

Exhibit Rules and Regulations

By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined below and in the Exhibitor Prospectus. The following rules and regulations have been designed for the benefit of all exhibitors. The American Society for Dermatologic Surgery (ASDS) requests full cooperation of exhibitors in their observance. Please be sure that your promotional department or anyone else involved in the arrangement for your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibiting company to see that all booth personnel are aware of and adhere to these rules and regulations and conduct themselves in a professional manner throughout the meeting.

All matters in question not specifically covered by the rules and regulations are subject to the decision of the ASDS Annual Meeting leadership through the staff or Board of Directors. ASDS may grant permission to exhibit subject to such special conditions or limitations as they deem necessary to assure that an exhibitor satisfies the basic criteria for technical exhibits.

1. ADVERTISING AND PROMOTIONS

Exhibit items, advertising literature or pamphlets that are distributed may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the ASDS Annual Meeting or in a manner that could be construed as an endorsement by ASDS or by its members is prohibited. The use of the ASDS logo, seal of approval, trademarks or other similar property rights, including those that are in disuse, are strictly prohibited in connection with any product or advertising materials displayed or disseminated at the ASDS Annual Meeting. Exhibitors shall not transmit nor permit anyone to transmit a description of any part of the ASDS Annual Meeting by means of radio, television, cable, videotape or other method of transmission of oral or visual reports without the written permission of the ASDS Executive Director.

Advertising materials cannot be distributed outside the exhibitor's booth. This applies to distributing flyers, handbills, invitations, magazines or other advertising materials to hotel rooms of ASDS Annual Meeting attendees. Canvassing or distributing materials in any part of the facility used by ASDS is forbidden.

2. EDUCATIONAL CONTENT

As an ACCME-accredited provider, ASDS must ensure all guidelines are followed with regard to educational content that is fair, balanced and free of commercial bias. As part of the ACCME Guidelines for Commercial Support, there must be clear separation between continuing medical education and any commercial promotional activities. As such, promotions referencing or linking to educational presentations within any ASDS educational content is prohibited, including mention of abstract or session titles, faculty names, etc.

3. CONTESTS, DRAWINGS, ETC.

Contests and drawings are permitted with prior approval of ASDS. Requests must be submitted in writing prior to the meeting. The rules must be posted

at the booth and include eligibility, date and time of drawing, the words "no purchase necessary to enter," how winners are notified, etc. ASDS reserves the right to restrict contests or drawings that it deems inappropriate or unprofessional. Gaming devices of any description are not allowed in the Exhibit Hall. Approved contests and drawings must comply with all local, state and federal laws governing such activities. The exhibitor must agree to indemnify ASDS, its Board of Directors, employees and vendors in the event of any claims arising from the operation of the event or activity.

4. ATTENDANCE AT EDUCATIONAL SESSIONS

Exhibitors are allotted one Meeting Pass per booth to attend the general scientific educational sessions (not including ticketed sessions). Exhibitor personnel are expected and required to attend as a silent observer and cannot participate in the session in any way. Exhibitors may not influence the content for educational sessions and / or participate in the questions and answers. Any company / attendee reported as interfering with the open forum of ideas and research during the ASDS Annual Meeting may be removed from the meeting and will be brought before the ASDS Professional Conduct Committee.

5. AMERICANS WITH DISABILITIES ACT

Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act (ADA) of 1992 with regard to their booth space, including but not limited to wheelchair access.

6. ASSIGNMENT OF SPACE

Exhibit space is assigned on a priority point system. The criteria for issuing points is based upon the number of booths purchased, membership in the Industry Advisory Council (IAC), years of participation, level of corporate support and frequency of advertising in ASDS publications, including: 3 points for each booth space purchased, 1 point for every year of participation in the ASDS Annual Meeting, 1 point for every advertisement in the ASDS Annual Meeting Preliminary Program or Final Program, 8 points for Diamond Level partners, 7 points for Platinum Level partners, 6 points for Gold Level partners, 5 points for Silver Level partners, 4 points for Bronze Level partners, 3 points for Copper Level partners, 2 points for Brass Level partners and 1 point for Pewter Level partners. The number of points accumulated will determine priority assignment. Assignment of space will be made upon completion, in full, of the application process. Booth size requirements, the booth numbers preferred, date the application was received and proximity of competitive or complementary firms also will be taken into consideration. Notification of acceptance is given upon return of completed contract and payment of space.

Companies that have not exhibited at a past ASDS Annual Meeting will be required to submit product brochures, company literature or product samples to ensure that the products or services exhibited are consistent with the interests and educational values of the ASDS. ASDS may refuse to accept the application of any company with a display of goods

or services that is not compatible with the general character and objectives of ASDS.

Companies that have merged with, been purchased by or have purchased another company may use the exhibit history from either company, whichever is more favorable, but not the combined history of both companies. The sale of a product, product line, certain technology or certain assets to another company will be considered to transfer priority points only if and to the extent determined by ASDS in its sole discretion.

ASDS reserves the right to change the exhibit floor plan, without consultation of contracted exhibitors, if conflicts arise regarding space requests or conditions that are beyond the Society's control.

ASDS reserves the right to relocate an exhibitor at any time, with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the ASDS Annual Meeting, the full payment for exhibit space will be refunded.

7. BADGES / BOOTH CONDUCT

All representatives of exhibiting firms must register and wear the official exhibitor badge for admission to and while working in the Exhibit Hall. Company badges will not be accepted in lieu of the official badge. Exhibitors may not deface or mark badges in any manner. Affixing stick-on items, punching, stamping or marking badges is not permitted. Individuals who do not have a badge will not be permitted into the exhibit area. All booth representatives need to be registered with ASDS by Aug. 22, 2018. Your booth fee entitles you to up to four complimentary booth personnel badges for every 8' x 10' booth purchased. If additional booth personnel are needed to staff the booth, they must register for the meeting at an additional charge.

ASDS has a zero-tolerance policy for false certification of individuals as exhibitor representatives, office personnel of a physician's office, misuse of a member registration badge or any other method used to assist unregistered / registered persons to gain admission to the exhibit floor or scientific sessions. If an exhibitor violates this policy, it will be cause for expelling the violator from the meeting and removing a violator's exhibit from the floor without obligations on the part of ASDS. Any exhibiting company representatives caught misrepresenting themselves at the meeting may cause their company to be prohibited from exhibiting at future meetings.

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission.

Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting other booth personnel is strictly prohibited.

8. CHILDREN

Children under 18 years of age are NOT permitted to enter the Exhibit Hall at any time during the meeting. This restriction includes installation, exhibition and dismantling hours. If children are present, they will be required to leave the hall immediately.

Exhibit Rules and Regulations (continued)

9. FOOD and BEVERAGE

Exhibitors may serve or dispense food and / or beverages on the exhibit floor. All food and beverages served in the Exhibit Hall must be provided by the hotel caterer, with the exception of individually wrapped, bite-sized pieces of candy. Candy may be supplied by the exhibitor.

10. SOCIAL and EDUCATIONAL FUNCTIONS

ASDS approval is required for all exhibitor-hosted social functions, product demonstrations or meetings held during the ASDS Annual Meeting.

Exhibitor meetings and events involving medical personnel may not be scheduled during the Society's educational program, exhibit hours or social activities. Accordingly, meetings and events are permitted at the following times:

- Wednesday, Oct. 10 . . .after 7 p.m.
- Thursday, Oct. 11after 8:30 p.m.
- Friday, Oct. 12after 9 p.m.

11. MEETING ROOM REQUESTS

A limited number of meeting rooms at the JW Marriott Phoenix Desert Ridge Resort and Spa will be available to exhibitors on a space available basis. All meeting room requests must be submitted to ASDS for approval. Meetings involving medical personnel may not be scheduled during the Society's educational program, exhibit hours or social activities. Only companies exhibiting at the ASDS Annual Meeting may request meeting space during the following times:

- Wednesday, Oct. 10 . . .after 7 p.m.
- Thursday, Oct. 11 after 8:30 p.m.
- Friday, Oct. 12after 9 p.m.

Meeting space requests for under 20 people are not restricted to the above time constraints and may be requested for any time period throughout the meeting.

Please note: All meeting room requests must be limited to a duration of one hour or less. Advisory Board Meetings will be permitted to reserve a 2-hour time slot and will require a \$5,000 reservation fee.

12. BOOTH ACTIVITIES / DEMONSTRATIONS / AV

The exhibitor is permitted to demonstrate, within the confines of the booth, the firm's equipment and to make informal presentations regarding the product line or service in the booth. However, other attention-getting devices in the form of entertainment, amusement or demonstrations of non-product items or services must be approved in writing by ASDS. Only activities that adhere to the professional manner of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated to each exhibitor. The use of other than closed-sound systems will be permitted only with the prior written approval of ASDS. Any exhibit may be closed if deemed to have an excessive noise level.

Inspection of the Exhibit Hall will be made during installation hours. Every effort will be made to advise exhibitors of any deviation from exhibit rules at that time. Exhibitors must make all corrections requested by show management at their own expense or

risk removal from the exhibition without notice and without obligation on the part of ASDS for any refund whatsoever.

13. CANCELLATIONS OR REDUCTIONS IN BOOTH SPACE

Notification of an exhibitor's decision to cancel or reduce exhibit space must be received in writing at the ASDS office, 5550 Meadowbrook Drive, Suite 120, Rolling Meadows, IL 60008. Fax or email to the ASDS Exhibit Manager also is acceptable. No refund of any booth fees will be allowed for voluntary cancellations or reductions after Aug. 15. A penalty of 25 percent of total booth fees will be assessed for all cancellations / reductions received on or before Aug. 15.

Cancellations received . . . Refund less 25 percent on or before Aug. 15 . . . of total booth fees

Cancellations received after Aug. 15 No refund

14. FDA REGULATIONS

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations, including but not limited to any or all approved requirements. Exhibitors are reminded that the FDA prohibits the advertising or other promotion of investigational or unapproved drugs or devices. Products that are not FDA-approved for a particular use in humans or that are not commercially available in the U.S. will be permitted to be displayed only when accompanied by appropriate signs that indicate the device's FDA clearance status. The signs must be easily visible and placed near the device itself and on any graphics depicting the device. The FDA forbids the promotion of approved drugs or devices for unapproved uses. In addition, under FDA rules, the background of the exhibit must show the generic name of any product featured.

If the FDA or a court of competent jurisdiction determines that a company's exhibit at an ASDS Annual Meeting is in violation of any FDA regulations, including but not limited to the promotional restrictions and rules described above, the company will be subject to sanctions, including but not limited to the exclusion from exhibiting at subsequent ASDS Annual Meetings.

15. GIVEAWAYS TO PHYSICIANS

The American Medical Association (AMA) has adopted guidelines governing gifts to physicians from industry. These guidelines have been adopted by ASDS and other medical organizations and by the Pharmaceutical Manufacturers Association. Gifts must be of minimal value, practice-related (related to the physician's work) and entail a benefit to patients. ASDS, in its sole discretion, shall have the right to prohibit the distribution of any samples deemed objectionable or otherwise inappropriate.

16. PHOTOGRAPHY / VIDEOTAPING / AUDIOTAPING

Due to the sensitive nature of many products and services displayed in the Exhibit Hall, the Society requires exhibiting companies to use the official ASDS

photographer to take photographs, shoot video or record audio inside the Exhibit Hall. If you'd like to use your own photographer, you must submit a request in writing to ASDS with details clearly stating the alternative photographer and why you're requesting an exception to the official ASDS photographer. Photography/videography is only permitted of your own exhibit booth, activities and personnel. Exhibitors may not photograph another company's exhibit booth.

17. GOVERNING LAW

Exhibitors agree that any disputes between ASDS and the exhibitor arising out of the exhibitor's participation in the ASDS Annual Meeting shall be governed by the laws of the State of Illinois.

18. LASER PRECAUTIONS

In keeping with the recommended safety precautions for lasers, the Society has adopted the following policies for laser exhibitors in the exhibit area:

- Lasers must be operated in a manner that is consistent with accepted industry safety standards (e.g., ANSI standards and / or American Laser Institute standards). Under no circumstances may lasers be operated in a manner that poses a safety risk to persons standing or walking in the vicinity of the exhibitor's booth. ASDS reserves the right to determine whether a laser poses such a safety risk.
- Lasers must be operated only within a suitable enclosed space with eye protection for those viewing and operating the lasers.
- All demonstrations of CO lasers must be conducted in clear plastic boxes with all sides enclosed, including the top. Smoke evacuators must be used.
- Appropriate plastic colored cubicles must also be available for any other type of laser being used, including dye, KTP, diode, ND:YAG, alexandrite and ruby lasers.
- Appropriate eye and electrical protection must also be required for non-laser light source and radiofrequency devices.

The Society may conduct random inspections of laser exhibitors during the course of the exhibition. Companies will be required to comply with any judgment related to safety concerns issued by the ASDS. Failure to comply with these policies will result in the denial of the use of lasers in connection with the exhibit.

19. LIABILITY AND INDEMNIFICATION

The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any personnel of the exhibitor or to any other person or any loss of or damage to any property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the ASDS Annual Meeting and exhibits program, and the exhibitor shall protect, indemnify, hold harmless and defend ASDS, its officers, directors, agents, members, servants, and employees from and against any and all such claims, liabilities, losses, damages and expenses, provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the

Exhibit Rules and Regulations (continued)

negligence or willful misconduct of ASDS, its officers, directors, agents, members or employees of the JW Marriott Phoenix Desert Ridge Resort and Spa or its agents, servants or employees. The exhibitor further waives any claim against ASDS, its officers, directors, agents, members, servants and employees arising out of the oral or written publication or reproduction of any statement made in connection with the ASDS Annual Meeting by anyone not an employee of ASDS concerning the exhibitor or his / her exhibits, products or services.

In case any part of the exhibition hall is destroyed or damaged so as to prevent ASDS from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period – or in case the occupation of assigned space during any part or the whole of the exposition period is prevented by strikes, acts of God, national emergency or other cause beyond the control of ASDS – then the exhibitor will be charged for space only for the period the space was or could have been occupied by the exhibitor; and the exhibitor hereby waives any claim against ASDS, its directors, officers, agents, members or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

20. BOOTH CONSTRUCTION

All booths are 8' x 10' or multiples thereof. Linear booths will be equipped with an 8' high back drape and 3' high side rails. Linear booths also will be provided with a 7" x 44" identification sign displaying the exhibitor's name and booth number. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. If other exhibitors or ASDS object to any exposed portions of a display, the exposed portions will be draped by ASDS and billed to the exhibitor. All tables used in an exhibit space must be skirted.

Linear Booths

Linear booths (including corner booths) must not exceed 8' in height. Any construction that extends above the 3' high side rail dividers shall not extend more than one-half of the distance from the back wall of the exhibit, nor will any display be allowed to limit or otherwise interfere with other exhibits.

Island Booths

An island exhibit is an open area of exhibit space with aisles on all four sides. The maximum booth height for island exhibits is 14'. Island exhibits may occupy 100 percent of the rental space but must maintain a 50 percent see-through effect on that portion of the booth up to 8' in height so as not to block booths located on any side of the island.

Hanging signs are not permitted.

21. CRATE AND CARTON REMOVAL, ACCESSIBLE STORAGE AND RETURN

Empty crates and cartons will be removed to storage and returned to your booth at the end of the show. Nothing may be stored behind booths or back wall drapes. The Society, Shepard Exposition Services, the Fire Marshal and the JW Marriott Phoenix Desert Ridge Resort and Spa will inspect all exhibits to ensure compliance.

"Empty" labels are available at the Shepard Service Desk located near the Exhibit Hall. Empty stickers are to be placed on all cartons and crates that are ready for removal and storage. Do not store products or literature in crates or cartons marked "Empty" as they are not accessible during the show.

If you require access to storage for materials you will need during the show, you may make arrangements at the Shepard Service Desk. Materials for handouts must be limited to a one-day supply and must be stored neatly within the booth and not behind your back wall.

22. CLEANING

The Society provides aisle cleaning and cleaning crews for general Exhibit Hall cleanup before the opening of the show and each evening. Exhibitors must arrange, at their own expense, individual booth cleaning. Order forms for booth cleaning will be included in the Exhibitor Service Kit emailed to exhibitors in June.

23. PRODUCTS / SERVICES EXHIBITED

Any products or services exhibited (or referred to) must normally be manufactured or supplied by the exhibitor. In addition, any products or services exhibited (or referred to – and the manufacturer's policies regarding recommended use of such products or services – must be consistent with the interests and educational values of the ASDS. ASDS may refuse to accept the application of any company or person whose display of goods or services is not compatible, in the sole opinion of ASDS, with the general character and objectives of the ASDS Annual Meeting. At its discretion, ASDS may require the exhibitor to provide additional information regarding its products / services.

24. OTHER ASDS REGULATIONS

ASDS shall have the sole authority to interpret and enforce all rules and regulations governing exhibitors at the ASDS Annual Meeting. Any and all matters not specifically covered herein are subject to decision by ASDS. These rules and regulations may be amended at any time by ASDS upon written notice to all exhibitors. Each exhibitor expressly agrees to be bound by the rules and regulations set forth herein and by any amendments thereto adopted by ASDS from time to time. Any exhibitor or exhibitor representative who, in the opinion of ASDS, conducts himself or herself unethically may immediately be dismissed from the Annual Meeting without refund or other appeal.

25. SECURITY

The Society will provide security on a 24-hour basis from the beginning of set-up through dismantling. Furnishing of this service is not to be construed to be any assumption of obligation or duty with respect to the protection of the property of the exhibitors, which shall at all times be the sole responsibility of each exhibitor. ASDS, JW Marriott Phoenix Desert Ridge Resort and Spa or any of its officers, agents or employees shall not be liable for any act of omission of such watchmen. Exhibitors must take precautions to protect their property against pilferage.

26. SELLING IN EXHIBIT SPACE

Sales of and order placement for merchandise or services are permitted in the Exhibit Hall, providing all transactions are conducted in an appropriate, professional and businesslike manner. No exhibitor may display signs advertising the price of any items or services available for sale. Any products for sale must be the exhibitor's own merchandise. It is the responsibility of the exhibitor to have all licenses, permits and / or registrations as required by the city, municipality and / or the state of Arizona. The exhibitor is responsible for all collection and remittance of all sales, use or other applicable taxes.

27. SMOKING

ASDS has established a non-smoking policy for the ASDS Annual Meeting. This applies to the entire meeting.

28. STAFFING SCHEDULE

As a courtesy to the physicians attending and to your fellow exhibitors, exhibitors must open their booths at the officially designated time each day and staff their booths throughout each day of the meeting, during all exhibit hours, until scheduled closing of the exhibits at 2 p.m. on Saturday, Oct. 13. On the days of the exhibition, exhibitors will be admitted to the hall beginning 60 minutes prior to show opening and may remain in the Exhibit Hall up to 30 minutes after the close of the show. Any company that tears down its booth early or does not staff its booth during designated exhibit hours will have priority points deducted and may not be permitted to exhibit at future ASDS Annual Meetings.

29. SUBLETTING / SHARING OF SPACE

No part of any exhibit space assigned to an exhibitor may be reassigned, sublet or shared with any party by that exhibitor.

30. VIOLATIONS OF RULES AND REGULATIONS

Specific punitive actions may be taken against companies that are determined by ASDS to have violated any provision of these rules and regulations. The action taken will be determined on the basis of the particular circumstance of each case, but in cases involving major violations the action may include immediate closing of an exhibit without refund to the exhibitor or exclusion from future technical exhibit programs.

FOR ADDITIONAL INFORMATION

For questions regarding exhibiting at the 2018 ASDS Annual Meeting, please contact:

Dana Brown
Development and Industry Relations Manager
American Society for Dermatologic Surgery
5550 Meadowbrook Drive, Suite 120
Rolling Meadows, IL 60008
Main Phone: 847-956-0900
Direct Phone: 847-956-9136
Fax: 847-956-0999
Email: dbrown@asds.net