

SIIM 2010 Rules & Regulations

1. Exhibitor Rules & Regulations

These Rules & Regulations are incorporated into the Exhibit Booth Space Application & Contract and form an integral and binding contract between the exhibitor and the Society for Imaging Informatics in Medicine (SIIM).

2. Application & Contract for Space

To secure booth space at SIIM 2010, complete the SIIM 2010 Exhibit Space Application & Contract and return to the SIIM office. Full payment must accompany the application and contract. Upon receipt of the application and contract and full payment, an Exhibit Space Application & Contract confirmation packet will be sent to you.

3. Technical Exhibit Hall Dates and Hours

The technical exhibits will be open to meeting registrants and must be fully operational and staffed in accordance with the following schedule:

Thursday, June 3	9:30 am – 7:00 pm
Friday, June 4	9:30 am – 6:00 pm
Saturday, June 5	9:30 am – 1:00 pm

Exhibitors will be permitted to enter the exhibit hall 90 minutes prior to the time the exhibit hall opens on the first day and 60 minutes prior to exhibit hall opening on each subsequent day.

Exhibitors are permitted to stay in the exhibit hall 30 minutes after it closes.

4. Exhibit Space Fees and Payment Information

The exhibit space rental charge is \$31.50 (U.S.) per square foot for SIIM Corporate Member Exhibitors and \$35.00 (U.S.) per square foot for Standard Exhibitors. To qualify for corporate member price, exhibitor's membership dues must be current in the year in which contract is signed and maintained in good standing through 2010. To qualify for exhibit space, exhibitor cannot be in arrears on any financial obligations with SIIM. The exhibitor understands that all space must be paid in full at the time of submitting the SIIM 2010 Exhibit Space Application & Contract. Payments may be made by check payable (U.S. dollars) to SIIM 2010 or by wire transfer (international exhibitors only).

5. Included in the Booth Fee

- Standard 8' high back drape and 3' high side drape booth dividers (standard booth).
- 7" x 44" sign indicating company name and booth number.
- Listing in the SIIM 2010 Annual Meeting Preliminary Program, Final Program, and on the SIIM website (www.siimweb.org).
- Three (3) complimentary exhibitor personnel badges per 100 square feet of contracted space (or 10' x 10' booth).

Badges allow access to educational sessions, the exhibit floor during show days and installation /dismantling

- Access to educational programs for exhibiting personnel on a space available basis (please note exhibitors are not eligible for CME credit).
- Guest Badges will be distributed to exhibiting companies at exhibitor registration allowing entry into the Exhibit Hall only (not educational session or events) for a guest and is not to be used for exhibitor personnel. The number of guest badges allotted is dependent on the exhibit booth size. Your guest can retain the badge as long as you wish or your company may use it again and again for a variety of guests.
- Complimentary SIIM pre-registration list provided electronically for a one-time use. Only mailing addresses will be provided. Phone numbers, fax numbers, and e-mail addresses will not be listed.
- 24-hour security in the exhibit hall.

6. Booth Assignments

No booth space assignments will be made prior to receipt of the SIIM 2010 Exhibit Space Application & Contract and full payment.

To participate in the Exhibitor Priority Period Booth Assignment, the exhibit space application & contract and full payment must be received by December 31, 2009. These booth assignments are made on a first-come, first-served basis. To be eligible to participate in the priority booth assignment period, a company must have exhibited at the prior year's meeting and/or be a SIIM Corporate Member. Booth assignment notices will be mailed on January 11, 2010. Booth assignments for exhibiting companies not participating in the Exhibitor Priority Period will begin on January 12, 2010. Interested parties are encouraged to submit their Exhibit Space Application & Contract and full payment at their earliest convenience. Booth space will be assigned on a first-come, first-served basis. The date that the 2010 Exhibit Space Application & Contract and full payment are received will be used for assignment purposes.

SIIM will consider each company's preferred booth locations and any additional specifications outlined on the application in assigning exhibit space. SIIM reserves the right to rearrange the floor plan and/or reassign any exhibit booth location if deemed necessary for the good of the meeting.

7. Cancellation of Booth Space

If cancellation of booth space is made in writing on or before February 25, 2010, 50% of the total booth fee will be retained as liquidated damages. If exhibit space is cancelled in writing after February 25, 2010, 100% of the total booth fee will be retained as liquidated damages.

If reduction of booth space is made in writing on or before February 25, 2010, 50% of the booth fee represented in canceled square footage will be retained as liquidated damages. If reduction of booth space is made in writing after February 25, 2010, 100% of the total booth fee will be retained as liquidated damages.

Notification of cancellation or reduction must be made in writing and received at SIIM by the deadline dates indicated. Mail notification to SIIM 2010, 19440 Golf Vista Plaza, Suite 330, Leesburg, VA 20176 or fax to 703-723-0415.

8. Liability

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any person or any loss of or damage to any 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 SIIM 2010 Annual Meeting. The exhibitor shall protect, indemnify, hold harmless and defend SIIM, its officers, directors, agents, and employees from and against any and all such claims, liabilities, losses, damages, and expenses (including costs of defending against such); provided that the foregoing shall not apply to any injury, loss, or damage caused by or resulting from the negligence or willful misconduct of SIIM or one or more of its officers, directors, agents, or employees. The exhibitor further waives any claim against SIIM, its officers, directors, agents, or employees arising out of the oral or written publication or republication of any statement made in connection with SIIM 2010 by anyone who is not an employee of SIIM concerning the exhibitor or the exhibitor's exhibit, products, or services.

The exhibitor shall be fully responsible and liable for losses, damages, and claims arising from the exhibitor's activities at the Minneapolis Convention Center premises and will indemnify, defend, and hold harmless the Minneapolis Convention Center, its agents, servants, and employees from any and all such losses, damages, and claims except for any such losses, damages, and claims arising out of any negligence on the part of the Minneapolis Convention Center.

In the event the Minneapolis Convention Center, or any part of the exhibit area thereof, is unavailable whether for the entire meeting, or a portion of the meeting, as a result of acts of God, fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of war, terrorism, national emergency, strike, lock-out, labor dispute, riot, or other cause or agency over which SIIM has no control, or should SIIM decide that because of any such cause that it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show hours, or

dismantling time, SIIM shall not be liable to indemnify or reimburse the exhibitor or in respect of any damage or loss, direct or indirect, arising as a result thereof.

SIIM will consider each company's preferred booth locations and any additional specifications outlined on the application in assigning exhibit space. SIIM reserves the right to rearrange the floor plan and/or reassign any exhibit booth location if deemed necessary for the good of the meeting.

9. Insurance Coverage

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SIIM, its officers, directors, agents, or employees.

Each exhibitor must maintain general public liability insurance, in any amount of not less than \$1 million (\$1,000,000 U.S.) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the SIIM 2010 Annual Meeting. Such insurance must include coverage of the indemnification obligations of the exhibitor under Section 8 of the 2010 Rules and Regulations and must cover SIIM as an additional named insured. In addition, the insurance policy must provide that coverage cannot be cancelled or reduced without at least ten (10) days written prior notice to SIIM. Upon request by SIIM, the exhibitor shall provide SIIM with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph. Each exhibitor understands that neither SIIM nor the Minneapolis Convention Center maintains insurance covering the exhibitor's property or lost revenue and it is the sole responsibility of the exhibitor to obtain such insurance.

10. Official General Service Contractor

The official general service contractor is Champion Exposition Services, who will provide all exhibiting services. Exhibitors shall provide only the material and equipment that they own and that is to be used in their exhibit space. All other items used in the booth are to be provided only by the official service contractor. Champion Exposition Services will have complete control of all dock and loading facilities. They will receive and deliver all shipments and provide rigging, labor, and equipment. Complete information on all other exhibitor services will be available in the Exhibitor Service Manual.

11. Exhibitor Appointed Contractor (EAC)

Exhibitors planning to use a general service contractor other than the official service contractor, Champion Exposition Services, must submit an Exhibitor-Appointed

Contractor Request on or before April 30, 2010. If an Exhibitor-Appointed Contract is approved, the exhibitor must submit to SIIM an original certificate of insurance certifying that the contractor maintains general public liability insurance, in the amount of not less than \$1 million (\$1,000,000 U.S.) for any one occurrence against claims for personal injury, death, or property damage and that such coverage must name the exhibitor, and may not be cancelled or reduced without at least ten (10) days prior written notice to SIIM.

12. Installation and Dismantling of Exhibits

All installation and dismantling of exhibits must be carried out during the time indicated. No exhibit may be erected after the exhibit hall opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all materials are delivered and removed from the exhibit hall by the specified deadline. Failure to remove exhibit will result in removal arranged by show management at the expense of the exhibitor.

13. Subletting or Sharing of Booth Space

Exhibitors may not share, assign, sublet, or apportion to others the whole or any part of the space allocated unless approval has been obtained in writing from SIIM. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular name plates imprint, or trademark under which same is sold in the general course of business.

14. Booth Definitions

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment such as forklifts. Refer to local building codes that regulate temporary structures.

- **Linear (In-Line) Booth:** Linear booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Booth height is restricted to eight feet (8'). Regardless of the number of linear booths utilized, (e.g. 10' x 10', 10' x 20', 10' x 30', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The back five feet (5') of the basic exhibit may be occupied up to a height of eight feet (8'). The front five feet (5') for the rented space may be occupied from the floor up to a height of four feet (4'). Equipment may exceed the four feet (4') limit but may not be higher than eight feet (8') and must be placed so as not to block the view or impede the sight lines of adjacent exhibits.

- **Corner Booth:** A corner booth is a linear booth exposed to aisles on two sides. All other guidelines for linear booths apply.

- **Peninsula:** Peninsula booths will not be assigned.

- **Perimeter Booth:** A perimeter booth is a linear booth that backs to the perimeter of the show floor. All guidelines for linear booths apply to perimeter booths except that the maximum back wall height is twelve feet (12').

- **Island Booth:** An island booth is any size booth exposed to aisles on all four sides. An island booth is 20' x 20' or larger. The entire cubic content of the space may be used up to eighteen feet (18'), the maximum allowable height. All island booths must have access on all four sides. The design of the booth must allow accessibility from all four (4) aisles and have sufficient see-through areas so as not to block the view of adjacent exhibits. For exhibits with limited access, the exhibit booth design must be submitted to SIIM for approval.

15. Booth Activities

All exhibits must be confined to the spatial limits of the exhibit space rented as indicated on your confirmation packet. Equipment, products or materials to be shown or demonstrated must be placed within the contracted space to ensure that the attendee viewing the display will be in the booth and not impeding the aisle traffic. No part of any display may be suspended from or attached to any part of the exhibit hall.

16. Manning of Exhibit

Exhibit booths must be manned at all times during show hours from Thursday, June 3, at 9:30 am through to the close of the Technical Exhibits on Saturday, June 5, at 1:00 pm. Exhibitors who tear down early lose all Priority Period consideration for the following year.

17. Care of Exhibit Space

The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with these Rules & Regulations and all other applicable rules and ordinances.

18. Floor Covering

All exhibitors must carpet the floors of their entire booth area. Any booth not carpeted by 5:00 pm on the evening prior to the opening of the exhibit hall will be carpeted by Champion Exposition Services at the exhibitor's expense.

19. Storage of Crates and Boxes

The fire prevention regulations of the Minneapolis Convention Center prohibit the storage of cartons or other material behind exhibits or anywhere on the exhibit floor. The official drayage contractor will handle and provide storage space for crates, boxes, skids, etc. during the exhibit, and return properly marked materials at completion of the meeting. Material not in accordance with these regulations will be discarded.

20. Hanging

Exhibitors are not allowed to hang any company identification signs and exhibit elements from the ceiling of the exhibit hall. All company identification signs and exhibit elements must be completely ground supported. Exhibitors may use wires or cables from the ceiling to stabilize high floor signage for structural safety only and must have prior approval from SIIM. This applies to island booths only.

Hanging lighting systems attached to the facility from overhead are permitted for island booths only. Lighting instruments, regardless of the type, must be positioned within the confines of your booth dimensions. Island booths wishing to hang lighting systems must have prior SIIM approval. Requests for use of wires or cables for structural safety reasons and requests for hanging lighting systems must submit a request form, which will be included in the Exhibitor Service Manual and approved by SIIM.

21. Flammable and Toxic Material

All materials used in the display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

22. Lighting

Exhibitors should adhere to the following minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting that is potentially harmful, such as lasers or ultraviolet lighting, should comply with the facility rules and be approved in writing by SIIM Show Management.
- Lighting that spins, rotates, pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the SIIM 2010 Annual Meeting.

23. Sound and Music

In general, exhibitors may use sound equipment in their booth so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP,

BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

24. Photos, Video, Film, and Recording

Photo taking of exhibit booths other than your own is strictly prohibited. In consideration of the opportunity to be an exhibitor at the SIIM 2010 Annual Meeting, I understand and hereby grant permission to SIIM to use, reproduce, and/or disseminate in any form or media, any film, audio, or photo taken or recorded of me or my exhibit during the above named meeting for the purpose of promoting SIIM's current or future activities, programs, symposia, or meetings. SIIM may copyright and distribute materials containing the film, video, audio, or photograph without further approval from me or my display. I hereby waive any claims I might have against SIIM related to such appearance(s) in the final product(s). I warrant that I am either acting on my own behalf or that I am authorized to execute this release on behalf of my company or employer.

25. Presentations and Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner that ensures all exhibitor personnel and attendees are within the contracted exhibit space. All sales presentations and product demonstrations must be done in such a manner as not to encourage attendees congregating in the aisles.

26. Giveaways

Giveaways, small token gifts, and handout materials, which are not worn or displayed and may be carried in the pocket, such as pens, laser pointers, key chains, pencils, luggage tags, or pocket calendars, may be distributed from the exhibit booth without prior approval. It is the responsibility of the exhibitor to receive prior approval for any handout that may be questionable in nature.

27. Prizes, Drawings, Raffles, Lotteries, and Related Activities

All prizes, drawings, raffles, lotteries and related activities must be pre-approved by SIIM prior to the meeting. The Raffle Notification Form will be distributed in the Exhibitor Service Manual. The following guidelines apply: all prizes, drawings, raffles, lotteries, and related activities must be available to all paid SIIM attendees; winners do not have to be present to win; exhibiting company cannot require a purchase of a raffle or lottery ticket; registration of drawings must be done within the confines of the exhibit booth; and the selection process for drawings, raffles, and lotteries cannot take place on the exhibit floor during normal hours of operation. SIIM reserves the right to prohibit booth activity that it deems not in keeping with the professional purpose of the exhibit hall.

28. Food and Beverage

Nonalcoholic beverages and food products are permitted in the exhibit hall if ordered through the convention center's official caterer. Alcoholic beverages are strictly prohibited on the exhibit floor at all times.

29. Exhibitor Personnel Registration and Badges

Exhibit booth personnel are restricted to representatives engaged in the display, demonstration, application, or sale of the company's products and/or services. All other employees of the exhibiting company must register as regular professional attendees. The official SIIM 2010 badge must be worn in the SIIM exhibit hall at all times.

For every 10' x 10' exhibit booth (100 square feet of exhibit space), exhibitors will receive three (3) complimentary badges. Badges will allow admittance to sessions on a space-available basis. Additional badges, beyond the complimentary allotment, will be available for a fee. The fee for the first 20 additional badges over the complimentary allotment is \$50 per badge. The fee for the 21 or more badges over the complimentary allotment is \$100 per badge. SIIM reserves the right to restrict or to limit the number of booth personnel. Complimentary exhibitor personnel pre-registration forms will be sent with booth confirmation packets. All setup and dismantling personnel must wear installation and dismantling (I&D) badges while in the exhibit hall.

Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her badge at the SIIM 2010 Exhibitor Registration Counter. Badges will not be distributed in bulk to one representative of the company. On-site badges will only be issued to individuals presenting a company business card or letterhead, or with an official company representative present. Age Policy: No one under the age of 18 is permitted to attend SIIM or enter the exhibit hall during set-up, show hours, or move-out.

30. Admission to Hall

Properly badged exhibitors will be admitted to the exhibit hall one hour before the exhibit hall opening each meeting day, and may remain up to one hour after the exhibit hall closing each afternoon. Please note: Exhibitor Appointed Contractors (EACs) may enter the exhibit hall two hours prior to the opening day of the exhibit hall. They must have company identification to be allowed in the exhibit hall.

31. Security

Perimeter security service will be provided by SIIM for the duration of move-in, show hours, and dismantling, but neither the security service nor SIIM will be responsible for loss or damage to any property for any cause. Each exhibitor is responsible for safe-guarding its goods, material, equipment and exhibit at all times. SIIM reserves the right to inspect any package, box,

handbag, or other means of conveyance leaving or entering the exhibit hall at any time. Anyone not allowing such inspection will not be allowed to remove un-inspected property from the exhibit hall until all other exhibitors have left the exhibit hall.

32. Housing

Exhibitor housing policy and procedures will be sent to all exhibitors. All exhibitor room reservations and/or suites must be secured within the SIIM housing block, and must be secured through the official SIIM housing bureau. SIIM reserves the right to limit the number of sleeping rooms at each hotel requested by exhibitors. Exhibitors or their agents may not negotiate block of hotel rooms directly with contracted SIIM participating hotels.

Exhibitors are required to stay in the SIIM housing block. Convention centers often will reject or reduce exhibit hall space requests because hotel rooms are not filled proportionately through the housing block. To ensure that the SIIM hotel block is full and that we receive the exhibit floor space needed for all exhibitors, it is critical that all exhibitors book housing within the SIIM housing block. We do not anticipate any corporate supporters will violate this housing policy. However, should a violation occur, you will forfeit your priority status at next year's meeting.

33. Hotel Function Space Requests

Exhibitors wishing to schedule staff meetings, educational events or social functions must obtain approval from SIIM. If you are interested in securing hotel function space, submit the Function Space Request Form by April 16, 2010.

Exhibitors are not permitted to conduct meetings, receptions or other events/activities of any kind during the official SIIM 2010 Annual Meeting educational program or events. The following dates and times have been approved for these events:

Approved Dates & Times for Hotel Function Space Requests

Tuesday, June 1	All Day
Wednesday, June 2	All Day
Thursday, June 3	6:00 am-8:00 am & 7:00 pm-Midnight
Friday, June 4	6:00 am-8:00 am & 6:00 pm-Midnight
Saturday, June 5	6:00 am-8:00 am & 5:30 pm-Midnight
Sunday, June 6	6:00 am-8:00 am & 1:00 pm-Midnight

34. Facilities Rules

All exhibitors agree to comply with all rules and regulations prescribed by the management of the exhibit facility.

35. Use of Logo

Please note that the SIIM logo, the SIIM 2010 meeting logo, and the name "Society for Imaging Informatics in Medicine" are the property of the Society for Imaging Informatics in Medicine, and may not be used without the permission of Show Management. SIIM will grant exhibitors permission to use the annual meeting logo in an appropriate manner in conjunction with their advertisements and other materials promoting that exhibitor's participation at the SIIM 2010 Annual Meeting. A sample of the proposed use of the SIIM Annual Meeting logo should be submitted to SIIM.

36. List of Attendees and Exhibitors

Exhibitors will be given a pre-meeting attendee registration list as part of the booth fee, which will include mailing addresses only. Use of this information is limited to the specific use approved by SIIM to include promotion of exhibitor's participation at the SIIM Annual Meeting. The list is for a one-time use only. The post-meeting attendee registration list will be available for purchase.

The list of SIIM exhibitors shall not be published, in whole or in part, other than in official SIIM publications and on the SIIM website, www.siiimweb.org. This list will not be released by SIIM for promotional purposes.

37. Press Conferences

All press conference and media events related to an exhibitor's participation at the SIIM 2010 Annual Meeting must be coordinated with the SIIM Press Office staff. Press conferences by exhibitors on the exhibit floor must be scheduled and approved through the SIIM Press Office. No press conferences may be scheduled at hotels or other locations away from the Annual Meeting site without confirming and scheduling through the SIIM Press Office.

38. External Advertising and Promotion

SIIM respects the right of meeting sponsors and interested vendors to advertise outside of the meeting venue (billboard ads, airport ads, distribution of promotional materials outside the meeting venue, etc). SIIM exhibitors must obtain approval from SIIM for all external advertising and promotion of this nature. Use of the SIIM logo is prohibited for external advertising and promotion purposes. External advertising and promotion is strictly prohibited around the perimeter of the Minneapolis Convention Center.

39. Americans with Disabilities Act

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as reasonably accommodating as possible to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line at 800-514-0301, and from www.usdoj.gov/crt/ada/infoline.htm.

40. Smoking

SIIM is a smoke-free meeting. This policy will be enforced and in effect during installation, meeting operation and dismantling hours. Outside designated smoking areas will be provided.

41. Violations

SIIM may at its discretion take away all or part of future exhibiting privileges for violations of the Rules & Regulations. In addition, violation of any of these Rules & Regulations by the exhibitor or his or her employees or agents shall at the option of SIIM forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to SIIM all monies paid. Upon evidence of violation, SIIM may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's expense.

42. Amendment of Rules & Regulations

All exhibit matters and questions not covered in this prospectus and the Exhibit Space Application & Contract are subject to the decision of SIIM. These Rules & Regulations may be amended or changed at any time by SIIM, and all amendments and changes will be binding on all parties.