

# ASE 2015 Application & Contract for Exhibit Space

ASE 26th Annual Scientific Sessions | Exhibits: June 13-15, 2015 | Sessions: June 12-16, 2015 | Hynes Convention Center | Boston, MA

All applications must include **50% of the rental fee upon receipt**. To maximize opportunity for a preferred booth location, return your application before the Priority Point Deadline. The deadline to benefit from the **Priority Point System is Friday, October 10, 2014**. Space is assigned based upon Priority Points and the payment received date.

**1. Exhibiting Company Information:** *Company name, address and website should be completed exactly as you would like it to appear in official publications.*

Company Name

Address 1

Address 2

City  State/Province  Postal Code  Country

Telephone  Mobile  Fax  Toll-free Number

E-mail Address  Website

**2. Booth Contact Information:** *Only the designated contact(s) will receive exhibit communications and information from ASE.*

Primary Contact Name  Title

Telephone  Mobile  Fax

E-mail Address

*(E-mail is the primary method of communication from ASE. The Exhibitor Service Kits and any other most pertinent exhibitor information will be e-mailed to the above address.)*

**3. Booth Size Selection**

A **50% deposit** must be received with the Exhibit Space Application & Contract.  
**Final payment for rented space is due to ASE by April 3, 2015.**  
**Full payment must accompany all applications received on/after April 3, 2015.**

Please refer to the most current floorplan online: [CLICK HERE](#)  
 or put the following in your browser's address line:  
<http://www.afassanoco.com/ase/currentfloorplan.pdf>

**In-Line and Corner Booth Space**  
 10'x10' in-line.....\$3,250  10'x10' corner.....\$3,400

**Premium Booth Space** (around ASE Booth)  
 10'x10' in-line.....\$4,000  10'x10' corner.....\$4,000

**Island Booth Space**  
 sq.ft. @ \$40.00 sq.ft. = \$

**Public Service Booth Space** (See ASE 2015 Exhibitor Prospectus for terms and eligibility.)  
**Exhibit Space Requested**  10'x10'..... \$750  
 Required Information for Public Service booth space applicants:  
 1. Attach a copy of your organization's Federal tax ID authorization letter to this application as proof of nonprofit – **501(c) 3** – status.  
 2. Tell us why your organization should be considered for public service booth space.

**6. Payment (ASE Tax ID #: 31-0899106)**  
*No company may exhibit until full payment for booth space is received.*

Check enclosed for the amount of \$

Charge our  VISA  MasterCard  Amex for the amount of \$

Name as it appears on card

Credit Card Number

Expiration Date  Security Code

Signature

4.  **ASE 2015 Final Program Exhibitor Listing Enhancement: \$500**  
*Corporate Logo included with your Exhibitor Description*

5. **Exhibitor-Only Sponsorship Opportunities** (Call for details: 856-302-0893)  
**See the ASE 2015 Prospectus for complete Sponsorship Opportunities**

**Review the NEW Sponsorship Opportunities below!**

- NEW!** Digital LCD Network Package
- NEW!** Wi-Fi Splash Page Sponsorship
- NEW!** Rotating Rotunda Gobo
- NEW!** Charging Locker: *located on the meeting room level*
- RESTRICTED!** Relax & Recharge E-Mail Lounges
- ADDED VALUE!** Pocket Map: *hotel distribution added*

For complete sponsorship opportunities visit: <http://www.afassanoco.com/ase.html>  
 or contact Kathleen Lawrence at 856-302-0893

**7. Exhibit Space Preference**  
 ASE will make every effort to accommodate first choice space preferences. Booth assignment confirmations will be e-mailed upon assignment. Please refer to the floorplan online and list four choices in order of preference:

1<sup>st</sup>  2<sup>nd</sup>   
 3<sup>rd</sup>  4<sup>th</sup>

**Competitor Proximity\*:**  
 My company would like to be near:

My company does not want to be near:

*\*Requests cannot be guaranteed. Space will be assigned based on availability.*

**Island booths:** Does your exhibit require visibility from all four sides?  
 Yes  No

**8. Contract**

I, the undersigned, hereby make application for exhibit space at the American Society of Echocardiography (ASE) 26<sup>th</sup> Annual Scientific Sessions. I am an authorized representative of this company with full power and authority to sign and deliver this application. Submission of this signed form is intended by you to be a binding agreement as to the terms and conditions contained herein. The company listed on this application agrees to comply with the policies, rules and regulations contained in the Exhibitor and Sponsorship Prospectus and Service Kit and all policies, rules and regulations adopted by ASE hereinafter.

Authorized Officer's Name:

Title:

Authorized Officer's Signature (required):

Date:

**RETURN THIS CONTRACT WITH REQUIRED 50% DEPOSIT OR FULL PAYMENT TO:**

**Make check out to:** American Society of Echocardiography

**Mail to:** c/o A. Fassano & Company  
 900 Route 168, Suite A-2  
 Turnersville, NJ 08012

**OR, complete credit card information above and fax to:**  
**A. Fassano & Company: 1.856.232.2312**

# ASE 2015 Exhibitor Rules and Regulations/Booth Specifications

The rules and regulations contained herein are intended by ASE to serve the best interests of ASE, the Scientific Sessions meeting, the registrants and exhibitors, and to give notice to applicants and exhibitors of governing rules and regulations. The rules and regulations bind all applicants and exhibitors. Violation will result in loss of Priority Points, ineligibility to participate in future ASE Scientific Sessions and/or other ASE exhibiting opportunities and, depending on the infraction, a fine imposed by ASE.

## Payment and Deposit Information

Contract terms and exhibit application are available online at: [www.afassanoco.com/ase.html](http://www.afassanoco.com/ase.html)  
Applications for exhibit space must be received on or before October 10, 2014 to benefit from the Priority Point System. Applications received after this date will be assigned to the space remaining according to the date the application is received. All exhibiting companies must submit 50% of the rental fee with the exhibit application to guarantee space. The balance of booth rental is due April 3, 2015. All applications received after April 3 must be accompanied by the full booth fee. No company may exhibit unless full payment for booth space has been received.

## Show Cancellation

This agreement is automatically terminated in the event the ASE 26<sup>th</sup> Annual Scientific Sessions show is cancelled due to causes that are beyond reasonable control (i.e., acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal or impossible to hold the show). ASE will determine an equitable basis for the refund of such portion of the exhibit fees, after due consideration of expenditures and commitments already made.

## Booth Specifications

### In-Line and Perimeter Booth

Display material for in-line and perimeter booths is restricted to a maximum height of 4' (1.22M) in the front 5' (1.52M) of the booth, and 8' (2.5M) in the rear 5' (1.52M) of the booth. The back wall on in-lines and perimeter booths is limited to 8' (2.5M) in height, including signs or company name, logo or product information. Each in-line and perimeter booth will have an 8' high draped background and 3' high drape divider defining the sides of the space. All in-line and perimeter booths must clear a ceiling height of 8'. Portable spotlights attached to booths and/or islands must be UL approved clamp-on types with porcelain base and metal guards. Clip-on types are not allowed. Spotlights may not exceed the height limitations as set under the Booth Construction Guidelines. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and the service contractor, with the approval of the Exhibit Manager, will provide draping deemed necessary for exposed unfinished areas and submit the bill to the exhibitor.

### Island Booth

The Veterans Memorial Auditorium center ceiling height is 43'. Hall C of the Hynes Convention Center is 20'. Please refer to the current floor plan for specific details. Island booths (booths bounded on four sides by aisles) may use the full cubic content of the space assigned. Exhibits may extend to within one foot of all outer edges of the booth space at the design of the booth must allow accessibility from all four aisles and sufficient see-through areas so the view of the adjacent exhibits is not blocked. ASE requires a 50% see-through effect on the portion of the booth from the floor up to a maximum of 8' in height (no exceptions). No exhibit may expand into the aisle. **Demonstration areas should be located within the booth to allow sufficient space for spectators. Aisles cannot be obstructed due to any activities within the booth.** Island display schematics must be submitted to exhibit management no later than approximately 6 weeks prior to the meeting to ensure compliance of ASE and building rules and regulations.

### Carpet and Drapes

Aisle carpet will be provided by ASE. ASE will provide: 8' high back drape; (2) 36" high side drape dividers; and (1) 7"x44" identification sign for in-line and perimeter booths. All exhibitors must carpet their booth space. Rental is available through Freeman.

### Hanging Signs

Signs and banners are allowed over island booths, but must be hung by authorized personnel and are subject to ASE approval. Due to the low ceiling height in the Hynes Convention Center, please reference your booth location when determining hanging signs. There will be no 2' easement restriction between the top of the booth structure and the bottom of the hanging signs for this year only. **Please note: Hynes Convention Center regulations require no structure INCLUDING hanging signs be taller than 18' in areas where the ceiling height is 20', and no structure can be taller than 16' where ceiling height is less than 18'.**

### Installation

Target freight move-in for island booths begins at 12:00pm on Thursday, June 11. Island booths will be allocated a specific freight schedule. General exhibitor installation for perimeter and inline booths installation begins Friday, June 12 at 1:00pm. The Exhibit Hall will close Friday evening at 5:00pm and re-open on Saturday, June 13 at 8:00am. **All crates will be removed from the show floor by 12:00pm on Saturday, June 13. All exhibit components, including 10'x10' booths, must be set up by 12:00pm on Saturday, June 13.** Booth confirmation, exhibitor badges and /or labor wristbands will be required for installation admittance for both labor and exhibit personnel. Proof of identification such as a company business card or authorization letter on exhibiting company's letterhead must be presented to receive labor wristbands for installation. Booth space must be paid in full prior to booth installation.

### Dismantling of Exhibits

No packing of equipment, literature, or dismantling of exhibits will be permitted until the official closing time of 4:00pm on Monday, June 15, 2015. Dismantling and move-out will take place from 4:01pm until 8:00pm on Monday and 8:00am until 12:00pm on Tuesday. Cartons for display materials will be returned to each booth as promptly as possible after the official closing time. To avoid damage to equipment or display materials, exhibitors should remain with the exhibit until crates are returned and all materials are packed. ASE and the host site do not assume any responsibility for loss or damage to exhibits, equipment, personal belongings, etc. during the installation and dismantling periods. Exhibitors must be packed and ready for shipment by 12:00pm on Tuesday, June 15th.

### Installation and Dismantling Labor

Freeman has an agreement with Carpenters Union to provide labor for display installation and dismantling. Full-time employees of the exhibiting companies may set their own exhibits without assistance in a booth no larger than a 10' x 20'. Exhibits larger than 200 sq. ft. must use union personnel supplied by the Official Decorating Contractor. The Carpenters Union must render any local services that may be required beyond what your regular full-time employees can provide.

### Exhibitor-Appointed Contractors

The contract for space is between ASE and the exhibiting company. As such, ASE will work only with the exhibiting company. Coordination with exhibitor-appointed contractors is the responsibility of the exhibiting company. If you plan to use a service contractor other than the official ASE contractor, fill out the Exhibitor-Appointed Contractor Work Authorization form provided in the Exhibitor Service Kit and return to [Karen Kimakovich@AFassanoCo.com](mailto:Karen.Kimakovich@AFassanoCo.com) at A. Fassano & Company, no later than April 27, 2015. Otherwise, the exhibitor-appointed contractor will not be permitted to set up or work on your booth. Exhibiting companies are responsible for notifying the exhibitor appointed contractor of ASE's rules and regulations. These rules include providing ASE with a current certificate of insurance. The Exhibitor Service Kit will be sent to the exhibitor contact only, not to the exhibitor-appointed contractor.

### Cancellation/Space Reduction

All space reductions/cancellations must be received in writing. In the event that ASE receives written notification by April 3, 2015, all sums paid by the exhibitor, less a service charge of 50% of the total cost of the exhibition or sponsorship opportunity fee, will be refunded. No refunds will be given for reductions in space or cancellations received after April 3, 2015, and obligate the exhibiting company to the full payment of rental space and / or sponsorship opportunity fee.

## Material Handling

A material handling charge based on CWT (per 100 lbs. with a minimum of 200 lbs.) will be applicable if exhibitor freight is handled by Freeman. This applies to handling freight from the show site dock to the exhibitor's booth, providing empty stickers, storing empties, returning empties at the close of the show and loading onto the exhibitor-appointed carrier. Exhibitors may hand-carry their own materials into the exhibit facility if it is hand carried by one person in one trip. The use of dollies, flat trucks and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. If an exhibitor uses the loading dock for material delivery, Freeman material handling charges will apply.

## Americans with Disabilities Act

Exhibitors are fully responsible for compliance with all applicable provisions of the Americans with Disabilities Act (ADA) with regard to their booth space, including, but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend ASE, its officers, directors, agents, members and employees from and against any claims, liabilities, losses, damages and expenses, including attorneys' fees and expenses, resulting from or arising out of the exhibitor's failure or allegations of exhibitor's failure to comply with the provisions of the ADA.

## Children

Children under 12 years old are not permitted on the show floor **at any time**. This includes during installation, dismantling, and/or exhibit hours.

## Conduct

Exhibits are subject to the approval of ASE. ASE reserves the right, even after an application has been approved, to refuse exhibits or to curtail/close exhibits or part of exhibits that do not, in ASE's determination, comply with the rules and regulations governing the Scientific Sessions; are contrary to ASE's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. ASE shall have full authority to interpret or amend rules and ASE's decision is final. Exhibitors agree to abide by any rules and regulations that may hereafter be adopted. ASE reserves the right to prohibit any activities on the Exhibit Hall floor which have not been expressly permitted via approval of the ASE 2015 Scientific Sessions Booth Activities Form. Companies and organizations who do not have a contract to exhibit on file with ASE are prohibited from participating in the ASE 2015 Scientific Sessions or distributing any materials or any other type of activity within the Exhibit Hall. All issues not addressed are subject to the decision of ASE. Exhibitors and exhibit personnel are expected to wear badges in the Exhibit Hall during exhibit hours and while dismantling. All booths must be open and staffed during exhibit hours.

## Fire and Safety

All federal, state and local fire and safety regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. All decorations must be flameproof and electrical wiring must meet the safety requirements of all building and city codes. No combustible material shall be stored in or around exhibit booths.

## Liability

ASE shall bear no liability for personnel injuries suffered by an exhibitor or that exhibitor's employees, contractors or business invitees. ASE will also assume no liability for damage or loss of the property of an exhibitor or that exhibitor's employees, contractors or business invitees, regardless of the cause, unless such injury or damage results from or is caused by the negligence or wrongful acts of ASE.

Upon application for exhibit space, each exhibitor agrees to protect, indemnify, and hold harmless the American Society of Echocardiography, A. Fassano & Company, Freeman and the contracted venue from any and all claims, liability, damages or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor or its agents, servants or employees. In no event shall ASE be liable to an exhibitor for any loss of business, business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of ASE to the exhibitor for any breach of this contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy.

Exhibiting companies will be held responsible for any damage done to the facility by company employees or contracted personnel. No part of an exhibit, signs or other materials may be posted, nailed, taped or otherwise affixed to walls, columns, doors or floor surface in a way that will mar or deface the premises.

## Insurance

It is the responsibility of each exhibiting organization to maintain adequate insurance coverage against injury to persons, damage to or loss of property and against inability to meet its obligations outlined in the ASE policy. Proof of insurance should be sent by April 27, 2015. Each exhibiting company should carry its own insurance to cover exhibit materials against loss or damage, and general liability and personnel insurance of \$1,000,000.

## Media and Press Policy

All media personnel must register with ASE either in advance or on-site in the Media Room. Only reporters with official ASE badges will be permitted in the Exhibit & Poster Hall and educational classrooms. No filming, recording, or onsite interviewing is permitted without permission from the ASE Marketing and Public Relations Department. Please direct any questions to Kathleen Lawrence at [kathleen.lawrence@AFassanoCo.com](mailto:kathleen.lawrence@AFassanoCo.com) (See also Photography and Videotaping below.)

## No Smoking

ASE policy prohibits smoking in all areas of the Scientific Sessions at any time during installation, show days or dismantle. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company are in compliance with this policy.

## Photography and Videotaping

Photography and videotaping is prohibited on the show floor unless by the official ASE photographer. Representatives from exhibiting companies are prohibited from photographing or videotaping another exhibitor's booth. Exhibitors who violate this rule will lose Priority Points and could lose the privilege of exhibiting the following year. (See also Media and Press Policy above.) Exhibitors wishing to photograph their booth must send a formal request prior to the event for ASE approval. Exhibitors may contract with the official ASE photographer for their photography needs. Contact Kathleen Lawrence at [kathleen.lawrence@AFassanoCo.com](mailto:kathleen.lawrence@AFassanoCo.com) for more information.

## Security

ASE provides perimeter security in the exhibit area during the Sessions. Exhibitors are reminded that booth security and the protection of valuable items inside the booth space may require additional security at the exhibitor's own expense. ASE is not responsible for lost or stolen equipment or materials at any time.

Exhibitor's Signature	<input type="text"/>	Date	<input type="text"/>
Company Name	<input type="text"/>		