



Exhibitor Policies & Rules

AUA 2007
ANNUAL MEETING



ANAHEIM, CA MAY 19-24, 2007

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Thank you

for reading the following booklet of *Exhibitor Policies and Rules*. By signing the Exhibit Space Contract (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) enclosed herewith for the 2007 AUA Annual Meeting in Anaheim, California over the dates of May 16–24, 2007 (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 Anaheim.

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

Please visit www.AUA2007.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 410-689-3749 with questions or e-mail the Exhibitor Help Desk at exhibits@auanet.org. We look forward to a successful show with you in Anaheim.

APPLICATION AND SPACE AVAILABILITY

Space Assignment

A completed Contract for Exhibit Space with full payment must be received by **October 20, 2006** for the first round of placement. No space is assigned until full payment is received. Contracts received after October 20, 2006 are placed on a first-come, first-served basis.

An on-site space selection was conducted for the top 35 exhibitors based on priority points (see below) on May 22, 2006. The Prospectus contains a copy of the floor plan for Anaheim with these anchor booths in place. For the most updated floor plan, visit www.AUA2007.org.

Space is assigned in priority points order, based on availability, for the first round of placement. Every effort is made to accommodate your preferences. All Contracts received by October 20, 2006 will be placed during the first round. Booth confirmations will be e-mailed on November 6, 2006.

Companies with the same points are assigned space by date of Contract receipt. New exhibitors are placed after returning exhibitors with points and by date of Contract receipt. Companies requesting adjoining space must submit a written request with their Contracts. Companies with special requirements should request them in writing with their Contract.

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 in 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.

Exhibit Eligibility

Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA and generally restricted to companies directly related to the urological/medical field. The AUA reserves the right to request 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 assignment or close the exhibit until violations are corrected.

The show is 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

Exhibitor Hotline/Help Desk

Phone: 410-689-3749

E-mail: exhibits@auanet.org

reports and sales taxes to the State of California and the City of Anaheim. 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.

Priority Points

Priority points are calculated based on a five-year (2002-2006) 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

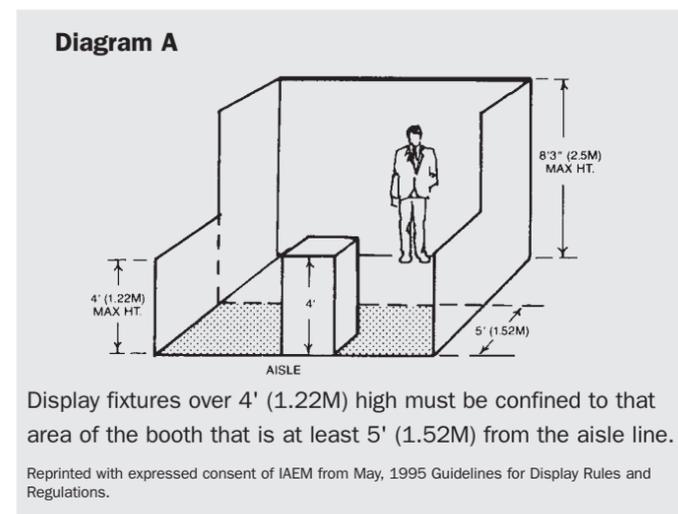
Beginning with the 2007 Annual Meeting, exhibitors may also earn annually:

- 5 points for utilizing AUA's official housing service
- 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 earned for the housing block will not be awarded until September each year.

Exhibitors are responsible for notifying the AUA, in writing, about company name changes and, when applicable, the impact on priority points. In the event of a merger, a written request must be submitted to seek accumulation of points. Consideration will be given for the 2007 first round of placement if this notification is received by **October 20, 2006**.

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. Such exhibitor shall not be entitled to a refund of any payment.

Attendance

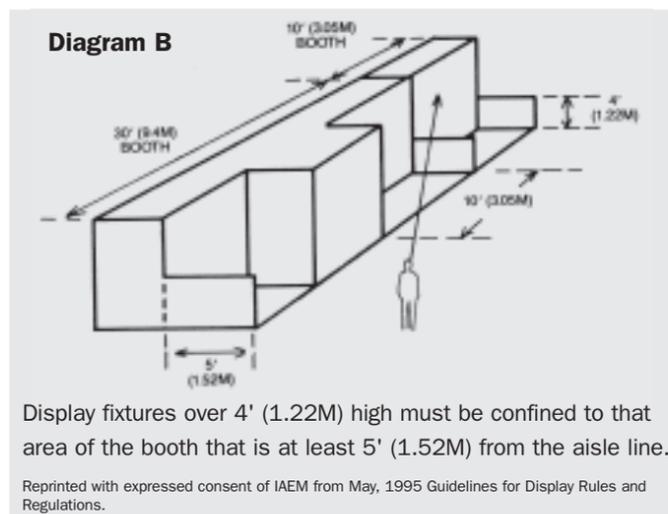
The AUA makes no representations or warranties with respect to the demographic nature of attendees and/or traffic volume at exhibits and/or numbers of attendees at the Show.

MOVE IN/MOVE OUT

Move In

Exhibitor booth installation times are Thursday, May 17 and Friday, May 18 from 8:00 a.m. to 4:30 p.m. for all exhibits and Saturday, May 19 from 8:00 a.m. to 11:00 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 18, 2007, at 5:00 p.m. for inspection by the AUA. Some booths designated last-in/first-out will not be able to begin installation of booths until Friday, May 18 at 8:00 a.m.

In the event that an exhibiting company has not arrived on the exhibit floor by 5:00 p.m. on Friday, May 18, 2007 and has not been granted pre-approved authorization for late set-up, the AUA reserves the right to use the vacant exhibit space as it sees fit, with no obligation of 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

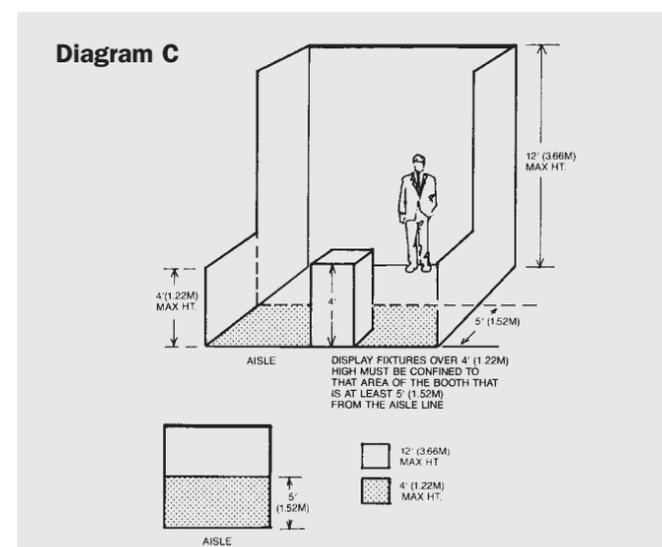
Dismantling and packing of exhibits will not be permitted before 4:00 p.m. on Tuesday, May 22, 2007. Noncompliance with this regulation will result in the forfeiture of priority points earned at the show. Some booths designated last-in/first-out will be required to dismantle their exhibit by 5:00 p.m. on Tuesday, May 22. All other exhibitors must be completely dismantled and packed with bills of lading turned in to the GES Service Desk and carriers called by 12:00 p.m. on Thursday, May 24, 2007. 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, May 24, 2007, will be shipped via GES at the exhibitor's expense.

BOOTH CONFIGURATIONS AND FEES

All exhibit floor spaces must be carpeted or covered with an approved material. Exhibits cannot extend beyond their leased dimensions into aisles, air spaces above aisles or above other exhibit booths.

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

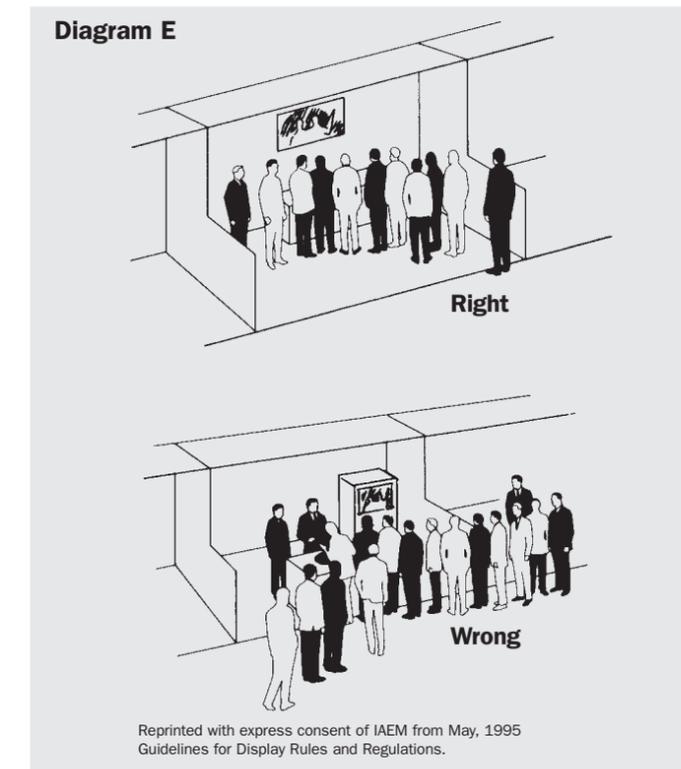
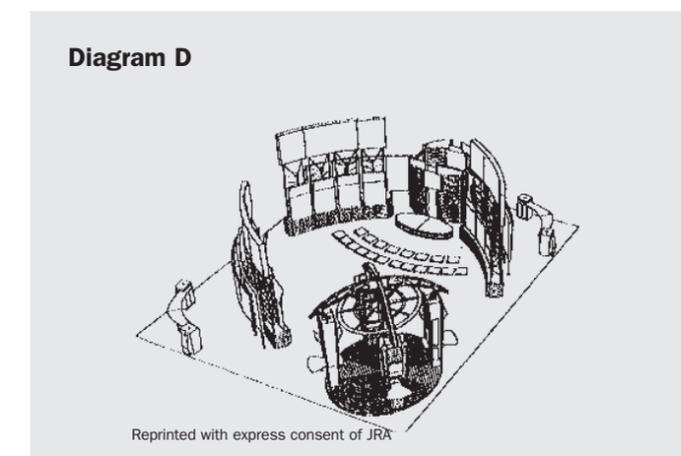


obstruct visibility will be permitted. Hanging above in-line booths is prohibited.

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. 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.

Islands

An island booth is defined as 20' x 20' or larger with aisles on all four sides*. Island booths should be constructed to allow access from all sides. In addition, booths should have "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 (see Diagram D). The maximum height of an island booth at the Anaheim Convention Center is twenty feet (20'), unless located in an area of the exhibit hall with a sixteen foot (16') maximum booth height, in which area there is no hanging (see enclosed floor plan for maximum booth heights), including any sign suspended overhead. Suspended truss or rigging hardware used to support signs or lighting is not considered part of the booth and is, consequently, not factored into the maximum booth height.

*AUA 2007 has some island booths (indicated on enclosed floor plan) having dimensions of 10' x 20'. All island booth guidelines apply to 10' x 20' island booths.

End-caps

This type of booth ends or caps a double row of in-line booths, is composed of two booths and is exposed to aisles on three sides (two corners). The booth is twenty feet (20') wide by ten feet (10') deep. The maximum backwall height and maximum height of booth components is eight feet, three inches (8'3") and is allowed only in the center ten feet (10') of the rear of the booth (five feet [5'] from each aisle) and five feet (5') into the booth from the rear of the booth (a total of 50 square feet of booth space). Booth components are restricted to a height of four feet (4') for all other booth space. All other in-line booth guidelines apply to end-caps. Hanging above end-cap booths is prohibited.

Peninsulas

This type of booth ends or caps a double row of in-line booths or backs to another peninsula booth and can extend more than twenty feet (20') in depth. Hanging above peninsula booths is prohibited.

When backing to a double row of in-line booths, the maximum backwall height and maximum height of booth components is eight feet, three inches (8'3") and is allowed only in the center ten feet (10') of the rear of the booth (five feet [5'] from each aisle) and from the back wall to five feet (5') from the front of the booth. No exhibit materials in the front five foot (5') portion of the booth or the two side five foot (5')

portions of the booth may exceed the height of four feet (4').

When backing to another peninsula booth, the maximum backwall height and maximum height of booth components is eight feet, three inches (8'3"). The backwall will extend the entire length of the common border between peninsula booths. In addition, except for the back wall, peninsulas should have "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.

End-cap, Island and Peninsula Booth Designs

Companies with end-caps, island and peninsula booths must submit scaled floor plans and elevation diagrams to the AUA for pre-approval by **February 23, 2007**. 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 and conformity to the "transparency" concept by the AUA will be binding upon the exhibitor and are final.

Americans With Disabilities Act (ADA) Compliance

Each exhibiting company is responsible for compliance with the ADA in their exhibit. The International Association for Exposition Management (IAEM) publishes a guide with instructions for ADA compliant booths. Contact the IAEM for more information at 972-458-8002. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines.

The Anaheim Convention 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."

In-line Booth Fees

- \$28 per square foot or \$2,800/booth minimum
- 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

- \$29 per square foot
 - Minimum 400 square feet (20' x 20')*
 - Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.
- * *Special 10' x 20' islands are available in Anaheim (see floor plan)*

End-caps and Peninsula Fees

- \$29 per square foot or \$5,600 minimum
- Minimum 200 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 following refunds may be applied if written notification is received as of the following dates:

- by December 1, 2006—full refund less \$250 processing fee
- between December 2 and 31, 2006—50 percent refund
- after December 31, 2006—no refund

Downsizing

Exhibitors must inform the AUA in writing of booth downsizing. If written notification of downsizing is received between October 20 and December 31, 2006, reserved exhibit space returned to the AUA is subject to 50 percent refund. No decreases in booth size or booth configuration or placement will be made after December 31, 2006.

The exhibitor agrees that the AUA shall have sole discretion to use cancelled or downsized booth space, including reselling the space, without any rebate or refund. The AUA reserves the right to reassign booth space as necessary. All actions by the AUA regarding released 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.

SERVICE AND FURNITURE COSTS FOR AUA 2007

A Sampling for Budget Purposes (without tax 7.75%)

Furniture	
Plastic Contour Chair	\$48.50
Contemporary Stool	\$76.95
Draped Display Table (6')	\$97.75
Standard Carpet (9'x10')	\$125.00
Labor	
Straight Time (per hour)	\$84.50
Overtime (per hour)	\$148.00
Rigging/Sign Hanging	
Arial Lift (per hour)	\$225.00
Electric	
500 Watt Outlet	\$86.50
1000 Watt Outlet	\$147.50
2000 Watt Outlet (20 amp)	\$234.00

CONTRACTORS, LABOR AND SECURITY

GES, qualified display houses (exhibitor-designated contractors) and all exclusive service providers at the Anaheim Convention 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 without the use of tools, if the work can be performed in 1/2 hour or less. Installations or dismantles longer than 1/2 hour or using tools will require union labor, supplied by GES. When union labor is used, exhibitors may supplement, on a one-to-one basis, company personnel to work in the booth. Exhibitors are allowed to unpack and place exhibit merchandise inside booths as required, once items are brought to the booth in the appropriate manner.

An exhibitor or full-time employee of an exhibitor may supervise work with union labor on the installa-

LABOR RATES

The following labor rates are available in advance through GES Exposition Services:

Straight Time: \$84.50/hour (8:00 a.m. to 4:30 p.m. weekdays)

Overtime: \$148/hour (all other times weekdays and all day Saturday and Sunday)

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

SHIPPING AND FREIGHT HANDLING

By GES Exposition Services

Exhibitors are responsible for all aspects of shipment, including customs brokers and customs clearances. Drayage is a roundtrip service. Empty containers will be stored during the Show and returned at Show closing.

Advance Shipments Cost: \$76* per cwt. (per 100 lbs.) or fraction thereof (common carrier, van lines or specialized carriers), crated material only, 200 lb. minimum. Shipments will be accepted at the GES warehouse starting **Monday, April 9, 2007**; unloaded; stored free up to 30 days; delivered to the exhibitor's booth; picked up at the close of the Show; moved to the loading dock and re-loaded on trucks. **Advance shipments to the GES warehouse must be received by Wednesday, May 9, 2007.**

Note: Uncrated shipments will not be received at the advance warehouse.

Direct Shipments Cost: \$76* per cwt. (per 100 lbs.) or fraction thereof, crated material only, 200 lb. minimum and \$90.75* per cwt. (per 100 lbs.) or fraction thereof for uncrated materials, 200 lb. minimum. Shipments will be unloaded at the Anaheim Convention Center before the show opening; picked up at the close of the show; moved to the loading dock and reloaded on trucks. Shipments for direct delivery to the Convention Center will be received according to a targeted schedule. The specific target timetable will be printed in the Exhibitor Service Kit.

**Be advised that additional surcharges may apply if shipment is received off-target or during overtime hours.*

Exhibit Rigging and Hanging Signs

Rigging points at the Anaheim Convention Center vary considerably. Rigging of exhibit components 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 (contact GES with questions). All rigging and hanging at the show are performed by GES Exposition Services.

Cleaning Services

The AUA will provide cleaning service for all aisles. Cleaning service for individual booths must be ordered through GES. Exhibitor-designated contractors (EDC) or exhibitors may not clean exhibit booths.

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 compliance.

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.aua2007.org and are due by **February 23, 2007**. 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 13, 2007**. 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.

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. 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 the exhibitor rules or the operating policies of the Anaheim Convention Center. The AUA reserves the right to prohibit EDC participation at the AUA Annual Meeting, both at the Anaheim Convention 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 16 to Thursday, May 24 to provide general security for the overall exhibit area. Exhibitors, however, are responsible for safeguarding their material and equipment against theft. The AUA and Anaheim Convention Center are not responsible for any loss or damage to exhibitor property.

Closing of Exhibit

If the exhibitor is the subject of a labor or similar dispute resulting in picketing or overt demonstration in or near the Show Building, the AUA reserves the right to terminate this Agreement forthwith, close the exhibit and remove the exhibitor's property from the Exhibit Space.

BUILDING REQUIREMENTS: ANAHEIM CONVENTION 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 and have a flameproof certificate or tag. Certificates or tags must be prominently attached to the material used so they may be easily seen by the facility Fire Marshall. Exhibit contents or product and decorations provided by the official service contractor are exempt. Contact Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net, with specific questions.

Electricity, Plumbing and Compressed Air

Electricity, plumbing and compressed air in the exhibit hall are supplied by TSE, Tradeshow Electric, the exclusive AUA provider.

Telephones and Internet

Telephones and internet service in the exhibit hall is supplied by Smart City, the exclusive provider of the Anaheim Convention Center.

Food and Beverage

All food and beverage is supplied by ARAMARK, the exclusive provider at the Anaheim Convention 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 ARAMARK. No alcoholic beverages or containers are allowed at the show except those licensed with ARAMARK and approved by the AUA. Additional information will be supplied in the *Service Kit*.

Fire Protection

Exhibitors are responsible for adherence to the NFPA 101 Life Safety Code for safety guidelines for exhibits in public assembly buildings. Contact Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net, for additional information.

Multi-level and Covered Exhibits

Multi-level and covered exhibits require the written approval of the AUA and Anaheim Convention Center Fire Marshall by **February 23, 2006**. Plans stamped by a licensed structural engineer or architect will be required for approval consideration. A permit from the Fire Marshall is also required. Contact Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net, with specific questions. Additional information will also be supplied in the *Service Kit*.

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.

Some general provisions include the need for battery powered smoke detectors for covered or roofed areas, trained Fire Watch personnel with Class 2A10BC fire extinguishers for covered and multi-level booths and the upper deck of a multi-level booth consisting of 300 square feet or more must have a minimum of two

means of egress. A second story of a multi-level booth with one means of egress will be limited to an occupant load of nine (9) persons (if structurally able to support that load). An occupant load sign will be required.

Storage/Empties

There is no storage of empty boxes, packing materials or crates on the exhibit floor of the Anaheim Convention Center. All exhibitor packing or shipping containers must be marked with appropriate GES supplied labels for storage purposes during the exhibition.

Freight Deliveries

Anaheim Convention 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 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. The Anaheim Convention Center will maintain ventilation and work level lighting 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 or show hour basis.

Lasers, X-rays and Compressed Gases

Use of lasers, X-ray equipment, compressed gases and compressed liquids is subject to review and approval by the Anaheim Convention Center Fire Marshall. 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. A permit will also be required from the Fire Marshall. Contact Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net, with requests and specific questions.

Mobile Surgical Units and Motorized Vehicles

Mobile units and vehicles propelled by internal combustion engines must be approved by the AUA and the Anaheim Convention Center Fire Marshall for display. A permit will be required by the Fire Marshall. Contact Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net, with specific questions. More information will be available in the *Service Kit*.

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

General Fire, Public Safety and Convention Facility Restrictions

All flammable or combustible aerosol containers used for display purposes must be empty. No liquefied petroleum gases (i.e., propane, butane) or portable heating equipment are permitted without prior approval. Fire extinguishers may be required.

- No helium filled balloons are permitted.
- No fireworks of any type are permitted.
- No candles or open flame are permitted.

Hazardous chemicals and materials (i.e., pesticides, herbicides, poison, LP gases, untreated mulch and Spanish moss, hay, straw, charcoal) are prohibited inside the Anaheim Convention Center. Manufacturers may supply exhibitors with empty and unused containers for display purposes. Questions regarding what constitutes a hazardous material should be directed to Michael Dziurgot, Event Coordinator, Anaheim Convention Center, at 714-765-8955 or mdziurgot@anaheim.net.

Smoking is prohibited in the Anaheim Convention Center.

Passenger elevators and escalators may not be used for freight, including hand trucks.

Electrical appliances and cords must be U.L. approved.

Gas appliances must be A.G.A. approved.

The Anaheim Convention Center requires the use of certain low residue tapes for installations on the exhibit floor. Contact GES National Account Manager, Joaquin Aguayo, 919-544-6050 or jaguayo@ges.com, with specific questions.

Nothing shall be tacked, nailed, screwed, taped, stapled, drilled or otherwise fastened to ceilings, columns, walls, floors, doors, painted surfaces, marble or other parts of the building or furniture in the Anaheim Convention 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 the Anaheim Convention 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 the Anaheim Convention Center.

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. No storage of any kind will be allowed behind curtains or walls of booths.

Biological Waste Disposal

Biological waste brought into the Anaheim Convention 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 the manner prescribed in accordance with the guidelines of the State of California and the Occupational Safety and Health Act, and must be handled by a licensed medical waste transporter. The exhibiting company is responsible for all costs of disposal.

Exhibitors are required to notify the AUA in writing of the proposed use of biological materials by **April 13, 2007**. 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, Joaquin Aguayo, 919-544-6050 or jaguayo@ges.com, with questions about disposal costs and procedures.

LIABILITY AND INSURANCE

Usage of American Urological Association Name and Logo

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 Annual Meeting logo may be used with prior permission from AUA. Contact Michelle Zinnert, mzinnert@auanet.org.

Indemnification

The Exhibitor agrees to indemnify, defend (at the City of Anaheim's option), and hold harmless the AUA, GES, the City of Anaheim, the Community Center Authority, the Anaheim Union High School District, and their officials, officers, agents, representatives, employees (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 have insurance to protect themselves against bodily injury and property damage claims arising from Exhibitor's participation in the Show, including but not limited to worker's compensation as required by California statutes and commercial general liability insurance in such amounts as are adequate, but in no event less than \$1 million (U.S.) combined single limit for both bodily injury and property damage, per occurrence. Said insurance shall name the AUA, GES, the City of Anaheim, the Community Center Authority, the Anaheim Union High School District, and their officials, officers, agents, representatives, employees 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, the City of Anaheim, the Community Center Authority, the Anaheim Union High School District

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
- contain only objective statements about the product
- contain no claims on safety, effectiveness or reliability
- contain no comparative claims to other marketed products
- exist solely for the purpose of obtaining investigators
- be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- contain the statement: "Caution—Investigational Product—limited to investigators' investigational use" or a similar statement of prominent size and placement

Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines. Additional information regarding FDA regulations may be obtained directly from the FDA. 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 healthcare professionals.

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 13, 2007**. Exhibitor's contractors (including EDC) failing to provide proof of insurance coverage to the AUA by April 13, 2007 will be excluded from participation at the show.

Exhibitor-sponsored Functions

Exhibitors must notify the AUA of all exhibitor-sponsored functions. No events may be held during official AUA scientific or social functions. Social events, open to attendees, may be held on Open Industry Nights.

Note: The AUA prohibits companies from holding educational programs at any time during the official dates of the meeting (May 18-24, 2007). Failure to notify the AUA about exhibitor-sponsored events, and/or to comply with these rules, can result in priority point loss for the company.

BOOTH ACTIVITIES

The AUA encourages exhibitors to plan appropriate activities for physician attendees. All exhibitors must complete and return the Booth Activities Form for speaker presentations and demonstrations and the Giveaway Approval Form for any gifts/giveaways/contest drawings by **April 13, 2007**. The AUA reserves the right to discontinue any booth activities 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 and presentations may be made within the booth space. Exhibitors shall be responsible for the safety of all individuals participating in or viewing these activities. 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. The exhibitor agrees to make such changes or to discontinue the demonstration or presentation at the request of the AUA. The activation or use of radiographic equipment on the exhibit floor is subject to review and approval. Demonstrations or presentations using perishable substances are required to employ sanitary safeguards.

Speaker Presentations

Speakers may make presentations in booths. All presentations—whether "in person," on video, live telecast or webcast—must be disclosed on the Booth Activities Form, to be supplied in the *Service Kit*. The name of each physician/presenter must be included on the submitted Booth Activities Form. In an effort to eliminate conflicts of interest and allow full disclosure of industry relationships, all program moderators, plenary session presenters and course directors are prohibited from making live "in person" presentations on the exhibit floor or at industry sponsored events. These presentations include, but are not limited to, those that describe or endorse drugs, equipment or methods of treatment. To assist in selecting booth presenters, a list of program moderators, course directors and plenary session presenters will be included in the *Service Kit* and at the AUA Annual Meeting web site, www.aua2007.org.

BOOTH AUDIO-VISUAL

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 Diagrams D and E). Demonstrations and/or demonstration areas must be set 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 five 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 still 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 **February 23, 2007**. Exhibitors with island booths must include audio-visual plans with their island booth designs, also due **February 23, 2007** (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, live animals (except pre-approved exhibits and service animals for the physically challenged), stick-on decals or other adhesive items, or any other items that are expressly prohibited within the Anaheim Convention Center, will not be allowed.

Lasers, X-rays and Ultrasound

Laser and X-ray demonstrations require review and approval by the Anaheim Convention Center Fire Marshall (see Lasers, X-rays and Compressed Gases). A permit from the Fire Marshall will also be required. 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.

BOOTH CONDUCT

Exhibitor Conduct

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.

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 Anaheim area during the 2007 AUA Annual Meeting, May 18-24, 2007 without the prior written approval of the AUA.

The exhibitor shall refrain from any action that will distract attendees from attendance at the show during open hours.

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

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. Non-compliance with AUA Rules will result in a loss of priority points for the year and may include expulsion from the show.

Attire

Personnel and/or models contracted by exhibiting companies may not appear in other than normal business, street or shop attire, which shall conform to accepted business and social standards.

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 ARAMARK, the exclusive caterer of the Anaheim Convention Center. To control aisle congestion and reduce litter and spills, these rules must be observed:

- alcoholic beverages are prohibited (unless AUA approved)
- no food and beverages may be served in 10' x 10' booths
- 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 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, May 22, 2007.

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 Anaheim. 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.

Function Space and Meeting Room Request

Function space and meeting rooms at AUA headquarters hotels may be requested via *Service Kit* forms. Space may be requested for social events, meetings, and more. The type of event must be clearly indicated.

HOTEL SERVICES

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 2007 Annual Meeting is posted on www.AUA2007.org.

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

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

AUA Hotel Services Contact

AUA Hotel Services, Ambassadors, services representatives are available to answer exhibitor housing questions at 866-772-4409 (U.S.), 404-584-7458 (Int'l.) or 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, wisett@auanet.org.

REGISTRATION

On-line Registration

On-line registration will be available January, 2007 at www.AUA2007.org.

On-site Registration/Badge Pickup

Exhibitor Registration is open Thursday, May 17 through Tuesday, May 22, 2007. 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 either 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. 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.

Your exhibitor badge admits you into all Plenary, Podium and Poster Sessions, as well as MC & EC courses, at the Annual Meeting. Registration for AUA Courses is held for exhibitors on site. Registration fees will apply to Postgraduate (PG) and Instructional (IC) Courses.

2007 ANNUAL MEETING DATES

Saturday, May 19–Thursday, May 24

Exhibit Dates

Saturday, May 19–Tuesday, May 22

Exhibit Hours

Saturday, May 19
12:00–6:00 p.m.

Exhibit Hall Reception

Saturday, May 19
4:00–6:00 p.m.

Sunday, May 20

New Hours 9:00 a.m. – 4:00 p.m.

Monday, May 21

9:00 a.m.–4:00 p.m.

Tuesday, May 22

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

Facility

Anaheim Convention Center
800 West Katella Avenue
Anaheim, California 92802
Phone: 714-765-8900
www.anaheim.net

Anaheim Convention Center Contact

Michael Dziurgot
Event Coordinator
Phone: 714-765-8955
E-mail: mdziurgot@anaheim.net

Official AUA 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

GES National Account Manager

Joaquin Aguayo
Phone: 919-544-6050
E-mail: jaguayo@ges.com

Visit **AUA2007.org** for more Exhibit Information

AUA 2007
ANNUAL MEETING



ANAHEIM, CA MAY 19-24, 2007

Exhibitor Hotline/Help Desk

Phone: 410-689-3749
E-mail: exhibits@auanet.org