



Annual Meeting  
29 may - 3 june 2010  
san francisco, ca usa

## Exhibitor Policies and Rules

# OUR KNOWLEDGE. OUR PATIENTS' LIVES.





# Table of Contents

<b>Application and Space Assignment</b>	<b>2</b>	<b>Usage of American Urological Association Name and Logo</b>	<b>9</b>
Space Assignment	2	<b>Liability and Insurance</b>	<b>9</b>
Exhibit Eligibility	2	Indemnification	9
Retail Sales	2	Exhibit Insurance	10
Priority Points	3	Liability Insurance	10
Termination of Agreement to Exhibit	3	Certificate of Insurance	10
Attendance	3	<b>FDA Regulations</b>	<b>10</b>
<b>Move In/Move Out</b>	<b>3</b>	<b>Booth Activities</b>	<b>10</b>
Move In	3	Gifts/Giveaways/Contests/Drawings	11
Move Out	3	Demonstrations/Presentations	11
<b>Exhibit Booth Configurations and Fees</b>	<b>4</b>	Speaker Presentations	11
In-lines, Corners and Perimeters	4	<b>Booth Audio-visual</b>	<b>11</b>
Islands	4	Audio-visual Equipment	11
End-caps	4	Flashing Lights and Other Prohibited Items	11
Peninsulas	5	Lasers, X-rays and Ultrasound	12
Retail, End Cap, Island and Peninsula Booth Design	5	<b>Exhibitor Conduct at the AUA Annual Meeting</b>	<b>12</b>
Americans With Disabilities Act (ADA) Compliance	5	Attire	12
In-line Booth Fees	6	Crowd Control	12
Island Booth Fees	6	Food and Beverage	12
End-caps and Peninsula Fees	6	Photography	13
Cancellations	6	Cash Product Sales	13
Downsizing	6	Sales Permits and Taxes	13
Payment	6	Distribution of Pharmaceutical Products	13
<b>Contractors, Labor and Security</b>	<b>6</b>	<b>Exhibitor-sponsored Event Guidelines</b>	<b>13</b>
Booth Labor	6	General Rules	13-14
Freight Handling	6	<b>Annual Meeting Advertising Policy</b>	<b>15</b>
Exhibit Rigging and Hanging Signs	6	<b>Hotel Services</b>	<b>15</b>
Cleaning Services	7	Exhibitor Hotel Services	15
Exhibitor-designated Contractors (EDCs)	7	AUA Hotel Services Contact	15
Security	7	<b>Press Suite and Media Policy</b>	<b>15</b>
Closing of Exhibit	7	<b>Registration</b>	<b>15</b>
<b>Building Requirements: McCormick Place</b>	<b>7</b>	On-line Registration	15
Electricity, Plumbing and Compressed Air	8	On-site Registration/Badge Pick Up	15
Telephones and Internet	8	Badge Eligibility	15
Food and Beverage	8	Badge Costs	16
Fire Protection	8	Rules for Wearing Badges	16
Multi-level and Covered Exhibits	8	Admission to Exhibit Halls and Scientific Sessions	16
Storage/Empties	8	<b>Gratuities</b>	<b>16</b>
Freight and Package Deliveries	8		
Utilities	8		
Lasers, X-rays and Compressed Gases	8		
Mobile Surgical Units and Motorized Vehicles	9		
General Fire, Public Safety and Convention and Facility Restrictions	9		
Literature on Display	9		
Biological Waste Disposal	9		





**Thank you** for reading the Exhibitor Policies and Rules for AUA 2010.

By signing the AUA 2010 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) and Exhibitor Policies and Rules (Rules) for the 2010 AUA Annual Meeting in San Francisco, California over the dates of May 29–June 3, 2010 (Show).

Exhibitors must at all times have one or more responsible individuals present in their booth who are knowledgeable about the Contract Terms, Exhibitor Prospectus and Exhibitor Policies and Rules 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 San Francisco.

Show management shall have sole authority to interpret, amend and enforce all Annual Meeting Terms, Rules and Regulations.

Visit [www.AUA2010.org](http://www.AUA2010.org) for the latest updates on the meeting. Contents of the Prospectus and Rules may be downloaded from the Exhibits portion of the site.

Call our Exhibitor Hotline **410-689-3779** with questions or e-mail the Exhibitor Help Desk at [exhibits@auanet.org](mailto:exhibits@auanet.org). We look forward to a successful Show with you in San Francisco.

## Application and Space Availability

### Space Assignment

An on-site space selection was conducted in Chicago for AUA 2009 exhibitors based on priority points on April 26-27, 2009. The most updated floor plan includes those selections and is available at [www.AUA2010.org/FloorPlan](http://www.AUA2010.org/FloorPlan).

The prospective Exhibitor will be reviewed by Show Management for suitability of products or services to the urological 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 e-mailed 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.

### Exhibit Eligibility

Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA. The AUA reserves the right to require information from companies before booth assignment is finalized. **When an exhibit is found to be ineligible in whole or in part, the AUA may deny space assignment or, when the exhibit is on show site, close the exhibit until violations are corrected.**

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.

### Retail Sales

Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of Contract. Exhibitors engaged in AUA-approved retail sales are responsible for all appropriate local and state licenses and permits and the submission of sales reports and sales taxes to the State of California and the City of San Francisco. Exhibitors conducting retail sales must have their booth design approved by the AUA prior to move-in. **Failure to have retail sales activity or booth designs pre-approved by the AUA will result in the closing of the exhibit by Show Management and forfeiture of all exhibit fees.**

Exhibitor Hotline/Help Desk  
Phone: 410-689-3779  
E-mail: [exhibits@AUAnet.org](mailto:exhibits@AUAnet.org)



## Priority Points

Priority points are calculated based on a five-year (2005-2009) history of exhibiting. 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
- 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.*

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 individual exhibitors at the most recent Annual Meeting and if that total remains consistent for three consecutive years. Failure to maintain this level will result in a loss of combined points and the exhibitor will revert back to the highest points from one company, plus any points earned since the merger.

Priority points, in certain cases, may be taken away for violations of exhibitor rules. All decisions about points are made at the discretion of the AUA. A complete listing of current priority points for exhibitors and a complete priority point policy may be requested from 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 authorized 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 AUA subsequent to the aforementioned published rules and policies. 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 sub-contractors and the removal of exhibitor property from the Moscone Center and the Show. Such exhibitor shall not be entitled to a refund of any payment.

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

The AUA makes no 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.

## Move In/Move Out

### Move In

A targeted move-in schedule for AUA 2010 will be adopted and distributed in the *Exhibitor Service Kit* in December 2009. Exhibitor booth installation times (targeted and general) are tentatively scheduled for Wednesday, May 26 through Friday, May 28 from 8:00 a.m.–4:30 p.m. for all exhibits and Saturday, May 29 from 8:00–9:00 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 28, 2010, at 5:00 p.m. for inspection by the AUA. Booths designated last-in/first-out (LIFO) will not be able to begin installation until Friday, May 28 at 3:00 p.m.

In the event that an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. on Friday, May 28, 2010 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 Tuesday, June 1, 2010. **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 5:00 p.m. on Tuesday, June 1. All other exhibitors must be completely dismantled and packed, all appropriate shipping paperwork filed at the GES Service Desk and carriers called by 12:00 p.m. on Thursday, June 3, 2010. 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 12:00 p.m. on Thursday, June 3, 2010, will be shipped via GES at the exhibitor's expense.



# Exhibit Booth Configurations

All exhibit floor spaces must be carpeted or covered with an approved material (bare 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-line booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. The back wall height of an in-line booth may not exceed eight feet three inches (8'3") including a sign. No display within a booth may exceed eight feet three inches (8'3") in height. Booth displays over four feet (4') in height cannot extend from the rear backdrop into the booth more than five feet (5'). 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. No objects or decorations that obstruct visibility will be permitted. Signs or any exhibit material hanging above in-line booths is prohibited.

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 (see Diagram B).

A corner booth is an in-line booth exposed to aisles on two sides.

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 backdrop into the booth no more than five feet (5') (see Diagram C).

All other in-line booth guidelines apply to corners and perimeters.

## NEW FOR 2010

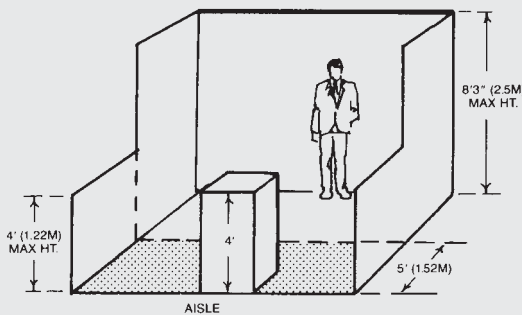
### Islands

- 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') access 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.
- Demonstration areas must be set a minimum of five feet (5') from the edge of the booth, including seating, to prevent congestion in the aisles.
- Booth Components and signs above eight feet, three inches (8'3") in height, may not exceed 75 percent (75%) of the booth's dimensions along each aisle (a minimum of 25% open space is required). 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 that neighboring booths are not inappropriately obstructed.
- The maximum height of an island booth at AUA 2010 in Moscone Center is twenty-five feet (25') from the floor to the top of 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 suspended signs) will vary based on ceiling height and fire regulations. Consult AUA for exact maximum dimensions for your booth. 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.

### End-caps

This type of booth configuration is not allowed at the 2010 Annual Meeting.

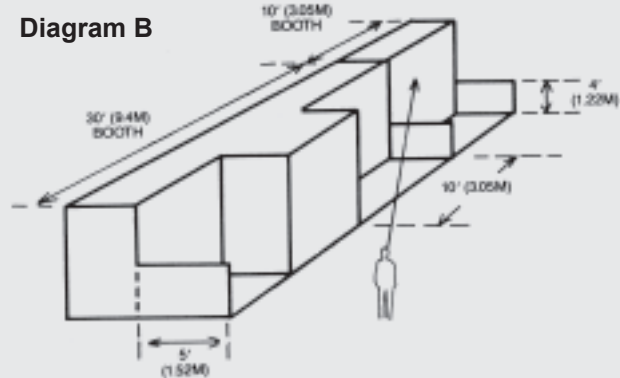
Diagram A



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line.

Reprinted with expressed consent of IAEE from May, 1995 Guidelines for Display Rules and Regulations.

Diagram B



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line.

Reprinted with expressed consent of IAEE from May, 1995 Guidelines for Display Rules and Regulations.





### 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 all sides (aisles). Interactive booth components and counters are to be a minimum of two feet (2') inside the booth's perimeter. Demonstration areas must be set a minimum of five feet (5') from the edge of the booth, including seating, to prevent congestion in the aisles. Hanging above peninsula booths is prohibited.

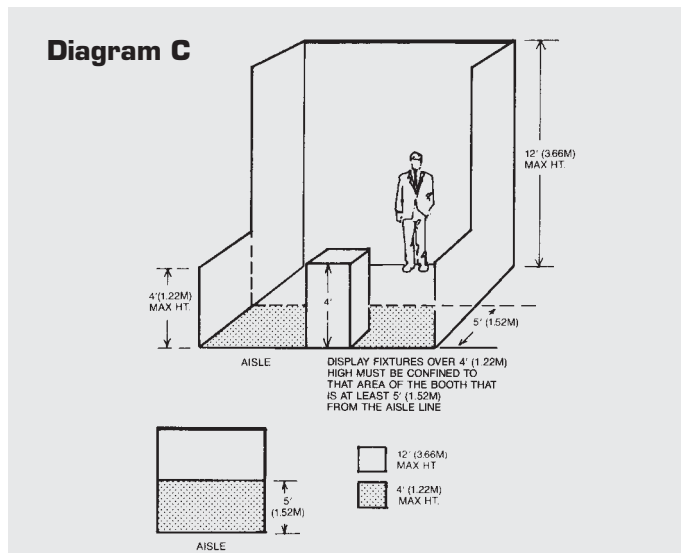
### NEW FOR 2010

#### Retail Booths

Any type booth can be involved in retail sales and the guidelines for each booth type are applicable. Additionally, all displays, signs and booth materials must be placed a minimum of 2' (two feet) inside the booth from any aisle (see Diagram D). This set back requirement is the minimum distance required for submitted designs to ensure that all business is conducted within the booth space.

#### Retail, Island and Peninsula Booth Designs

Companies with retail, island and peninsula booths must submit scaled floor plans and elevation diagrams to the AUA for pre-approval by **March 19, 2010**. These design plans must include hanging signs and any audio-visual systems 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.



### NEW FOR 2010

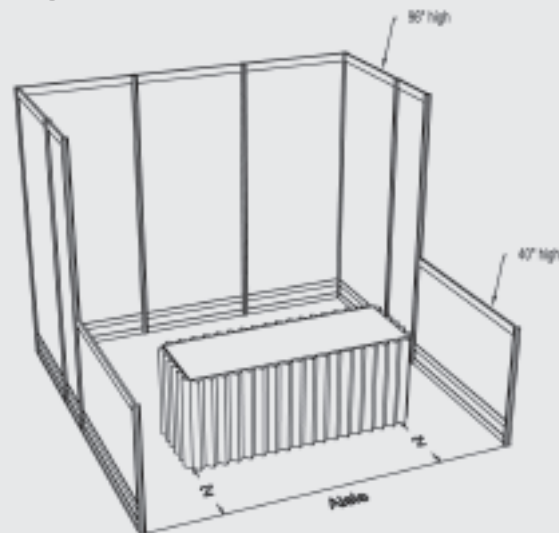
**No Retail, Island or Peninsula booths will be allowed into the exhibit hall at AUA 2010 without a pre-approved design.**

#### 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 <http://www.iaee.com/pdf/ADA.pdf>. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines.

Moscone 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."

Diagram D



Reprinted with express consent of IAEE from May, 1995 Guidelines for Display Rules and Regulations.





## Exhibit Fees

### In-Line Booth Fees

- \$31 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 7" x 44" booth sign, identifying the company name and booth number. Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

### Island Booth Fees

- \$31 per square foot
  - Minimum 400 square feet (20' x 20')\*
- Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

### Peninsula Fees

- \$31 per square foot
  - Minimum 400 square feet
  - Includes back wall drape
- Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

### Cancellations

Exhibitors must inform the AUA in writing of booth cancellations. The AUA shall have the right to use cancelled space to suit its own convenience, including the reselling of space to another exhibitor without any rebate to the 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.

### 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.

## Contractors, Labor and Security

### Booth Labor

GES, the AUA General Services Contractor, and qualified display houses (exhibitor-designated contractors) at Moscone Center 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 booth as long as the work can be completed by one person within 1/2 hour or less (including crating and uncrating) and the booth is no larger than 10 feet in any direction, and provided the Installation requires no tools or ladders. Installation of graphics and signs can be performed by exhibitors if the installation meets requirements stated above.

Exhibitors are allowed to unpack and place exhibit merchandise inside booth as required, once items are brought to the booth in the appropriate manner.

One exhibitor or full-time employee of an exhibitor may supervise work with union labor on the installation and dismantling of booths.

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.

### Freight Handling

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. 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. GES will have equipment and personnel available to assist exhibitors to keep the loading and unloading of freight orderly and on schedule.

### Exhibit Rigging and Hanging Signs

Rigging points at Moscone Center vary considerably. Rigging of exhibit components, trusses and hanging signs are allowed above island booths only. No hanging or rigging components can exceed the outer boundaries of the island booth's perimeter or the safe loading of the facility ceiling. All rigging and hanging at the Show are performed by GES and/or TSE, exclusive electrical provider for AUA 2010.



### Electricity and Plumbing

Electricity and plumbing in the exhibit hall are supplied exclusively by TSE, an exclusive service provider for AUA 2010. Additional information will be supplied in the Service Kit.

### Cleaning Services

The AUA will provide cleaning service for all aisles. Cleaning service for individual booths should be ordered through GES.

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.

### Exhibitor Designated Contractors (EDC)

Exhibitors not using GES, the official Show contractor, for general booth labor must notify the AUA of all EDC services well in advance of the Show. Official Notification of EDC Forms will be in the Exhibitor Service Kit (Service Kit) and on the AUA Annual Meeting website [www.AUA2010.org](http://www.AUA2010.org) and are due by **March 26, 2010**. All EDC are required to provide proof of liability insurance, as outlined in the insurance section of these Rules, in the form of a Certificate of Insurance by **April 30, 2010**. Failure to provide these documents to the AUA by the indicated due dates will be cause to exclude EDC from participation at the Show.

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 AUA security 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. EDC must cooperate fully with the AUA, the 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 Moscone Center. The AUA reserves the right to prohibit EDC participation at the AUA Annual Meeting, both at Moscone 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 26 to Thursday, June 3 to provide general security for the overall exhibit area. Exhibitors, however, are responsible for safeguarding their material and equipment against theft. The AUA and Moscone Center are not responsible for any loss or damage to exhibitor property.

### Labor Disputes - Closing of Exhibit

If the exhibitor or their EDC 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: Moscone Center

Exhibitors and their agents must comply with all federal, state and local fire and 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 Fire Department and State Fire Marshal's requirements and have a California flameproof certificate or tag. Only California certificates will be accepted and certificates or tags must be 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 exempt. Additional information will be supplied in the *Service Kit*.

Contact Michael Baker, Event Manager, Moscone Center, at 415-974-4012 or [mbaker@moscone.com](mailto:mbaker@moscone.com) with specific questions.

### Telephones and Internet

Telephones and internet service in the exhibit hall is supplied exclusively by Moscone Center Telecommunications Department, an exclusive service provider at Moscone Center. Additional information will be supplied in the Service Kit or contact 415-974-4080.

### Food and Beverage

All food and beverage is supplied by SAVOR...San Francisco, the exclusive provider at Moscone Center. 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 SAVOR...San Francisco. No alcoholic beverages or containers are allowed at the Show except during the Saturday Afternoon Social. Only alcoholic beverages procured through SAVOR...San Francisco Restaurant Partners and approved by the AUA will be permitted at this exhibit hall reception. Additional information will also be supplied in the *Service Kit*.

### Fire Protection

Exhibitors are responsible for adherence to the NFPA 101 Life Safety Code, San Francisco Fire Prevention Code and the Moscone Center Operations Department. The Moscone Center Fire Marshal's Office and the San Francisco Fire Department Bureau of Fire Prevention reserve the right to make any final decisions regarding fire and public safety. Contact the Michael Baker, Moscone Event Manager, at 415.974.4012 with questions or to request a copy of the fire and public safety regulations at Moscone Center. Additional information will also be supplied in the Service Kit.

### Multi-level and Covered Exhibits

Multi-level and covered exhibits require the written approval of the AUA and Moscone Center Fire Marshal. Examples of booth configurations that require Moscone Center Fire Marshal approval:

- Platforms exceeding 500 square feet in area
- Exhibition booths with canopies
- Single-level covered exhibition booths
- Booths/exhibits that exceed 16' in height
- Any booth designed with a second level

Written notification, plans stamped by a licensed structural engineer or architect and a certificate confirming treatment of any flammable building components will be required for approval consideration. Designs and written notice of intent to use this type of booth are due to the AUA and Fire Marshal by **March 19, 2010**.

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. Contact Michael Baker, Events Manager at Moscone Center at 415-974-4012 or mbaker@moscone.com with plans for Fire Marshal approval.

### Storage/Empties

There is no storage of cardboard, empty boxes, packing materials or crates on the exhibit floor of Moscone Center. 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 beneath tables.

### Freight and Package Deliveries

Moscone Center cannot accept freight shipments or packages for exhibitors or their contractors at any time. All freight must be consigned through GES. There will be no exceptions to this policy. Exhibitors carrying their equipment and displays must use a freight/loading dock gate. Loading and unloading through any lobby is prohibited.

### Utilities

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. Moscone Center will maintain ventilation and work level lighting (equal to 1/4 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, X-ray equipment, radiographic equipment, compressed gases and compressed liquids is subject to review and approval by the Moscone Center Fire Marshal. All requests must be received in writing and should state the nature of process or equipment, the quantity of equipment and how demonstrations will avoid hazards to people or nearby objects. Additional information will also be supplied in the *Service Kit*.

### Mobile Surgical Units and Motorized Vehicles

Mobile units and vehicles propelled by internal combustion engines must be approved by the AUA and the Moscone Center Fire Marshal for display. Additional information will also be supplied in the *Service Kit*.

Arrangements must be made in advance with GES and the AUA for placement of mobile, motorized units on the exhibit floor.

### General Fire, Public Safety and Convention Facility Regulations

- 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 Moscone Center
- No helium filled balloons are permitted
- No fireworks, smoke machines or pyrotechnics of any type are permitted
- No candles or open flame 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 Moscone Center
- Passenger elevators and escalators may not be used for freight, including hand trucks
- Electrical appliances and cords must be U.L. approved
- 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 Moscone Center. 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 Moscone Center
- Glitter, confetti 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 Moscone Center

### Biological Waste Disposal

Biological waste brought into Moscone Center is the ultimate responsibility of the exhibitor. The exhibitor must adhere to all local, state 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 the State of California, the City of San Francisco 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 **May 5, 2010**. A Biological Waste Disposal Notification Form will be available in the

*Service Kit*. 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 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.

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 AUA.

## Liability and Insurance

### Indemnification

The Exhibitor agrees to indemnify, defend and hold harmless the AUA and SMG, Facility Management, Inc. of California, the City and County of San Francisco, the San Francisco Redevelopment Agency, the Trustees of the Moscone Center Project, the Department of Housing and Urban Development, and their respective members, officers, directors, agents and employees, and the Moscone Center Joint Venture and members of the Moscone Center Joint Venture (also referred to as "INDEMNIFIED PARTIES") from and against from 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, or negligence 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 these Terms, Conditions and 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 INDEMNIFIED PARTIES shall not be held liable for, and are hereby 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. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

### Exhibit Insurance

Exhibitors who desire insurance on their exhibits must obtain the same at their own expense. The AUA does not carry insurance of any sort on the exhibit or other property of Exhibitors and the AUA assumes no liability for loss or damage thereto from any cause.

### Liability Insurance

All Exhibitors and their contractors must provide a Certificate of Insurance evidencing (i) Worker's Compensation Insurance in full compliance with all federal and state laws governing all the exhibitor's employees engaged in any performance of work for the exhibitor and (ii) Commercial General Liability Insurance. The exhibitor shall maintain Commercial General Liability Insurance, including bodily injury/property damage, products and completed operations, personal injury and contractual liability of at least \$1 million per occurrence and \$2 million aggregate. Insurance must have a carrier minimum financial strength rating by AM Best of A VIII. Said insurance shall name the AUA and SMG, Facility Management, Inc. of California, the City and County of San Francisco, the San Francisco Redevelopment Agency, the Trustees of the Moscone Center Project, the Department of Housing and Urban Development, and their respective members, officers, directors, agents and employees, and the Moscone Center Joint Venture and members of the Moscone Center Joint Venture as additional insureds. This insurance shall not be cancelled 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 AUA and SMG, Facility Management, Inc. of California, the City and County of San Francisco, the San Francisco Redevelopment Agency, the Trustees of the Moscone Center Project, the Department of Housing and Urban Development and the Moscone Center Joint Venture shall apply in excess of, and not contribute with coverage provided by the Exhibitor or any of its agents, contractors or representatives.

### Certificate of Insurance

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 30, 2010.** Exhibitor Designated Contractors (EDC) will not 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. All exhibitors must complete and return to the AUA for pre-Show approval the Booth Activities Form for speaker presentations and demonstrations and the Giveaway Approval Form for any gifts/giveaways/contest drawings (supplied in the Service Kit) by **April 16, 2010**. The AUA reserves the right to refuse permission for and to discontinue any booth activity, demonstration, presentation, giveaway or contest at its discretion.

### Gifts/Giveaways/Contests/Drawings

All gifts, giveaways and contest items are subject to approval by the AUA and may not exceed \$100 in value. Items should be appropriate for physicians. Educational materials are preferred. Contest drawings must be open to all attendees.

The AUA follows the AMA Ethical Guidelines (<http://www.ama-assn.org/go/ethicalgifts>) on gifts to physicians. These guidelines state that "the item [shall] be of minimal value, serve an educational function or be related to the physician's work" and "the contest [shall] be open to all meeting 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.

### Demonstrations/Presentations

Product demonstrations, presentations and moderately valued entertainment/services may be made within the booth space. Exhibitors shall be responsible for the safety of all individuals participating in or viewing these activities. All booth activities must be submitted in advance to AUA Show Management for approval. The AUA assumes no responsibility to monitor such activities, but reserves the right to order changes or additional safety precautions if any such activity is deemed unsafe or not in keeping with the professional nature of the Show. 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

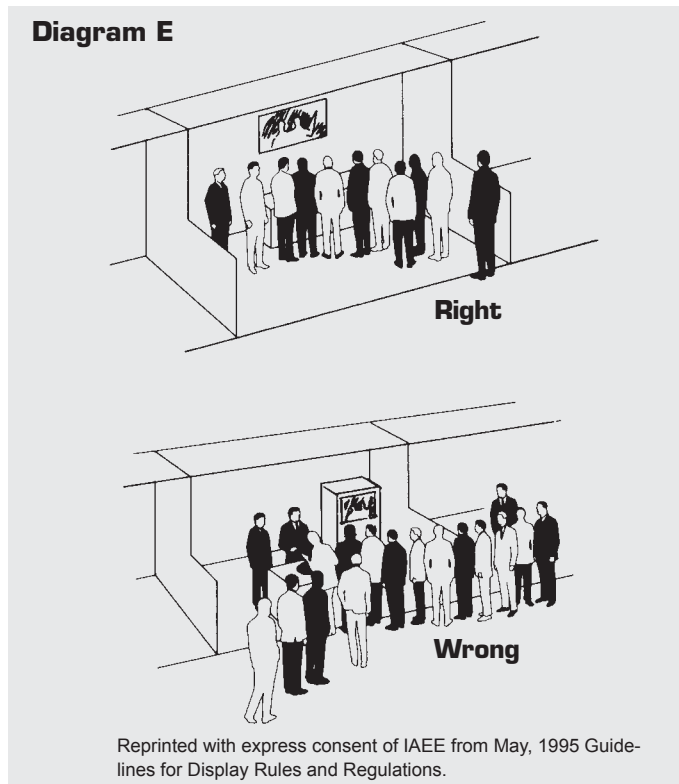
All presentations, whether "in person", on video, live telecast or web-cast, and presenters in the exhibit hall or at industry events, are subject to advance review and approval by the AUA. Such presentations include, but are not limited to, those that describe or endorse drugs, equipment or methods of treatment. AUA policy, in this matter, will be available by email bulletins, in the *Exhibitor Service Kit* and at the AUA Annual Meeting web site, **[www.AUA2010.org](http://www.AUA2010.org)**.

**Retail Booths**

Retail sales require written pre-approval by Show Management. Booths involved in approved retail sales must submit scaled floor plans for pre-approval by Show Management prior to move-in. All sales activity and displays must be inside the exhibit booth. Retail sales exhibitors are responsible for all pertinent sales permits and taxes required by the City of San Francisco and State of California. Additional information will be available in the *Service Kit*.

**Audio-visual Equipment**

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 E**). 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. 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 two feet from the edge of the booth to prevent congestion in the aisles. Sound should 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 audio-visual 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, the 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 **March 19, 2010**. Exhibitors with island booths must include audio-visual plans with their island booth designs, also due **March 19, 2010** (see Booth Configurations).

Exhibitors are responsible for all licensing and fees incurred for the use of copyrighted music 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, glitter, confetti, magnets, 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 Moscone Center, will not be allowed.

**Lasers, X-rays and Ultrasound**

Laser and X-ray demonstrations require review and approval by the Moscone Center Fire Marshal (see Lasers, X-rays and Compressed Gases). A permit from the Fire Marshal may also be required for class IIIB or greater lasers. 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 place and eye protection for those viewing and operating the laser.

Large and prominent warning signs must be displayed advising viewers of laser or X-ray use. The exhibitor must provide the needed personnel to ensure absolute safety for and control of viewers and operators.

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.

# Exhibitor Conduct at the AUA Annual Meeting

The primary AUA rule of booth conduct and product display is to show consideration 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.

The exhibitor shall not enter into another exhibitor's exhibit space without invitation or when unattended.

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, in which event the exhibitor shall terminate such activity forthwith.

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

No exhibitor will organize or participate in any events, meetings, exhibitions, or functions in the greater San Francisco area during the 2010 AUA Annual Meeting, May 29 - June 3, 2010 without the prior written approval of the AUA.

No one under the age of 18 is allowed admission to the exhibit halls 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 itself 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 the Show Management or authorized AUA official, whose decision shall be final and binding on all parties.

**Exhibitors will not be permitted to behave in a manner that is objectionable to the AUA and are obliged to comply with any additional rules established by the AUA. Failure to comply with AUA Rules will result in a loss of priority points for the year and may include 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 in cases of disagreement and 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 congestion in the aisles and disruption of neighboring exhibits. Rope and stanchion are required for large gatherings and will be ordered, if necessary, at the exhibitor's expense.

## Food and Beverage

All food and beverages must be ordered through or approved for distribution by SAVOR...San Francisco, the exclusive caterer of Moscone Center. The following rules are in effect at AUA 2010:

- alcoholic beverages are prohibited (unless AUA approved)
- no food and beverages may be served in 10' x 10' booths (unless AUA approved)
- no popcorn or 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

## Photography

No photographing or videotaping of the exhibit hall is allowed. Photographing another exhibit or display items is prohibited. Unauthorized photographs (digital and analog) and photographic equipment, including portable telephones, will be confiscated and are subject to destruction by Show Management.

Exhibitors may request permission in writing from the AUA to photograph their own booth for internal marketing purposes only.

## Cash Product (Retail) Sales

Prior written approval from the AUA must be obtained before cash sales transactions are permitted at the Show. Booth designs of all cash sale 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. The AUA reserves the right to close cash sales booths without prior design and sales approval or if surrounding booths are disrupted by cash sales activity or at the discretion of Show Management. If a product cannot be hand carried, shipping arrangements must be made. Attendees will not be allowed on the exhibit floor after 4:00 p.m. on Tuesday, June 1, 2010.

### Sales Permits and Taxes

Exhibitors accepting cash for wares are responsible for all appropriate local and state licenses and permits and the submission of sales reports and sales taxes to the State of California and the City of San Francisco. More information will be in the *Service Kit*.

### 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.

## Exhibitor-sponsored Events Guidelines

AUA policy allows exhibiting companies, universities and non-profit organizations to host events during the AUA Annual Meeting, but limits when those events may take place. Entertainment, meetings or similar activities will not be permitted in hotel rooms or other private or public facilities during hours that conflict with AUA or certain AUA sanctioned events.

### General Rules

Any Exhibitor or an agent of an Exhibitor involved in an Industry Event agrees to observe these guidelines. All exhibitors must ensure that their company representatives and/or agents adhere to all guidelines. **An Industry-sponsored Event Form, supplied in the Service Kit, must be submitted to the AUA for review and approval before any event or activity can occur during the AUA Annual Meeting.**

If an event is found to have violated AUA policy, the sponsoring organization, the supporting organization and the organizer will be prohibited from holding an event during the AUA Annual Meeting the following year. The violation will further result in a loss of the current year's priority points for the exhibiting company.

### Meeting Room Requests

The AUA will assign meeting space on a first-come, first-served basis beginning in January, 2010. Contracted hotels in San Francisco will not reserve meeting rooms or function space for anyone during the meeting dates without prior AUA approval. The AUA does not allow any company or organization to schedule educational symposia during the meeting. (AUA sanctions a Satellite Symposia program at the meeting.)

In order to obtain meeting space, all requests must be submitted via an Industry-sponsored Events Form. The deadline for requests for hotel meeting rooms is in **March 5, 2010** and the deadline for events during the AUA Annual Meeting is in **March 26, 2010**. Questions about meeting room requests may be directed to Sarah Hardy at [shardy@AUAnet.org](mailto:shardy@AUAnet.org).

### 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, unless pre-approved by the AUA. Competing educational functions of any kind will not be allowed during the AUA Annual Meeting (Friday, May 28 through Thursday, June 3, 2010). 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.

**Satellite Symposia:** Strictly educational meetings that offer CME credit and a modest meal as defined by the American Medical Association guidelines are held May 28-29. The AUA does not provide CME accreditation 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 about this program, contact Mikayla Barlett at [mbarlett@AUAnet.org](mailto:mbarlett@AUAnet.org).

**Industry Scientific Update:** These closed meetings are available for exhibitors to conduct larger-scale investigators meetings and focus groups. For more information, contact Ron Mercado at [rmercado@AUAnet.org](mailto:rmercado@AUAnet.org).

**Industry Clinical Update Theater/Evening Clinical Updates:** A limited number of slots are available for industry to discuss new products and services and the latest in data and research findings to meet patients needs. Programs are held in the Science & Technology Hall and in hotels. For more information, contact Ron Mercado at [rmercado@AUAnet.org](mailto:rmercado@AUAnet.org).

**Skills Enhancement Workshops:** This program was created to provide additional space on the exhibit floor for exhibiting companies to hold product demonstrations and "skills enhancement" labs for AUA attendees. This program is not approved for CME credit; it is considered an extension of the exhibit booth, designed to allow more sustained and detailed hands-on product demonstration.

Companies purchasing this space will develop a schedule of sessions to occur during exhibit hours. The AUA will help publicize the schedule. Companies will purchase the space for the duration of the show. Companies who purchase the space are expected to have continual, regular programs for as long as they occupy the space.

The Skills Enhancement Area will consist of adjacent structures in varying sizes, located in the Science & Technology Hall. The structures will be constructed of 8 foot gem wall, with a locking door.

### Permissible Industry Events

**Social Function:** Receptions, dinners, etc. where there is no educational programming.

**Focus Group Meetings:** A meeting that includes less than 30 participants that is targeted to a specific group of attendees to obtain specific data. These events must be invitation only and not open to all conference attendees.

**Advisory Board/Investigator Meetings:** A meeting for investigators, prospective investigators and industry representatives to network and share the latest scientific data on clinical trials. These events must be invitation only and not open to all conference attendees. Attendance is limited to 40 participants.

**Staff/Company Meetings:** Limited to staff of the exhibiting company and may not include attendees.

### Approved Times to Hold an Industry Event

No events can conflict with the AUA-sponsored functions or sessions, with the exception of which may be allowed during the AUA-sponsored functions or sessions. For example no industry events may occur on Sunday evening, May 30, due to the AUA Welcoming Reception.

Approved times for industry events during the 2010 AUA Annual Meeting will be published in the Service Kit.

Any changes in date, time or assigned space must be approved by the AUA prior to contacting the hotel. Applicants are responsible for providing the hotel with specifics with regard to room set up, guaranteed attendance and food and beverage requirements. Audiovisual services for approved industry events at AUA hotels and convention center must use the AUA exclusive A/V provider, Projection Presentation Technology, Inc.

### Speaker Presentation Guidelines

All presentations, whether "in person", on video, live telecast or web-cast, and presenters 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. Information will be made available to exhibitors by email bulletins in the *Service Kit* and at the AUA Annual Meeting web site, [www.AUA2010.org](http://www.AUA2010.org).

### Promotional Materials

The AUA does not co-sponsor exhibitor programs. Announcements/invitations must clearly indicate the name(s) of the sponsor(s) and/or exhibitor(s). Proposed copy for announcements or invitations must be submitted to the AUA Corporate Relations Department for review prior to printing. Announcements and invitations may include the AUA Annual Meeting logo with prior written permission; forward promotional materials to Ron Mercado at [rmercado@AUAnet.org](mailto:rmercado@AUAnet.org).

### Function Organizer Responsibilities

The organizer is responsible for all costs associated with the ancillary meeting, including food and beverage, meeting room rental, audio-visual, equipment service, music license fees, hotel labor costs, etc. Function organizers must use AUA-approved audio-visual and recording vendors. The function organizer will also take full responsibility for the event/meeting and will hold harmless the AUA, its officers, agents and employees from any and all liability associated with the ancillary meeting.

### AUA Annual Meeting Advertising Policy

- 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
- AUA requires that all exhibitors contact the AUA before contracting any advertising space outside of the Convention Center to ensure the meeting maintains its high level of professionalism
- AUA will not allow advertisements within a two (2) mile radius of the Convention Center nor any multi-media advertising opportunities, including but not limited to those at the airports, on billboards/moving billboards, building signs, taxis and buses
- 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 advertising opportunities, exhibitors are encouraged to contact the AUA to consider adding new advertising opportunities to its menu of offerings
- AUA will manage all advertising opportunities within the Annual Meeting convention hotel properties. No requests for advertising within the hotels should be made directly to the hotels
- 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 advertising in the format of signage, door drops and gobo lights, etc. is prohibited. AUA has contracted an official vendor to assist with literature and promotional items at hotels
- The AUA reserves the right to impose appropriate disciplinary measures to violators of the Advertising Policy

Contact Ron Mercado for questions and proposals at [rmercado@AUAnet.org](mailto:rmercado@AUAnet.org).



## Exhibitor Hotel Services

AUA Hotel Services, powered by Ambassadors, is the official housing service for the AUA Annual Meeting. AUA Hotel Services, Ambassadors, is the only official hotel reservation service for the AUA.

The Hotel Services Policy for exhibitors for the AUA 2010 Annual Meeting is posted on [www.AUA2010.org](http://www.AUA2010.org).

Exhibitors can contact Ambassadors to discuss requests for lodging at anytime.

Priority points can be earned by using AUA Hotel Services in San Francisco. Exhibitor Bulletins will carry information about housing for the benefit of exhibitors and their contractors.

### AUA Hotel Services Contact

AUA Hotel Services, Ambassadors, representatives are available to answer exhibitor housing questions at:

866-772-4409 (U.S.)

404-584-7458 (Int'l.)

or

[AUAexhibitors@ambassadors.com](mailto:AUAexhibitors@ambassadors.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

Media events not sponsored by the AUA are not permitted at the Show. Exhibitors should contact the AUA Communications Office to coordinate dates and times to ensure events do not conflict with AUA-sponsored activities. Solicitation of registered press outside the Press Suite or near the exhibit hall is strictly prohibited. The AUA will make available upon request a list of pre-registered press to public relations personnel two weeks prior to the meeting.

For more information on the AUA Media Policy and Press Suite, contact Wendy Waldsachs Isett, Communications Coordinator, at [wisett@AUAnet.org](mailto:wisett@AUAnet.org).

## Registration

### On-line Registration

On-line registration will be available **January 27, 2010** at [www.AUA2010.org](http://www.AUA2010.org).

### On-site Registration/Badge Pickup

Exhibitor Registration is open Thursday, May 27 through Tuesday, June 1, 2010. 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 its priority points for the year.

### Badge Costs

Each company is allocated five complimentary exhibitor badges per 100 square feet of leased booth space rented. Additional badges are \$50 each.

### 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, 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 Halls and Scientific Sessions

Anyone with an exhibitor badge may enter the Exhibit 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 wearers into all Plenary, Podium and Poster Sessions, as well as any non-fee Courses, at the Annual Meeting. Registration for AUA Courses is available for exhibitors. Registration fees will apply to Postgraduate (PG), Instructional (IC) Courses and Hands-on Lab courses.





## Gratuities

GES and Moscone Center request that Exhibitors refrain from tipping their employees. Work rules prohibit the solicitation and/or acceptance of tips at Moscone Center. Any discourtesies or attempts to imply that service will be expedited by tipping should be reported immediately to GES or AUA Show Management.

- 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

## 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 on a commercial exhibit must:

- be prominently labeled as still being under clinical investigation

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](http://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.

### 2009 Annual Meeting Dates

Saturday, May 29–Thursday, June 3

### Exhibit Dates

Saturday, May 29–Tuesday, June 1

### Exhibit Hours

**Saturday, May 29**

11:00 a.m. – 6:00 p.m.

### Exhibit Hall Reception

**Saturday, May 29**

4:00–6:00 p.m.

**Sunday, May 30**

9:00 a.m. – 4:00 p.m.

**Monday, May 31**

9:00 a.m. – 4:00 p.m.

**Tuesday, June 1**

9:00 a.m. – 4:00 p.m.

### AUA Exhibit Operations

Andrew Niles

Phone: 410-689-3728

Fax: 410-689-3828

E-mail: [aniles@AUAnet.org](mailto:aniles@AUAnet.org)

### Facility

Moscone Center

747 Howard Street

San Francisco, California 94103

Phone: 415-974-4000

[www.moscone.com](http://www.moscone.com)

### Moscone Center Event Manager

Michael Baker

Phone: 415-974-4012

[mbaker@moscone.com](mailto:mbaker@moscone.com)

### General Service Contractor

GES Exposition Services

7000 Lindell Road

Las Vegas, NV 89118

Phone: 800-475-2098

Fax: 866-329-1437

Int'l Voice: 702-515-5970

Int'l Fax: 702-263-1520

[www.ges.com](http://www.ges.com)

### GES National Account Manager

Steve Holst

Phone: 919-544-3771

[Sholst@ges.com](mailto:Sholst@ges.com)







Visit **AUA2010.org** for more information



Annual Meeting  
29 may - 3 june 2010  
san francisco, ca usa

