules (as stated above) apply to corner booths.

PERIMETERS

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Exhibitor Rules & Regulations • AUA2017 • www.AUA2017.org
• A perimeter booth is an in-line booth that backs to a facility wall, not to another booth or space within the exhibit hall. If building ceiling heights allow, display height can be twelve feet (12') and extend from the rear borderline of the booth into the booth no more than five feet (5') (see Diagram C). All other in-line booth rules (as stated above) apply to perimeter booths.

ISLANDS
• An island booth is defined as 20’ x 20’ or larger with aisles on all four sides.
• Island booths are to be constructed to allow a contiguous five foot (5’) wide access path into the booth from all sides (aisles).
• Interactive booth components and counters are to be a minimum of two feet (2’) inside the booth’s perimeter. Interactive components are generally defined as kiosks, video terminals, interactive video screens, etc. that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time.
• Demonstration/theater areas must be set a minimum of five feet (5’) into the booth from any aisle, including seating, to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations.
• Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval by April 14, 2017 (Multi-level or Covered Booth designs are due no later than February 8, 2107). Note: No island booth will be allowed to set up at AUA2017 without a pre-approved design.
• The maximum height of an island booth at AUA2017 in the Boston Convention & Exhibition Center is twenty-five feet (25’), when ceiling height and rigging permit (25’ from the floor to the top of any booth components and signs). If the exhibit booth is located in an area of the exhibit hall with a limited or reduced ceiling height, the maximum booth height (including any overhead hanging signs) will vary based on ceiling height and fire regulations. Consult AUA for exact maximum dimensions.
• Suspended truss or rigging hardware used to support signs or lighting is not considered part of the booth and is not factored...
into the maximum booth height.

- Booth components and signs above eight feet, three inches (8'3") in height from the floor, may not exceed 75 percent (75%) of the booth's horizontal dimensions along each aisle (a minimum of 25% horizontal open space is required above 8' 3" from the floor to the maximum booth height of 25' from the floor). This maximum use of space maintains “transparency” or the openness of sight lines around and through the design so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The determination of compliance with the transparency requirement is at the sole discretion of AUA Show Management.

- Island booths containing components hanging from the ceiling of the convention center ceiling are required to submit rigging diagrams with loads to the BCEC exclusive rigging service provider, JCalPro prior to move-in for review and approval. All rigging will be serviced by JCalPro rigging services at the BCEC.

- Multi-level or covered structures are required to submit scaled floor plans and elevations, along with structural diagrams with engineer stamps, show name, dates, exhibitor name, booth number, surrounding booth numbers, maximum height within the booth, connection details for elevated floors and stairs, permitted loading (static and live) and occupant capacities, a minimum of 90 days before move-in (February 8, 2017) to AUA Show Management then to the Boston Convention & Exhibition Center Event Services Department in care of Katherine Howard, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437. See Multi-level and Covered Booth section below for more detail.

- Hardwall enclosed spaces within a booth require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.

END-CAPS

This type of booth configuration is not allowed at the 2017 Annual Meeting.

PENINSULAS

- This type of booth backs to another peninsula booth and can extend more than ten feet (10’) in depth.

- The maximum back wall height and maximum height of booth components is eight feet, three inches (8’3"). The back wall will extend the entire length of the common border between peninsula booths.

- Peninsula booths are to be constructed to allow access into the booth from three sides (aisles). Interactive booth components and counters are to be a minimum of two feet (2’) inside the booth’s perimeter. Interactive components are generally defined as kiosks, video terminals, interactive video screens, etc. that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time.

- Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval by April 14, 2017. Note: No peninsula booth will be allowed into the exhibit hall at AUA2017 without a pre-approved design.

- Demonstration/theater areas must be set a minimum of five feet (5’) into the booth from any aisle, including seating, to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations.

- Hanging signs or suspending booth components above peninsula booths are prohibited.

- Hardwall enclosed spaces within a booth require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.

RETAIL BOOTHS

REQUIREMENTS FOR RETAIL SALES AT AUA2017

See diagrams on page 7.

- Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of contract. Any exhibitor not providing the AUA with advance written notice of the intent to conduct Retail Sales at AUA2017 may have their booth closed by AUA Show Management at any time.

- Exhibitors must purchase booth space of sufficient size to accommodate their customer volume. AUA reserves the right to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

- Any type booth can be involved in retail sales and the guidelines for each booth design type are applicable.

- Any booth involved in retail sales shall submit booth designs for pre-approval by AUA before April 14, 2017.
  - All displays, tables, show cases, signs and booth materials must be placed a minimum of 2’ (two feet) inside the booth from any aisle. This set back requirement is the minimum distance required for submitted designs to ensure that all business is conducted within the booth space.
  - Design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth.
  - Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included. Plans must clearly illustrate the exhibitor’s adherence to all audio-visual, demonstration and presentation rules and regulations, as well as the “transparency” concept. (See Exhibit Booth Design and Configuration for additional information.)
  - All decisions concerning booth design by AUA Show Management will be binding upon the exhibitor and are final.

- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting
booths should be inside booth boundaries at all times. Rope and stanchion to form orderly waiting lines inside exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the exhibitor’s expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by AUA for the exhibitor to participate in future AUA exhibitions.

Note: The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval (prior to April 29, 2017). The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

CASH PRODUCT (RETAIL) SALES
- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA 2017.
- Booth designs of all cash sale (retail) Exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space.
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made.
- AUA Attendees will not be allowed in the exhibit hall prior to or after official exhibit hours, therefore all retail transactions must occur during official exhibit hall hours.

SALES TAX AND LICENSES
Retail sales Exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the City of Boston and the State of Massachusetts. Additional information regarding Massachusetts sales tax is available online at Massachusetts Department of Revenue: http://www.mass.gov/dor/all-taxes/sales-and-use/

RETAIL, ISLAND AND PENINSULA BOOTH DESIGN
Companies with Retail, Island and Peninsula booths must submit scaled floor plans and elevation diagrams, from two perpendicular aisles, to the AUA for pre-approval by April 14, 2017 (Multi-level or Covered Booth designs are due no later than February 8, 2017). These design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth. Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included. Plans must clearly illustrate the exhibitor’s adherence to all audio-visual, demonstration and presentation rules and regulations, as well as the “transparency” concept. All decisions concerning booth design by Show Management will be binding upon the exhibitor and are final.

Note: No Retail, Island or Peninsula booths will be allowed into the exhibit hall at AUA2017 without a pre-approved design.

SKILLS WORKSHOPS AND EXPOSUITES
These exhibit areas are enclosed, hard wall structures with adequate exits. Locations are determined by the AUA and designs are pre-approved.

AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE
Each exhibiting company is responsible for compliance with the ADA in their exhibit. The International Association of Exhibitions and Events (IAEE) publish a guide with instructions for ADA compliant booths. Contact the IAEE for more information at 972-458-8002 or www.iaee.com/pdf/ADA.pdf. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines. The Boston Convention & Exhibition Center is accessible to the physically challenged, and includes these accommodations: wheelchair ramps, elevator standards, permanent seating accessibility, door width standards and rest room accessibility. Under provisions of the ADA, exhibitions are considered “public accommodations.”

EXHIBIT FEES

IN-LINE BOOTH FEES
$36 per square foot
Minimum 100 square feet (10’ x 10’)
Includes complimentary 8’ high back wall drape, 33” high side rails with drape and a 11” x 17” booth sign, identifying the company name and booth number. Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

ISLAND BOOTH FEES
$36 per square foot
Minimum 400 square feet (20’ x 20’)
Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

PENINSULA FEES
$36 per square foot
Minimum 400 square feet
Includes 8’ high back wall drape
Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

SKILLS WORKSHOPS AND EXPOSUITES
Skills Workshops and ExpoSuites now offered by the day during exhibit hours. Contact Frank Sheridan for a quotation, Frank@expoanswers.com or 770-518-9963
CANCELLATIONS
Exhibitors must inform the AUA in writing of booth cancellations. The AUA shall have the right to use canceled space to suit its own convenience, including the reselling of space to another exhibitor without any rebate to the original exhibiting company.

DOWNSIZING
Exhibitors must inform the AUA in writing of booth downsizing. The AUA shall have sole discretion to use downsized booth space, including reselling the space, without any rebate or refund to the original exhibiting company.

CONTRACTORS, LABOR AND SECURITY

BOOTH LABOR
GLOBAL EXPERIENCE SPECIALIST (GES), the AUA General Services Contractor, and qualified display contractors (Exhibitor Designated Contractors) at the Boston Convention & Exhibition Center (BCEC) will use unionized labor to install and dismantle displays and decorations. An exhibitor or full-time employee of an exhibitor may install and dismantle their exhibit booth, provided the booth can be set up in a half hour by one person without the use of tools. If an exhibit requires more than one half hour to install or to dismantle, union personnel must be used from the Official General Contractor, GES, or an authorized Exhibitor Designated Contractor (EDC). As an exhibitor, when union labor is required, you may provide an exhibit company employee to work along with a union installer on a one-to-one basis.

There are no restrictions or requirements to use union labor for the unpacking and placement of merchandise or product and equipment tuning or calibrating, once items are brought to the booth in an appropriate manner.

Exhibit hall labor must wear appropriate Show badges or wrist bands, possess company photo identification and register through AUA security in order to enter the halls. All labor (excluding permanent employees of Exhibitors) must also possess a BCEC issued Worker Identification Card. BCEC Security Services issues these ID Cards from an area adjacent to their security base on the loading dock of the convention building. Labor will be required to report to that BCEC Security area prior to starting work along with a valid driver’s license, Passport or alternative government issued picture ID. BCEC will photograph laborers and scan their identification into a data base and then issue a temporary BCEC ID Card coinciding with the length of employment at the BCEC. All Exhibitor Designated Contractors must comply with BCEC contractor security regulations, as well as AUA security regulations.

For more Information, contact GES at 702-515-5970 or the BCEC Event Services Department in care of Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437.

RELOCATION
The AUA reserves the right to reassign booth space as necessary. All actions by the AUA regarding relocated space will be communicated to the primary exhibit contact.

PAYMENT
All booth space must be paid in full before any exhibitor is allowed into the AUA exhibit hall. Full payment for exhibit space must be received prior to space assignment. Any company in violation of this policy will not be allowed on the Show floor until complete payment is received. Any costs associated with the storage, movement and shipping of exhibitor freight, due to late payment of space fees, will be the responsibility of the exhibitor.

FREIGHT HANDLING
Access to the loading docks will be controlled by GES in order to provide and maintain a safe and efficient move-in and move-out schedule. GES will provide and operate all material handling equipment with appropriate labor within the convention center to move freight to and from trucks to the exhibit booth. All unloading, reloading and handling of empty containers will be performed by GES labor.

Exhibitors delivering booth components with a Personally Operated Vehicle (POV) must check in at the marshaling yard to obtain a POV dock pass. Drivers will display the GES distributed POV dock pass to BCEC security at the loading dock access check point and will be directed to their designated unloading area. GES will have equipment and personnel available to assist Exhibitors to keep the loading and unloading of freight orderly and on schedule.

An exhibitor may move material onto the exhibit floor that can be hand-carried in one trip, provided that no material handling equipment is used, such as hand trucks, dollies or other mechanical equipment.

EXHIBIT RIGGING AND HANGING SIGNS
Rigging points at the Boston Convention & Exhibition Center vary considerably. Rigging of exhibit components, trusses and hanging signs are allowed above island booths, ExpoSuites and Skills Workshops only. No hanging or rigging components can exceed the outer boundaries of the exhibit booth’s perimeter or the safe loading of the facility ceiling. All rigging and hanging at the Show is performed by JCalPro, an exclusive service provider at the BCEC. Booth rigging components, including truss, lighting and signs, must conform to the rules, regulations and facility limitations of the BCEC and AUA and be pre-approved by the BCEC and AUA. Booth rigging designs must be submitted to BCEC prior to move-in and to the AUA with the booth design, due by April 14, 2017. Information concerning rigging and loading can be obtained by contacting JCalPro at 617-954-2345 or BCEC Exhibitor Services Department in care of Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437.
ELECTRICITY AND PLUMBING
Electricity and plumbing in the exhibit hall are supplied exclusively by the BCEC. Note that the BCEC will not distribute power in exhibit booths, only provide a drop of the ordered power. The electric services at the BCEC can be accessed at their website: www.SignatureBoston.com. Additional information will be supplied in the Exhibitor Service Manual.

CLEANING SERVICES
The AUA will provide cleaning service for all aisles. Cleaning service for individual booths should be ordered through the BCEC’s exclusive service provider, American Building and Maintenance. Booths must be kept clean during exhibit hours. Debris must not be allowed to collect on the floor or display area. Exhibitors serving food and/or beverage must have adequate trash receptacles and porter/cleaning personnel to keep their activity from interfering with neighboring booths. The AUA reserves the right to order cleaning services at the exhibitor’s expense for a booth not in good order. The cleaning services at the BCEC can be accessed at their website: www.SignatureBoston.com. Additional information will be supplied in the Exhibitor Service Manual.

EXHIBITOR DESIGNATED CONTRACTORS (EDC)
Exhibitors not using GES, the official Show contractor, for general booth labor must notify the AUA and GES of all EDC services well in advance of the Show. Note that EDC services are governed by the union work partnership rules that are in place at the BCEC.

Official Notification of EDC Forms will be in the Exhibitor Services Manual, on the AUA Annual Meeting website www.AUA2017.org and are due by April 10, 2017. All EDC are required to provide proof of insurance, as outlined in the insurance section of these Rules, in the form of a Certificate of Insurance by April 10, 2017. Failure to provide these documents to the AUA by the indicated due dates will be cause to exclude EDC from participation at the Show. Exhibit hall labor must wear appropriate AUA Show badges or wrist bands, wear appropriate BCEC identity badges, possess personal government-issued photo identification, company photo identification and register through AUA security in order to enter the halls. All EDC must comply with the BCEC contractor security regulations.

BCEC Security Services issues these Worker ID Cards from an area adjacent to their security base on the loading dock of the convention building. Labor will be required to report to that BCEC Security area prior to starting work along with a valid driver’s license, Passport or alternative government issued picture ID. BCEC will photograph laborers and scan their identification into a data base and then issue a temporary BCEC ID Card coinciding with the length of employment at the BCEC.

For more Information contact GES at 702-515-5970 or the BCEC Event Services Department in care of Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437.

EDC must abide by GES rules and onsite guidelines for the use of staging spaces for equipment and personnel service desks (EDC staging areas). AUA Show Management shall have authority to remove any EDC from any staging areas that are not inside its exhibitor’s leased booth space.

EDC may not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EDC and all exhibitor rules apply to this sub-contractor of the exhibitor. Please be reminded that the exhibiting company is fully responsible for coordination of the EDC. In the interest of clear communication, the AUA will not engage in any non-contractual working relationships with any non-official contractors including decorators, contractors, public relations agencies, advertising agencies and housing or travel agencies.

EDC must send names of workers for each day at the exhibit hall in advance to AUA security and check in at the BCEC/AUA security check point upon arrival to receive installation/dismantle passes allowing access to the exhibit hall. These passes are typically in the form of wrist bands that must be worn on the wrist, for security reasons. Workers without properly displayed exhibit hall access passes will be prohibited from work during the Show on the first occurrence and at the sole discretion of AUA Show Management. EDC and their workers are not permitted to wear AUA Exhibitor Badges. All EDC must comply with AUA security regulations.

EDC must cooperate fully with the AUA, the official AUA security organization for the Annual Meeting and GES to ensure an on-time opening of the exhibit hall and an orderly, timely move-out. All EDC personnel must have photo identification at all times. The AUA reserves the right to remove any EDC or its employees who do not comply with AUA exhibitor rules or the operating policies of the BCEC. The AUA reserves the right to prohibit EDC participation at the AUA Annual Meeting, both at the Boston Convention & Exhibition Center and at future exhibit locations, and to assess priority points penalties to Exhibitors when, at the sole discretion of the AUA, such actions are necessary.

SECURITY
Security guards will be stationed in the exhibit hall from Wednesday, May 10, to Wednesday, May 17, 2017, to provide general security for the overall exhibit area. Exhibitors, however, are responsible for safeguarding their material and equipment against theft. The AUA, GES and the BCEC are not responsible for any loss, theft or damage to exhibitor property.

LABOR DISPUTES - CLOSING OF EXHIBIT
If the exhibitor or their Exhibitor Designated Contractor (EDC), affiliates, agents or other contractors is the subject of a labor or similar dispute resulting in picketing or overt demonstration in or near the Show building or is involved in any way with the organizing of labor or the aggravation of labor to cause disruption to the Show, the AUA reserves the right to terminate the Contract for exhibit privileges forthwith, close the exhibit and remove the exhibitor’s property from the Exhibit Space.
BUILDING REQUIREMENTS: BOSTON CONVENTION & EXHIBITION CENTER

Exhibitors and their agents must comply with all federal and local fire and BCEC building codes that apply to places of public assembly. Firefighting and emergency equipment may not be hidden or obstructed, including fire extinguishers, strobes, fire hose cabinets, Public Emergency Reporting System (PERS) stations and standpipes. Booth construction shall not block access to any fire/life safety equipment and shall not impede exit access, exit doors or aisles. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame-retardant to meet with Massachusetts Fire Code requirements and have flameproof certificate or tags prominently attached to the material used so they may be easily seen by the facility Fire Marshal. Exhibit contents or product and decorations provided by the official service contractor are under the same guidelines, but may have detached flameproof certificates or tags. Additional information will be supplied in the Exhibitor Service Manual. Contact the Boston Convention & Exhibition Center Event Services Department in care of Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437.

TELEPHONES AND INTERNET

Telephones and internet service in the exhibit hall is supplied exclusively by the BCEC. Additional information will be supplied in the Exhibitor Service Manual.

Due to the increased use of exhibitor installed wireless internet networks in the exhibit hall, radio frequency interference has become a concern. AUA wishes to protect all Exhibitors and itself from the loss of business connectivity and commercial activity caused by wireless radio frequency interference in the Science & Technology Hall and throughout the Convention Center. All devices utilizing wireless technology inside the Science & Technology Hall or the Show building should avoid utilizing devices manufactured in accordance with the Institute of Electrical and Electronics Engineers (IEEE) 802.11 2.4 GHz band spectrum as interference and channel overlap might cause loss of signal and disrupt connectivity. The AUA, in order to protect itself and its Exhibitors against signal disruption, reserves the right to terminate or otherwise restrict the use of any wireless device that causes interference to the AUA or any other Exhibitors because it operates in the 802.11 2.4 GHz band or any other RF band spectrum.

Radio frequency interference can also be caused by machinery, audio visual/computer equipment and other types of electrically powered equipment. Exhibitors are responsible to maintain radio frequency emissions caused by their participation at the Show to within the purchased perimeter dimensions and height limitation of their booth. Exhibitors with equipment radiating radio frequency interference beyond the boundaries of their booth are subject to disconnection of the radio frequency emitting device or equipment by AUA Show Management.

FOOD AND BEVERAGE

All food and beverage is supplied by Levy Restaurants, the exclusive provider at the BCEC. Dispensing of small food and beverage samples or other consumable products by Exhibitors or the use of EDC services for the provision of food and beverage requires the written approval of Levy Restaurants. No alcoholic beverages or containers are allowed at the Show except during the Sunday Afternoon Social. Only alcoholic beverages procured through Levy Restaurants and approved by the AUA will be permitted at this exhibit hall reception. Additional information will be supplied in the Exhibitor Service Manual. For more information contact Alison Lamkin, Catering Sales Manager, Levy Restaurants at 617.954.2265 or alamkin@levyrestaurants.com

FIRE PROTECTION

Exhibitors are responsible for adherence to the NFPA 101 Life Safety Code, Massachusetts Fire Prevention Codes and the regulations of the Boston Convention & Exhibition Center Engineering and Maintenance Department and the BCEC Public Safety Department. The Boston Convention & Exhibition Center Public Safety Department and the City of Boston Fire Department reserve the right to make any final decisions regarding fire and public safety. Contact the Boston Convention & Exhibition Center Event Services Department in care of Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437 with any questions. Additional information will also be supplied in the Exhibitor Service Manual.

MULTI-LEVEL AND COVERED EXHIBITS

Multi-level and covered exhibits require the written approval of the AUA and BCEC Engineering and Maintenance Department and the BCEC Public Safety Department by February 8, 2017 or 90 days before Installation. Plans stamped by a licensed structural engineer or architect will be required for approval consideration. A permit from the Fire Marshall may also be required. Contact Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437 with specific questions.

An exhibit is covered when a material (e.g., roof, ceiling, tenting, lattice, fabric, plastic or canopy) is suspended or built over or upon the floor level component of the exhibit. A multi-level exhibit consists of a constructed level or floor placed atop or over ground level with the capacity for occupancy. A multi-level exhibit cannot have a covering over the second level.
RULES REGARDING MULTI-LEVEL AND COVERED EXHIBITS AT THE BCEC

GUIDELINES FOR COVERED EXHIBITS WITH LESS THAN THREE HUNDRED (300) COVERED SQUARE FEET

All materials used in the construction of covered exhibits and all decorative materials within the exhibit must be non-combustible or limited combustible (flame-retardant) materials. Certification of flame retardant treatment, along with samples of said materials, must be submitted, if requested by the BCEC Public Safety Department or the Massachusetts Department of Public Safety. It is strongly recommended certifications of flame retardant treatments be available at show site to avoid on site testing of materials.

Fabric must pass the NFPA-701 Code for flame spread and smoke development - Class A, Flame Spread less than or equal to 25, Smoke Developed less than or equal to 450. Canopies and tarps must be fire resistant and meet CPAI 84 (Canvas Products Association International) specifications. The original flame retardant compliance tag must be attached to tent, canopy or tarp.

The use of tents inside the BCEC requires a special permit from the Massachusetts Department of Public Safety. Please contact the BCEC Public Safety Department at 617-954-2222 for assistance.

Exhibitor must install a single station and battery operated smoke detector on the interior of each covered exhibit or structure, including enclosed storage closets, regardless the square footage. The detector must sound an audible alarm and be installed per the manufacturer’s instructions.

Exhibitor must provide at least one (1) 10 lb. ABC, dry chemical fire extinguisher. Fire extinguishers must be mounted in a visible location and accessible at all times. All extinguishers shall be currently inspected and tagged by a licensed fire extinguisher company.

A single exhibit or group of exhibits with ceilings that do not require sprinklers shall be separated by a distance of not less than 10 feet (3050 mm) where the aggregate ceiling exceeds 300 square feet (28 square meters).

Open flame, cooking or other sources of heat are prohibited under any tent, canopy or tarp.

GUIDELINES FOR MULTI-LEVEL EXHIBITS (REGARDLESS THE SIZE) AND COVERED EXHIBITS WITH LARGER THAN THREE HUNDRED (300) COVERED SQUARE FEET

Requests for construction of multi-level (regardless the size) must be authorized by the show management before being reviewed by the BCEC Engineering and Maintenance Division and BCEC Public Safety Department. Please read and comply with the following guidelines:

1. Plans should be submitted a minimum of 90 days before the move in date of the event and must adhere to the following:
   a. Be scaled, signed and dated by a registered architect or professional engineer.
   b. Indicate the show name and dates.
   c. Indicate exhibitor’s name and assigned booth number.
   d. Indicate directional information (i.e. indicate neighboring aisles and/or booth numbers).

2. All materials used in the construction of multi-level and/or covered exhibits and all decorative materials within the exhibit must be non-combustible or limited combustible (flame-retardant) materials. If requested, certification of flame retardant treatment, along with samples of said materials, must be submitted to the Massachusetts Department of Public Safety for testing. It is recommended certifications of flame retardant treatments are available at show site.

3. Exhibits with an enclosed room or occupied second story must post notice at the bottom of the stairway, indicating maximum permitted occupancy (or total permitted weight load of the second level).

4. If second level is to be occupied and greater than three hundred (300) square feet, or is designed to hold 10 or more persons, two (2) stairways are required, remote from each other. If second level is to be occupied and less than three hundred (300) square feet, one (1) set of stairs is permitted.
   a. Stair construction shall meet Massachusetts State building code for riser height of 7” maximum and a tread depth of 11” minimum.
   b. These stairs shall have a handrail that shall be continuous, without interruption by newel posts, other structure elements or obstructions.
   c. Handrails shall not be less than 34” or more than 38”. The handrail ends shall be returned to a wall or post. All stairway handrails shall have a circular cross section with an outside diameter of at least 1-1/4” and not greater than 2”.
   d. Stair width shall be a minimum of 36”. Many multi-level displays are designed without risers, which is not permitted by the Massachusetts State building code as the stairway is part of a means of egress.

5. Individual areas of upper decks or covered areas must be limited to dimensions that do not exceed one thousand (1,000) square feet.

6. Exhibitor must install a single station and batteries operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must sound an audible alarm and be installed per manufacturer’s instructions. Enclosed and covered spaces 200 square feet and over require a minimum of two (2) exits.

7. Exhibitor must provide a portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. At least one (1) 10 lb. ABC portable type fire extinguisher must be provided for each three hundred (300) square feet. Fire extin-
guishers must be mounted in a visible location and accessible at all times. All extinguishers shall be currently inspected and tagged by a licensed fire extinguisher company.

AUTOMATIC FIRE EXTINGUISHING SYSTEM

1. The following shall be protected by an automatic extinguishing system
   a. Any home or house constructed within the exhibit hall must be protected by an automatic fire sprinkler system, also include smoke/fire alarms and a 10 lb. ABC fire extinguisher on each level.
   b. The lowest level of a multi-level exhibit, regardless of size and/or a single-story covered exhibit where the covered area exceeds 300 sq. ft. (27.9 sq. m), and any covering over a multi-level exhibit exceeding 300 sq. ft. (27.9 sq. m)
   i. Exception - Exhibitors installing the below approved flame retardant materials as coverings may avoid the need to install a fire extinguishing system –
      1. A flame retardant material with a fusible seams that under low temperatures (176°F / 80°C) will split and open the canopy to allow smoke to rise, activate sprinklers and allow water through the opening.
      2. A flame retardant open mesh material with a minimum 70% opening.
      3. Ceilings that are constructed of open grate design or listed dropout ceilings in accordance with NFPA 13, Standard for the Installation of Sprinkler Systems, shall not be considered ceilings within the context of this section.
      4. Vehicles, boats and similar exhibited products having over 100 sq. ft. (9.3 sq. m) of roofed area shall be provided with smoke detectors. (Single station and battery operated or portable smoke detectors meeting the requirements for Household Fire Warning Devices in NFPA 74 are acceptable.)

2. The system may be connected to the Convention Center’s domestic water system. The Convention Center maintains a list of approved State licensed fire sprinkler companies authorized to install temporary fire sprinkler systems. (ADD LINK TO VENDORS) The vendor must submit a sprinkler coverage plan to the BCEC Engineering & Maintenance Department for approval.

3. To order a plumbing connection for the sprinkler system before you arrive by clicking on the “Exhibitor Online Ordering” link from the main BCEC Webcam.

4. Exhibitor must install at least one (1) single station and battery operated smoke detector on the interior of each covered exhibit or structure regardless the square footage. The detector must have an audible alarm and be installed per the manufacturer’s instructions.

5. Exhibitor must provide a portable, dry chemical fire extinguisher for each level or each covered exhibit or structure. At least one (1) 10 lb. ABC portable type fire extinguisher must be provided for each three hundred (300) square feet.

Fire extinguishers must be mounted in a visible location, and be accessible at all times. All extinguishers shall be currently inspected and tagged by a licensed fire extinguisher company.

The Massachusetts Department of Public Safety does not permit the use of a fire watch in lieu of a temporary fire sprinkler system as an alternative method for fire safety compliance.

STORAGE/EMPTIES

There is no storage of cardboard, empty boxes, packing materials or crates on the exhibit floor of the BCECr. Nothing can be stored behind booths.

All exhibitor packing or shipping containers must be marked with appropriate GES supplied labels for storage purposes during the exhibition. No storage of any kind will be allowed behind curtains or walls of booths.

LITERATURE ON DISPLAY

Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No more than a one day’s supply of combustible storage is allowed within a booth.

FREIGHT AND PACKAGE DELIVERIES

The Boston Convention & Exhibition Center cannot accept freight shipments or packages for Exhibitors or their contractors at any time. All freight and packages must be consigned through GES. There will be no exceptions to this policy. POV access information and regulations will be available in the Exhibitor Service Manual. Exhibitors hand-carrying their equipment and displays are limited to one load of material per person and care must be taken to not damage building carpet, doors or elevators.

LIGHTING LEVELS, ELECTRICITY AND AIR CONDITIONING DURING MOVE-IN/OUT

Air conditioning and heating will not be provided during move-in and move-out days because the loading dock doors are open during these times. The Boston Convention & Exhibition Center will maintain ventilation and work level lighting (equal to 1/2 open exhibit lighting levels) during move-in and move-out hours. During exhibit hours, air conditioning and full illumination will be provided by the facility. Electricity, once installed, will be available on a 24-hour basis.

LASERS, X-RAYS AND COMPRESSED GASES

Use of lasers, compressed inert gases and compressed liquids are subject to review and approval by the AUA and the Boston Convention & Exhibition Center Event Management. Lasers may also be required to register with the Massachusetts Department of Public Health. All lasers must comply with Code of Massachusetts Regulations 105 CMR 120.000.

All requests must be received in writing by April 14, 2017 and should state the nature of process or equipment to be demonstrated, the quantity of equipment and how demonstrations will avoid hazards to people or nearby objects. Additional information will be supplied in the Exhibitor Service Manual.
The operation of X-ray equipment and radiographic equipment is prohibited at the Boston Convention & Exhibition Center and at AUA2017.

**MOTORIZED VEHICLES**

Vehicles or displays propelled or involving internal combustion engines must be pre-approved by the AUA and Boston Convention & Exhibition Center Event Management before display. The location of vehicles or motorized displays must be clearly indicated on a floor plan submitted to AUA for advance approval.

The following general rules are required for vehicles and motorized displays:

- Not more than 1/8 tank of gasoline or three gallons, whichever is less, can be contained in the display vehicle
- A locking gas cap or tape covering the gas access port cap
- Disconnected battery
- Drip pan under the vehicle’s drive train
- Keys and any codes for security features for vehicle in the possession of Show Security during all time inside convention facility
- Vehicles cannot be moved during show hours

Additional information will be supplied in the Exhibitor Service Manual

**Arrangements must be made in advance with GES and the AUA for access and placement of vehicles or motorized displays on the exhibit floor.**

**GENERAL FIRE, PUBLIC SAFETY AND CONVENTION FACILITY REGULATIONS**

- No candles or open flames are permitted.
- All flammable or combustible aerosol containers used for display purposes must be empty.
- No liquefied petroleum gases (i.e., propane, butane), natural gas or portable heating equipment are permitted inside the San Diego Convention Center.
- Electrical wires in fixtures and fittings must be U.L. listed and be 14-guage (or better), at minimum.
- No helium filled balloons are permitted.
- No fireworks, smoke machines or pyrotechnics of any type are permitted.
- Hazardous chemicals and materials (i.e., pesticides, herbicides, poisons, untreated mulch, spanish moss, hay, straw, fireplace logs, cut evergreen trees or branches, charcoal) are prohibited.
- Smoking is prohibited inside the BCEC.
- Passenger elevators and escalators may not be used for freight, including hand trucks.
- Certain low residue tapes are required for installations on the exhibit floor. Contact GES National Account Manager, Steve Holst, 919-544-3771 or sholst@ges.com, with specific questions.
- Nothing shall be tacked, nailed, screwed, taped, stapled, drilled or otherwise fastened to ceilings, columns, walls, floors, doors, painted surfaces, marble or other parts of the building or furniture in the BCEC. Any necessary actions for the protection of the building, equipment or furniture will be at the expense of the exhibitor. No painting of any sort is allowed within the BCEC.
- Glitter, confetti, sand, popcorn and adhesive-backed (stick-on) decals or stickers are strictly prohibited and may not be distributed or used for any purpose within the facility. Please read “Booth Configurations” for additional requirements for booths in the BCEC.

**MEDICAL TESTING INVOLVING ANIMALS, CADAVERS AND TISSUE**

Medical testing of surgical devices and procedures using live animals, cadavers, human or animal organs or tissue is subject to written pre-approval by the AUA. Guidelines for the use of these medical education enhancements will be established by the AUA and the BCEC. Local and federal regulations will govern the use and disposal of animal or human parts, organs or bodies.

**BIOLOGICAL WASTE DISPOSAL**

The use of biological tissue, organs or body parts must be pre-approved in writing by the AUA prior to the Show. Biological waste brought into the Boston Convention & Exhibition Center (BCEC) is the ultimate responsibility of the exhibitor. The exhibitor must adhere to all local and federal laws for transportation, storage and disposal of their biological waste. All medical and biological waste must be disposed in accordance with the manner prescribed in the guidelines of Boston and the State of Massachusetts and the Occupational Safety and Health Act, and must be handled by a licensed medical waste transporter. The exhibiting company is responsible for all costs of disposal.

**Exhibitors are required to notify the AUA in writing of the proposed use of biological materials by April 10, 2017.**

A Biological Waste Disposal Notification Form will be available in the Exhibitor Service Manual. A Material Safety Data Sheet (MSDS) must be supplied to the AUA by the exhibiting company, along with a government approved transport and removal plan, prior to entering the exhibit hall. Contact GES National Account Manager, Steve Holst, 919-544-3771 or sholst@ges.com, with questions about disposal costs and procedures.

**AUA NAME AND LOGO USAGE**

The AUA name, logo and/or other identifying marks of the American Urological Association, Inc.® or American Urological Association Education and Research, Inc.® may not be used in signs, advertising or promotion in any media - before, during or
after the Show. Immediate removal from view and circulation of items displaying the unauthorized AUA name, logo, etc. will be expected of all Exhibitors and their agents. The AUA Annual Meeting “show look” may not be used in signs, advertising or promotion in any media. The AUA Annual Meeting logo may be used with prior permission from the AUA.

AUA2017 EXHIBITOR AND EDC INSURANCE REQUIREMENTS

INDEMNIFICATION
Exhibitors and their agents and contractors shall indemnify, hold harmless and defend the American Urological Association (AUA), its affiliates (the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), Massachusetts Convention Center Authority and their respective members, officers, directors, agents and employees (also referred to as “INDEMNIFIED PARTIES”) from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys’ fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of Show Terms, Conditions or Rules, or damage of any kind or nature arising out of or in connection with the Exhibitor’s use and/or occupancy of Exhibit Space, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a registered trademark. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

WAIVER OF LIABILITY.
Neither AUA nor any of its affiliates, or their members, officers, agents or employees shall be held liable for, and all are released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

INSURANCE
Exhibitors and their agents and contractors shall, at their sole cost and expense, procure and maintain insurance to protect all parties against bodily injury and property damage claims arising from Exhibitor’s participation in the Show, including but not limited to worker’s compensation as required by the State of Massachusetts and United States statutes and commercial general liability insurance. Insurance carriers for this insurance shall have no less than an “A-Class VIII rating” according to A.M. Best’s rating and shall be authorized to do business in Massachusetts. Said insurance coverage shall be in effect from the first day of the Exhibitor Move-in Period to the last day of the Exhibitor Move-out Period. This insurance shall not be canceled prior to the termination date of insured’s contract with the AUA or until after thirty (30) days prior written notice has been given to the AUA. It is agreed that any insurance maintained by the American Urological Association (AUA), Global Experience Specialists (GES), Massachusetts Convention Center Authority, and their respective members, officers, directors, agents and employees shall apply (if at all) in excess of, and not contribute with, coverage provided by the Exhibitor or any of its agents, contractors or representatives.

THE FOLLOWING POLICIES ARE REQUIRED:

- **Commercial General Liability** (comprehensive) policy with coverage in such amounts as are adequate, but in no event less than $1 million (U.S.) in respect of injuries to any one person in any one occurrence, with a $3 million aggregate, and $1 million in respect to damage to property providing coverage against claims for bodily injury or death and property damage occurring in or upon or resulting from Exhibitor’s use of occupancy of the Exhibit Space and endorsed to include non-owned and hired automobile liability coverage (if Exhibitor does not maintain owned automobile liability coverage). Such insurance shall be primary and not require contribution from any of the additional insureds, other insurance coverage and shall afford immediate defense and indemnification, as named additional insureds, to the AUA and its affiliates AUAER and Foundation, GES, Massachusetts Convention Center Authority and their respective members, officers, directors, agents and employees, to the limit of not less than $1 million (U.S.)

- **Worker’s Compensation Insurance** as required by law that will protect the AUA and its affiliates AUAER and Foundation, GES, Massachusetts Convention Center Authority and their respective members, officers, directors, agents and employees from claims under any governing State or Federal acts

- **Commercial Automobile Liability** coverage for owned vehicles other than private passenger automobiles, with limits not less than $1 million each occurrence combined single limit for bodily injury or death and property damage

- **Fire Legal Liability** of no less than $100,000

- **Additional Insured** The Commercial General Liability (comprehensive) policy described above shall include the following additional insured endorsement language: “The American Urological Association (AUA) and its affiliates the American Urological Association Education & Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), Massachusetts Convention Center Authority and the respective members, officers, directors, agents and employees of each of these above mentioned organizations and entities shall be named as Additional Insureds.” Certificates of insurance must be procured by the exhibiting company and their contractors no later than 30 days prior to the Show. Certificates of insurance for the Exhibitor must be provided on demand to the AUA by the exhibiting company while the
Exhibitor is at the Show. Certificates of Insurance for Exhibitor’s contractors must be delivered to the AUA no later than April 10, 2017. Exhibitor-Designated Contractors (EDC) are required to procure and submit proof of insurance to AUA. No EDC will be allowed to work at the Show without AUA-approved insurance coverage and appropriate documentation.

BOOTH ACTIVITIES

The AUA encourages Exhibitors to plan appropriate activities for physician attendees. The Booth Activities Form (for speaker presentations, booth activities and demonstrations) and the Giveaway and Contest Approval Form (for any gifts, giveaways and contest drawings) must be completed and returned to the AUA for pre-Show approval by April 14, 2017. Exhibitors hosting Skills Workshops must also complete and return the Skills Workshop Activity Form. The AUA reserves the right to refuse permission for and to discontinue any booth activity, demonstration, presentation, giveaway or contest that has not been pre-approved in writing. The AUA also reserves the right to discontinue and/or suspend any booth activity, demonstration, presentation, giveaway or contest at any time at its sole discretion. Approval forms will be available in the Exhibitor Service Manual. The Skills Workshop Activity Form is available from Frank Sheridan at Frank@expoanswers.com or 770-518-9963.

GIFTS, GIVEAWAYS, DRAWINGS AND CONTESTS

All gifts, giveaways, drawings and contest items are subject to approval by the AUA. The AUA is a signatory to the Council of Medical Specialty Societies (CMSS) “Code for Interactions with Companies” (The Code) and follows their policy regarding exhibitor giveaways. The Code states in its Principle 5.4.2 that “Societies will only permit exhibitor giveaways that are educational and modest in value.”

In the annotation to Principle 5.4.2, the Code indicates that “Principle 5.4.2 does not apply to non-profit Exhibitors or to Exhibitors outside of the healthcare sector.” AUA considers examples of Exhibitors not subject to Principle 5.4.2 to include non-profit advocacy groups, nonprofit associations or physicians groups, physician recruiters and any exhibitor that is not considered a “Company” according to the CMSS “Code for Interactions with Companies.”

The full text and document of the CMSS “Code for Interactions With Companies” is available for viewing at www.CMSS.org under “Revised Code for Interaction with Companies.”

Giveaways from Exhibitors not subject to the CMSS Code rules are still subject to approval by the AUA, and follow the AMA Code of Medical Ethics (http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.page) on gifts to physicians. These guidelines state that “Any gifts accepted by physicians individually should primarily entail a benefit to patients and should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted.” Also, “Individual gifts of minimal value are permissible as long as the gifts are related to the physician’s work (e.g., pens and notepads).” AUA defines “not of substantial value” as $100 or less.

Contests and drawings must be open to all attendees and be conducted in a professional manner. Distribution of approved items or the conduct of the contest must not create a nuisance or cause interference with adjoining exhibits. Local legal restrictions may govern approval of contests and drawings. Exhibitors must obtain advance written approval from AUA to serve food and beverages from their booths. Submit to AUA all proposed giveaways, drawings, contests, gifts, food and beverage items for distribution to AUA attendees by completing the Giveaway and Contests Approval Form by April 14, 2017.

DEMONSTRATIONS AND PRESENTATIONS

Product demonstrations, presentations and moderately valued entertainment/services may occur within the booth space (see Diagram J). Exhibitors shall be responsible for the safety of all individuals participating in or viewing these activities. All proposed booth activities must be submitted in advance to AUA Show Management for approval by April 14, 2017. The AUA assumes no responsibility to monitor such activities, but reserves the right to order changes or additional safety precautions or suspend any in-booth activity if any such activity is deemed unsafe, not in keeping with the professional nature of the Show or violates AUA policy. The exhibitor agrees to make changes or to discontinue any demonstration, presentation or moderately valued entertainment/service at the request of the
AUA. Demonstrations or presentations using perishable substances are required to employ sanitary safeguards.

**SPEAKER PRESENTATIONS**

All presentations, whether “in person”, on video, live telecast or web-cast, and presenters in the exhibit hall or at industry events, are subject to advance review and approval by the AUA. Such presentations include, but are not limited to, those that describe or endorse drugs, equipment or methods of treatment. AUA decisions in this matter will be final and binding on all Exhibitors.

**LIVE OR REPRODUCED SURGERY DEMONSTRATIONS**

Patient safety in the operating theater or room is paramount and should be considered the primary focus of any program, demonstration or presentation made for attendees of the Show. The AUA requires that all Exhibitors and their agents, staff and contractors abide by and agree to the AUA Live Surgery Guidelines:

1. Patients should be fully informed and legally consented by the primary surgeon for planned live or recorded surgical demonstration at the institution in which the surgery is arranged.
2. Local Hospital or institutional legal counsel should be informed and agreeable to said planned surgery by the primary surgeon. Written documentation of such agreement should be obtained at least 2 weeks prior to the planned surgery and be available on demand to the AUA.
3. The choice of a patient to undergo the planned surgery should meet acceptable indications for the anticipated procedure as outlined by the AUA clinical guidelines or best practice statements when feasible.
4. The primary surgeon may participate in direct live communication with the moderator(s) during the surgery but should maintain a clear understanding that patient safety overrides any educational objectives of the program.
5. The primary surgeon is encouraged to recruit a spokesperson to be present in the operating room who can field questions directly from the moderator(s) and be the primary communicator with the auditorium or audience. Such spokesperson will also filter acceptable questions and answers at appropriate times with the primary surgeon so as to minimize surgeon distraction intra-operatively.
6. Direct questions should come only from the moderator(s) in the auditorium. No questions should come directly from the audience to the operating theater or room, but such must be filtered through and communicated by only the moderator(s).
7. It is the primary surgeon’s and/or the moderator(s)’ prerogative to terminate such surgery or audio and visual communication with the live audience at any time during a live surgical demonstration if deemed to be in the best interest of the safety of the patient.

All Exhibitors planning to present live or taped live surgery in their booths, skills labs or other meeting/demonstration spaces will be required to sign and submit a written statement of understanding of these guidelines and submit a completed Booth Activities Form, to the AUA, prior to the Show. **No demonstration or presentation of live surgery will be allowed without a signed statement of understanding of these guidelines.** This document will be available in the Exhibitor Service Manual.

**FOOD AND BEVERAGE**

All food and beverages must be ordered through or approved for distribution by Levy Restaurants the exclusive caterer of the BCEC. Exhibitors must obtain advance written approval from the AUA to serve food and beverages from their booths by April 14, 2017. Submit proposed food and beverage items for distribution to AUA attendees by completing the Giveaway and Contests Approval Form. To control aisle congestion and reduce litter and spills, these rules must be observed:

- Alcoholic beverages are prohibited (unless AUA approved)
- No food and beverages may be served in 10’ x 10’ booths (unless AUA approved)
- No popcorn, fried foods (cooked in booth) or nuts with shells may be served from any booth
- Adequate trash receptacles and porter/cleaning personnel must be provided by exhibitor
- No hospitality may interfere with the access to neighboring booths

**RETAIL BOOTHS**

**CASH PRODUCT (RETAIL) SALES**

- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA2017.
- Booth designs of all cash sale (retail) Exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space. *(See Diagram J)*
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made.
- AUA Attendees will not be allowed in the exhibit hall prior to or after official exhibit hours, therefore, all retail transactions must occur during official exhibit hall hours.

**Note:** The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval. The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

**SALES TAX AND LICENSES**

Retail sales Exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the City of Boston and the State of Massachusetts. Additional information regarding Massachusetts sales tax is available online at Massachusetts Department of Revenue: http://www.mass.gov/dor/all-taxes/sales-and-use/
Exhibitors conducting demonstrations or using any type of audio-visual equipment must provide an adequate seating or standing area in the booth to prevent aisle congestion (see Diagram J). Demonstrations and/or demonstration areas must be set a minimum of five feet (5’) from the edge of the booth to prevent congestion in the aisles. Interactive components (generally defined as kiosks, video terminals, interactive video screens, etc.) that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than requiring participation for 30 seconds at a time, must be set a minimum of two feet (2’) inside the booth perimeter. Demonstrations may not interfere with normal traffic or infringe on neighboring exhibits. Audio equipment must be positioned to face the inside of the booth and sound must be directed into the booth. Monitors for videotapes and films, presentations or any other visual system may be used, provided they are placed at least five feet (5’) from the edge of the booth to prevent congestion in the aisles. Large video reproduction or digital information display screens should be positioned in such a way as to preclude viewing solely from aisles surrounding the booth. Sound volume must not exceed 80 decibels outside the booth. At the discretion of the AUA, those companies determined to be in violation of the demonstration and/or audiovisual rule will be asked to reduce the sound level and/or to direct attendees within the parameters of the booth. After the first warning, if the sound level remains unchanged and/or aisle congestion persists, then electricity in the booth will be disconnected and the presentation terminated.

Exhibitors with in-line booths using any type of audio-visual system must submit design plans to the AUA for approval by April 14, 2017. Exhibitors with island booths must include audio-visual plans with their island booth designs, also due April 14, 2017 (see Booth Configurations).

MUSIC REPRODUCTION

Exhibitors are responsible for all licensing and fees incurred for the use of copyrighted music or video/film in all audio-visual presentations.

FLASHING LIGHTS AND OTHER PROHIBITED ITEMS

The use of flashing lights, megaphones, loud speakers, side-show tactics or other noisy or undignified displays (i.e., excessive noise, heat, light or pollution emanating from exhibits) is prohibited. Helium balloons, sand, glitter, confetti, magnets, popcorn, nuts in shells, fried foods (cooked in booth), live animals (except pre-approved exhibits and service animals for the physically challenged), stick-on decals or other adhesive items, or any other items that are expressly prohibited within the BCEC, will not be allowed.

LASERS, X-RAYS AND ULTRASOUND

Use of lasers, compressed inert gases and compressed liquids are subject to review and approval by the AUA and the Boston Convention & Exhibition Center Event Management. All requests must be received in writing by April 14, 2017 and should state the nature of process or equipment to be demonstrated, the quantity of equipment and how demonstrations will avoid hazards to people or nearby objects. Additional information will be supplied in the Exhibitor Service Manual. Contact Katherine Howard, BCEC Event Services Manager, 415 Summer St., Boston, MA 02210 at KHoward@signatureBoston.com or 617-954-2437 with specific questions.

The operation of X-ray equipment and radiographic equipment is prohibited at the Boston Convention & Exhibition Center and at AUA2017. Lasers may also be required to register with the Massachusetts Department of Public Health. All lasers must comply with Code of Massachusetts Regulations 105 CMR 120.000.

Laser companies may not operate carbon dioxide, argon, helium-neon, Nd:YAG, or other types of lasers in a therapeutic or treatment mode without providing a suitable, enclosed space for demonstration and eye protection for those viewing and operating the laser. Large and prominent warning signs must be displayed advising viewers of laser use. The exhibitor must provide the needed personnel to ensure absolute safety for and control of viewers and operators. Sound volume from the operating of lasers must not exceed 80 decibels outside the booth. Demonstrations of ultrasound scanning devices on human models are allowed as long as the models are not injured by the ultrasound demonstrations, either in single or repeated applications, and there is no danger from ultrasound to booth personnel or surrounding booths or attendees. A sign displayed in a prominent location must state the nature and duration of the demonstration.

WIRELESS CONNECTIVITY AND RADIO FREQUENCY INTERFERENCE

Internet services in the exhibit hall are supplied exclusively by the BCEC.

Due to the increased use of exhibitor installed wireless internet networks in the exhibit hall, radio frequency interference has become a concern. The AUA wishes to protect all Exhibitors and itself from the loss of business connectivity and commercial activity caused by wireless radio frequency interference in the Science & Technology Hall and throughout the Convention Center. All devices utilizing wireless technology inside the Science & Technology Hall or the Show building should avoid utilizing devices manufactured in accordance with the Institute of Electrical and Electronics Engineers (IEEE) 802.11 2.4 GHz band spectrum as interference and channel overlap might cause loss of signal and disrupt connectivity. The AUA, in order to protect itself and its Exhibitors against signal disruption, reserves the right to terminate or otherwise restrict the use of any wireless device that causes interference to the AUA or any other Exhibitors because it operates in the 802.11 2.4 GHz band or any other RF band spectrum.

Radio frequency interference can also be caused by machinery, audio visual/computer equipment and other types of electrically powered equipment. Exhibitors are responsible to maintain radio
EXHIBITOR CONDUCT AT THE AUA ANNUAL MEETING

The primary AUA rule of booth conduct and product display is to show consideration and courtesy to attendees and other Exhibitors.

The Exhibitor and its representatives shall not congregate or solicit trade or conduct business in the aisles of the exhibit halls, other exhibitor’s exhibit space or in any other areas of the Show building, other than their leased booth space. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.

The Exhibitor shall not enter into another Exhibitor’s exhibit space without invitation or when unattended. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.

All Exhibitor staff and personnel are required to wear proper AUA2017 Exhibitor badge identification. Exhibitor staff or personnel found to be wearing or in possession of a badge that has been altered, modified or that falsely identifies the bearer is subject to confiscation of their badge identification and to immediate expulsion from the exhibit hall and the Show.

Prior written consent of the AUA is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. The AUA, at its sole discretion, may withdraw its consent at any time, at which time the Exhibitor shall terminate such activity forthwith.

Distribution of pamphlets, brochures or any advertising matter must be confined to the Exhibitor’s space.

No Exhibitor will organize or participate in any events, meetings, exhibitions or functions in the greater Boston, Massachusetts, area during the 2017 AUA Annual Meeting, May 11-16, 2017, without the prior written approval of the AUA.

No one under the age of 18 is allowed admission to the exhibit hall at any time.

The Exhibitor shall refrain from any action that will distract attendees from attending the Show.

Neither the Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to standards of decency or good taste. Any dispute between Exhibitors, or any issue with respect to interpretation of these rules for exhibitor conduct, shall be brought promptly to the attention of AUA Show Management or authorized AUA official, whose decision relating to the matter shall be final and binding on all parties.

Exhibitors will not be permitted to behave in a manner that is objectionable to the AUA.

Exhibitors are obliged to comply with any additional rules established by the AUA at any time in order to manage the Show. Failure to comply with any AUA Rules will result in a loss of priority points for the year and may include closing of the exhibit and/or expulsion from the Show.

ATTIRE

Exhibit personnel and/or models contracted by exhibiting companies must be attired in a manner that shall conform to accepted business and social standards. AUA Show Management shall be the sole arbiter of this policy and of any disagreements. The Exhibitor shall abide by any decision relating to suitable attire made by the AUA.

CROWD CONTROL

All Exhibitor activities should include plans to prevent attendees to their exhibit and booth activities from congesting the aisles and disrupting neighboring exhibits. Rope and stanchion are required for large gatherings and will be ordered and installed, if necessary, at the Exhibitor’s expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by AUA for the Exhibitor to participate in future AUA exhibitions.

PHOTOGRAPHY

No photographing or videotaping of the exhibit hall is allowed. Photographing another exhibit or display is prohibited.

Unauthorized photographs (digital and analog) and photographic image storage, including emails, electronic distribution on social media sites and systems, portable telephones, electronic tablet devices, etc., will be confiscated and are subject to destruction by AUA Show Management. Exhibitors may request permission in writing from the AUA to photograph their own booth for internal marketing purposes only.

DISTRIBUTION OF PHARMACEUTICAL PRODUCTS

Any and all sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited. Violation of this rule will result in the immediate termination and closing of the offending exhibit. The exhibiting company will also forego any and all monies paid to the AUA and all accrued priority points. It is at the sole discretion of the AUA to prohibit participation in future AUA meetings by offending Exhibitors.
I. INTRODUCTION
Exhibitors at the AUA Annual Meeting are permitted, with written AUA approval, to hold ancillary “exhibitor-sponsored” events during the Annual Meeting. Exhibitors who wish to request AUA approval to hold such a function may do so via the “Exhibitor Sponsored Event Approval and Space Request Form.” This form must be submitted to Katelyn Rubright, AUA Convention and Meetings, no later than March 17, 2017.

AUA also offers its assistance to Exhibitors who wish to secure meeting space at AUA hotels for their exhibitor-sponsored events. Space reserved through AUA will be available at the Aloft Boston Seaport, Renaissance Boston Waterfront (co-headquarter) and Westin Boston Waterfront (co-headquarter). Function space is limited. For hotel contact information, please contact krubright@AUAnet.org. Hotels will not reserve meeting rooms/function space to any group without prior written AUA approval.

To request AUA approval, to hold ancillary “exhibitor-sponsored” events during the Annual Meeting, or to request meeting space through AUA, Exhibitors must complete and submit the “Exhibitor Sponsored Event Approval and Space Request Form.” Requests for space shall be considered on a first-come, first-served basis beginning in December 2016. The “Exhibitor Sponsored Event Approval and Space Request Form” must be submitted to Katelyn Rubright no later than March 17, 2017.

There is a link to access the “Exhibitor Sponsored Event Approval and Space Request Form” located at the end of this document. Please read the Exhibitor Function Guidelines below—before you can submit your form(s), you must acknowledge that you have read and understand the Exhibitor Function Guidelines.

Please note: Permission to hold exhibitor-sponsored events is restricted to companies who have a presence in the Science & Technology Hall and are therefore considered “Exhibitors.” If you do not currently have a presence in the Science & Technology Hall and would like more information on these opportunities, please contact exhibits@AUAnet.org.

For additional information, contact:
- Katelyn Rubright, Convention & Meetings Coordinator (krubright@AUAnet.org)

PRIVATE MEETING SPACE IN THE SCIENCE & TECHNOLOGY HALL - EXPOSUITES
The AUA offers ExpoSuites, a convenient, attractive and private meeting space in the Science & Technology Hall. ExpoSuites are located only steps away from your booth. These private suites are perfect for client meetings, product demonstration, private discussions or a spot for your sales staff to meet. Sizes range from 100-400 square feet to meet any need. Catering and audiovisual support is available. For more information, contact Frank Sheridan at exhibits@AUAnet.org.

II. FUNCTION GUIDELINES

1. TYPES OF MEETINGS
Exhibitors may, with prior AUA approval, hold certain types of exhibitor-sponsored events during the AUA2017 Annual Meeting in Boston, MA, from Thursday, May 11 through Tuesday, May 16, 2017. Types of permitted meetings include:

I. STAFF/COMPANY MEETINGS:
These meetings are limited to staff of the exhibiting company and may not include attendees.

II. SOCIAL FUNCTIONS:
Social functions are considered receptions, dinners, etc., where there are no educational activities.

III. ADVISORY BOARD/INVESTIGATOR MEETINGS:
Advisory board and investigator meetings are for investigators, prospective investigators and industry representatives to network and share the latest scientific data on clinical trials. These events are always by invitation only and not open to all conference attendees. Attendance is limited to 29 participants.

IV. FOCUS GROUP MEETINGS:
A focus group meeting includes 29 participants or less, is targeted to a specific group of attendees, and designed to obtain specific data. These events are always by invitation only and not open to all conference attendees.

V. PERMISSIBLE EDUCATIONAL EVENTS:
The AUA also allows “Permissible Educational Events,” which are special events created for industry sponsorship by AUA. These events are of limited availability and must be reserved through AUA. Your program application for these events will suffice as your Exhibitor-Sponsored Event Approval Form. These events may begin at 6:00 p.m.

Examples of “Permissible Educational Events” include:

- Satellite Symposia:
Satellite Symposia are strictly educational meetings that offer CME credit and a modest meal as defined by the American Medical Association guidelines. The AUA does not provide CME credit for these events; however, designation of AMA PRA Category 1™ credit is required. A support fee is attached to this event and additional benefits accompany this opportunity. For more information on this program, contact Mikayla Barlett at mbarlett@AUAnet.org.

Industry Scientific Updates:
The Industry Scientific Update is an opportunity for AUA Exhibitors to hold invitation-only, closed industry-sponsored educational events for a limited number of participants. These events can be held during evening hours from 6:00 p.m. to 8:30 p.m. on Friday, Saturday, Sunday and Monday during the Annual Meeting. These events are private and will not be promoted to Annual Meeting attendees. For more information, contact Mary Ann Adams at...
Industry Clinical Update Theater:

A limited number of slots will be available for industry to discuss new products and services and the latest in data and research findings to meet your patients’ needs at the Industry Clinical Update Theater. Programs are held during exhibit hours in the Science & Technology Hall.

• Industry Clinical Update Theater Evening Programs:

Industry Clinical Update Theater Evening Programs will be available beginning at 6:00 p.m. on Friday, Saturday, Sunday, and Monday evenings. These programs are open to all Annual Meeting attendees and will be promoted by AUA along with the Industry Clinical Update Theater programs in the Science & Technology Hall. Space for these programs is available in both the Convention Center and AUA hotels. For more information, contact Mary Ann Adams at sponsorships@AUAnet.org.

With the exception of AUA-approved “Permissible Educational Events,” the AUA does not permit the development or implementation (in any media form) of symposia, educational activities or special programs supported by commercial firms, organizations, third-party firms or universities that are directed toward meeting attendees at any time during the Annual Meeting. Competing educational functions of any kind will not be allowed during the AUA Annual Meeting (Thursday, May 11 through Tuesday, May 16).

The AUA reserves the right to attend all ancillary meetings without notice. Violators of this policy will jeopardize their ability to participate in future AUA Annual Meetings.

The content of “Permissible Educational Events” should not duplicate content presented in AUA-sponsored educational programs.

2. DATE AND TIME RESTRICTIONS FOR EXHIBITOR-SPONSORED EVENTS

Exhibitors may conduct approved functions ONLY on “open industry nights” during the AUA Annual Meeting. Open Industry Nights during AUA2017 Boston are: Friday, May 12; Saturday, May 13; Sunday, May 14 and Monday, May 15. Events may begin no earlier than 7:30 p.m., including transportation time, with the exception of Permissible Educational Events.

EXHIBITOR-SPONSORED FUNCTIONS

Exhibitors must notify the AUA of all exhibitor-sponsored functions. No events may be held during official AUA scientific or social functions, unless pre-approved in writing by the AUA. Social events, open to attendees, may be held on Open Industry Nights. Note: The AUA prohibits companies from holding educational programs at any time during the meeting (May 11-16, 2017), unless pre-approved by AUA. Failure to notify the AUA about exhibitor-sponsored events, and/or to comply with these rules, will result in priority point loss for the exhibiting company and suspension of the event/function.

To request permission to hold an “Exhibitor Sponsored Function,” see our guidelines and forms as part of the Exhibitor Service Manual on AUA2017.org

III. AUA SPEAKER/FACULTY GUIDELINES

• As recommended by the AUA Education Council, the AUA Board of Directors has approved guidelines regarding speaker/faculty participation at industry exhibits or functions during the AUA Annual Meeting as follows:

1) Key AUA Leadership is not permitted to participate in industry-sponsored programs of any kind.

Key leadership includes the AUA Board of Directors, Chair of Education, Chair of Global Initiatives, Editor of The Journal of Urology, Chair of Publications, Chair of Public Policy Council, Chair of Science & Quality Council, Chair of Coding and Reimbursement Committee, Chair of Practice Guidelines Committee, and Chair of Judicial and Ethics Committee.

2) Plenary Session participants may not speak at an industry exhibit booth, Industry Scientific Update Program*, or Official AUA Non-CME Industry Program** during the official days of the Annual Meeting. A pre-taped video presentation at an exhibit booth is acceptable.

Plenary Session participants are allowed to present data at AUA press conferences at the Annual Meeting.

3) Select AUA CME program moderators, directors, chairs, and OE faculty (see attached list of included AUA programs) may not speak at an industry exhibit booth or at an Industry Scientific Update program*. A pre-taped video presentation at an exhibit booth is acceptable.

Presentations may be made at Official AUA Non-CME Industry Programs**, provided the following criteria are met:

a. Proper disclosure of any relationship the presenter has with the supporting company

b. The presentation is original and not duplicated during the official AUA Annual Meeting

c. The presentation is based on scientific principles that are generally accepted as valid by the urology profession

4) Podium Presenters, Poster Presenters, Abstract Authors and Abstract Co-Authors may speak at an industry exhibit booth and Official AUA Non-CME Industry Programs** (provided these presentations conform to a – c. as referenced above). A pre-taped video presentation at an exhibit booth is acceptable.
### Speaker Faculty Role

<table>
<thead>
<tr>
<th>Speaker Faculty Role</th>
<th>May Give a Live Presentation at an Exhibit Booth in the Science &amp; Technology Hall</th>
<th>May appear in a Pre-taped Video at an Exhibit Booth</th>
<th>May Give a Live Presentation at an Industry Scientific Update Program*</th>
<th>May give a live presentation at an Official AUA Non-CME Industry Program**</th>
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<tr>
<td>Key AUA Leadership</td>
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<tr>
<td>Plenary Session Presenter/Moderator/Participant</td>
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<td>Poster/Podium/Video Session Moderator</td>
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<td>Instructional Course/Hands-on Course Director or Faculty</td>
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<td>Forum Chair or Director</td>
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<td>Live Surgery Surgeon/Moderator</td>
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<td>Primary Care Update Course Director/Faculty</td>
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<td>Poster/Podium Session Presenter</td>
<td>YES</td>
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<tr>
<td>Abstract Author or Co-Author</td>
<td>YES</td>
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</tbody>
</table>

### Definitions

* Industry Scientific Update: A non-official, non-CME industry program held in conjunction with the AUA Annual Meeting. These programs are invitation only, are limited in the number of participants, and are not promoted by AUA as part of the non-CME educational programming.

** Official AUA Non-CME Industry Program: Includes Industry Clinical Update Theater and Evening programs, Skills Workshops, and any other non-CME industry supported programming (except Industry Scientific Updates).

Reviewed and Approved by AUA Secretary and AUA Chair, Office of Education, 7/23/2016

Program List Updated 11/3/16

** COVERED AUA CME PROGRAMS INCLUDE:**

   - Plenary Sessions: Plenary Primetime and Plenary Next Frontier Moderated Poster Sessions
   - Podium Sessions
   - Video Sessions
   - Courses
      - Instructional Courses
      - Hands-on Courses (HO)
   - Forums
      - Basic Sciences Symposium (BSS): “Function and Dysfunction of Stem Cells, Regeneration, and Repair in Urology,”
      - Clinical Controversies in Men’s Health
      - Funding Opportunities and Grantwriting Guidance for Early Career Investigators Workshop
      - Health Policy Forum
      - History of Urology Forum
      - International Prostate Forum
      - Research Forum, “Early Career Investigators Showcase”
      - Urologic Oncology Research Symposium
      - Urologic Care for the Advanced Practice Provider
      - Urology Update 2017: For Primary Care and Advanced Practice Providers

**THE FOLLOWING PROGRAMS ARE EXEMPT FROM THE SPEAKER/FACULTY GUIDELINES:**

   - Residents Forum
   - Residents Bowl
   - National Chief Resident Debate
   - Young Urologist Forum
   - Subspecialty Society Programs
   - Practice Management Conference

**IV. PROMOTIONAL MATERIALS:**

The AUA does not co-sponsor exhibitor programs. Announcements and/or invitations must clearly indicate the name(s) of the sponsor(s) and/or exhibitor(s). Proposed copy for announcements and invitations must be submitted to the AUA Industry Relations Department for review prior to printing. Announcements and invitations may include the AUA Annual Meeting logo only (never the AUA corporate logo) with prior written permission; forward promotional materials to Mary Ann Adams at sponsorships@AUAnet.org.

**V. RESPONSIBILITY FOR CHARGES AND SERVICES:**

Any and all charges for services levied by the hotels or other venues are the responsibility of the function sponsor. AUA is not responsible for payment for any services connected with the event. AUA has no authority over any service charges, rental fees, food & beverage minimums, set-up fees, labor contracts, etc., that are required by any venue.
VI. COMPLIANCE WITH EXHIBITOR FUNCTION GUIDELINES:

It is the Exhibitor’s responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the AUA Annual Meeting. The Exhibitors requesting space or approval to hold an event are responsible for the actions of their employees and/or agents and will be expected to follow all rules and guidelines outlined in the “Exhibitor Function Guidelines.” Groups occupying space in the hotels must provide appropriate staff to coordinate all such activities.

Functions found to be in violation of these Guidelines shall be immediately discontinued. The Exhibitor waives any rights to claims of damages arising out of the enforcement of these Guidelines. The AUA reserves the right to attend any exhibitor-sponsored function without notice. Violators of this policy will jeopardize their ability to participate in future AUA Annual Meetings.

AUA ANNUAL MEETING ADVERTISING & SPONSORSHIPS POLICY

1. The AUA Annual Meeting is the cornerstone of professional education for urologists and allied health-care professionals. The AUA manages the level of promotional efforts to maintain a reasonable balance between industry exposure and scientific integrity.

2. The AUA offers to certain companies the opportunity to sponsor activities, such as promotional talks or hands-on demonstrations, or to take advantage of advertising and promotional display venues or products directed to Annual Meeting attendees (known hereafter as “Sponsorships.”)

3. No contract for Sponsorships is accepted until approved by the AUA. The AUA reserves the right to reject any application for Sponsorships or promotional activities or products for any reason.

4. The AUA Annual Meeting indemnity provisions, as stated in the Annual Meeting Contract to Exhibit and in the Exhibitor Rules and Regulation, apply to AUA Sponsorships.

5. Any Annual Meeting Sponsor must abide by all Annual Meeting Exhibitor Rules and Regulations, including the AUA “Speaker-Faculty Guidelines.” Skills Enhancement Workshop sponsors must abide by the AUA Rules and Regulations regarding booth activities.

6. In order to secure a Sponsorship, a company must contract an exhibit booth in the Science & Technology Hall.

7. Exhibitors who violate any portion of this policy risk consequences that include, but are not limited to, being barred from exhibit and sponsorship opportunities at future Annual Meetings.

8. Annual Meeting Sponsors must agree to the Annual Meeting Advertising Guidelines, as follows:

ANNUAL MEETING ADVERTISING GUIDELINES:

- The AUA manages all advertising opportunities within the Annual Meeting Convention Center. No requests for advertising within the Convention Center should be made directly to the convention facility.

- The AUA requires that all Exhibitors contact the AUA before contracting any promotional opportunities outside of the Convention Center to ensure the meeting maintains its high level of professionalism.

- The AUA will not allow promotional opportunities within a 2 mile radius of the convention center. This prohibition includes, but is not limited to those at the airport, on billboards/moving billboards, buildings/building signs, taxis and buses. The prohibition specifically includes (but is not limited to) buildings facing the Convention Center.

- The AUA will offer some opportunities outside the Convention Center that will be available to Exhibitors on a first-come, first-served basis. As each annual meeting host city offers unique promotional opportunities, Exhibitors are encouraged to contact the AUA to consider adding new sponsorship and promotional opportunities to its menu of offerings.

- By contract, the AUA will manage all sponsorship and support opportunities within the Annual Meeting convention hotel properties. No requests for such opportunities within the hotels should be made directly to the hotels.

- The AUA coordinates access to hotel dark television channels and will offer them as a sponsorship during the Annual Meeting, giving preference to any AUA-produced videos.

- Hotel promotions in the format of signage, door drops and gobo lights is prohibited. The AUA Doctors’ Bag is the approved vehicle for distributing literature and promotional items to attendees at their hotel.
HOTEL SERVICES

EXHIBITOR HOTEL SERVICES

onPeak is the only official housing and hotel reservation service for the AUA Annual Meeting.

The Hotel Services Policy for Exhibitors for the AUA2017 Annual Meeting is posted on www.AUA2017.org. Exhibitors can contact onPeak to discuss requests for lodging at any time. Priority points can be earned by using AUA Hotel Services in Boston, Massachusetts. Exhibitor Bulletins will carry information about housing for the benefit of Exhibitors and their contractors.

AUA HOTEL SERVICES CONTACT

onPeak representatives are available to answer exhibitor housing questions at 866-772-4409 (U.S.), 404-584-7458 (Int’l) or AUA@onpeakevents.com

PRESS SUITE AND MEDIA POLICY

PRESS SUITE

More than 100 journalists register in the AUA Press Suite, representing consumer and trade publications in a variety of media, including television. The AUA receives wide coverage on radio, television, magazines and newspapers. Exhibitors are invited to prepare and supply appropriate media materials for distribution. Only third-party press materials relating to research being presented at the meeting will be permitted. The AUA prefers to review materials before the meeting, but will accept them on site.

MEDIA POLICY

REGISTRATION

ON-LINE REGISTRATION

On-line Exhibitor registration will be available January 12, 2017 at www.AUA2017.org.

ON-SITE REGISTRATION/BADGE PICKUP

Exhibitor Registration is open Thursday, 11, through Monday, May 15, 2017. Photo identification and a company business card are required at on-site registration and for badge pick up. To avoid lines, register or pick up company badges on Thursday or Friday.

BADGE ELIGIBILITY

Exhibitor badges are issued only to full-time employees or temporary booth personnel; for example, models, celebrities and sales specialists. Physicians may register as Exhibitors only if they are full-time employees with a company business card. Registration of physicians as Exhibitors who are not full-time employees of the company is prohibited. EDC representatives are not allowed to wear exhibitor badges. Any company violating this rule forfeits the offending badge(s) and its priority points for the year.

BADGE COSTS

Each company is allocated five complimentary exhibitor badges per 100 square feet of leased booth space. Additional badges are available for an additional fee (see Exhibitor Service Manual for more information).

RULES FOR WEARING BADGES

Exhibitors must wear the official badge at all times at the Show site. Adding a business card to the badge is not permitted. Anyone wearing an unofficial badge, the badge of another person, a badge with a business card or a badge defaced in any other way will be escorted from the exhibit hall and asked to surrender the badge. The exhibiting company involved will forfeit its priority points for the year.

ADMISSION TO EXHIBIT HALL AND SCIENTIFIC SESSIONS

Anyone with an exhibitor badge may enter the Science & Technology Hall one hour before opening and remain on the floor one hour after closing. AUA permission is required for additional access. No one under the age of 18 is allowed admission to the exhibit halls at any time. Due to the nature of the Show and liability issues, no exceptions will be made.

The exhibitor badge admits Exhibitors into all Plenary, Podium and Poster Sessions, as well as any non-fee Courses and educational programs at the Annual Meeting. Registration for AUA Courses is available to Exhibitors for a fee. Registration fees will apply to Instructional (IC) Courses and Hands-on (HO) Lab courses.
GRATUITIES

GES and the Boston Convention & Exhibition Center request that Exhibitors refrain from tipping their employees. Work rules prohibit the solicitation and/or acceptance of tips at the BCEC. Any discour-tesies or attempts to imply that service will be expedited by tipping should be reported immediately to GES or AUA Show Management.

FDA REGULATIONS

Any medical device, pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. Any medical device, pharmaceutical or other type of medical product still under clinical investigation that is graphically depicted at a commercial exhibit must:

- Be prominently labeled as still being under clinical investigation
- Contain only objective statements about the product
- Contain no claims on safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- Contain the statement: “Caution—Investigational Product—limited to investigators’ investigational use” or a similar statement of prominent size and placement

Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines.

Additional information regarding FDA regulations may be obtained directly from the FDA (www.fda.gov). Additional constraints may apply. It is important that Exhibitors comply with and remain updated on FDA guidelines for exhibits and promotions to U.S. physicians and health care professionals. The AUA is not responsible for monitoring or approving exhibitor product displays and advertising as it relates to FDA compliance.
2017 ANNUAL MEETING DATES
Friday, May 12 – Tuesday, May 16, 2017

EXHIBIT DATES
Saturday, May 13 – Monday, May 15, 2017

EXHIBIT HOURS
SATURDAY, MAY 13
9 a.m. – 4 p.m.
SUNDAY, MAY 14
9 a.m. – 6 p.m.
Science & Technology Hall Reception
SUNDAY, May 14
4 – 6 p.m.
MONDAY, MAY 15
9 a.m. – 4 p.m.

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