

# EXHIBITING RULES & REGULATIONS



## Scientific Conferences EXHIBITING RULES & REGULATIONS

The American Association shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of the Association. These rules and regulations have been formulated in the best interest of all exhibitors.

The exhibitor understands and agrees that the information contained in the Exhibit Prospectus, exhibitor service kit and the Association Rules and Regulations are an integral and binding part of the Exhibit Space Application/Contract, and that signing the Exhibit Space Application/Contract indicates acknowledgment of reading the Association Rules and Regulations; understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by the Association regarding Association scientific conferences; willingness to abide by the payment policy; and agreement to distribute them for proper execution to those individuals involved with exhibiting.

### Animals

The use of live animals by an exhibitor in an exhibit for any purpose is not allowed.

### Celebrity endorsements

Exhibitors may employ the use of a celebrity spokesperson if they are an active spokesperson for the company, product or service of the exhibiting company. The exhibitor must have sufficient space within their booth to accommodate crowds and must have the activity approved by the Association.

### Children

No children under the age of 18 will be allowed to attend conference activities, unless a specific written exception has been granted by the Association for minors who might present during a specific session or who accompanies a presenter, officer or volunteer or for other reasons determined appropriate. Any minors approved under the exception must be accompanied by an adult parent, guardian or chaperone. Onsite childcare is available for persons between the ages of 6 months and 12 years.

### Clinical testing

Exhibitors are permitted to conduct clinical tests (blood pressure monitoring, cholesterol screenings, etc.) but must notify the Association in advance and be compliant with the proper procedures for disposal of hazardous waste.

### Co-marketing

The Association defines co-marketing as two or more companies developing, manufacturing, producing or distributing the same product. Only pre-approved products may be displayed in the co-marketing exhibit space. Each co-marketing company is responsible for submitting the following to the Association:

- An Exhibit Space Application indicating that the booth space is for a co-marketed product.
- Allocation of co-marketing booth space is based upon averaging the priority points of each exhibiting company.

### Conduct

All exhibitors, their employees and any subcontractors must act in a professional manner in behavior towards and in communications with all others at all times while in the Meeting venue and throughout set up and tear down. Exhibitors must comply with all federal, state, and local laws and regulations, including those that prohibit harassment and discrimination against individuals based on their race, color, religion, sex, sexual orientation, gender identity or national origin. Harassment towards another individual for any reason is strictly prohibited and could impact future rights to exhibit at the Association Meetings. Incidents of harassment should be reported immediately.

### Drawings, contests, games

Exhibitors shall not conduct any games, contests, lotteries, raffles or other games of chance that require a participant to pay. With the prior approval of the Association, Exhibitors may conduct a drawing for an incentive prize for visitors that might provide a business card or be asked to provide general contact information to receive exhibitor information.

The Association requires that any prize or award must be considered modest in value and that the opportunity be open to all attendees. The drawing and notification of winner is the responsibility of the exhibitor and must be drawn after the conclusion of the Association scientific conference.

### Eligibility to exhibit

The Association reserves the exclusive and total right to control all aspects of the conduct of the Association scientific conferences and specifically reserves the right to determine the acceptability of applications for exhibit space. All applications must meet these criteria:

- The products or services to be exhibited are of professional or educational interest or benefit to the registrants and are, in the opinion of the Association, related to the fields of cardiovascular disease and stroke, research or the physician's practice.
- The applicant's goods or services to be exhibited must be in line with the Association's scientific or public policies, positions, and statements or guidelines. This also includes the parent or subsidiary corporation of the applicant or goods and services thereof, which

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must also be deemed by the Association to be consistent with the Association's scientific or public policies, positions, statements or guidelines.

- The applicant is reasonably determined by the Association to be highly ethical and reputable, and the goods and services to be exhibited are reasonably believed by the Association not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.
- The applicant agrees to comply with the Association Rules and Regulations governing the Association scientific conferences.
- The application and required documents must be completely and accurately filled out. Incomplete applications will not be processed. All products and/or services to be exhibited must be listed on the application for exhibit space.
- Only products or services disclosed to the Association may be exhibited.
- The application and required documents must be received prior to the established deadlines.
- All products marketed and promoted at the Association scientific conferences that are regulated by the Food and Drug Administration must meet FDA guidelines or be FDA-approved. The Association reserves the right to deny exhibit participation of any company requesting to exhibit vitamins and supplements that are not regulated by the FDA. Exhibitors are responsible for ensuring that they are in compliance with all FDA regulations, policies, practices and guidelines, as well as any other industry guidelines pertaining to your participation at any the Association scientific conference. The Association reserves the right to close exhibits or parts of exhibits should an exhibitor not be in compliance with any of these guidelines.
  - Companies without FDA product approval should clearly indicate on their booths that their product is for display and education purposes only and is not approved and/or available for use in the U.S.
- Applicant must agree to the payment terms including the cancellation or reduction of exhibit space as defined for each the Association scientific conference.
- Applications may be refused or booth space restricted due to space limitations or other reasons determined by the Association.
- Upon submitting an application for exhibit space, the exhibitor agrees that the information contained in this prospectus and the Association Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals staffing the booth are aware of the Rules and Regulations governing Association scientific conferences.

- Only exhibitors in good standing with the Association are permitted to submit an application. Exhibitors must settle any outstanding balances in order to secure exhibit space and/or a business suite.

## Embargo policy

All exhibitors are required to abide by the American Association/American Stroke Association embargo policy. For late-breaking clinical trial studies being presented at an American Association/American Stroke Association scientific meeting, the embargo is the start time of each plenary session. Exhibitors should familiarize themselves with the embargo policy in its entirety, which can be found at <https://newsroom.heart.org/policies/embargo-policy>.

## Enforcement of rules and regulations

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibit Prospectus, Exhibitor Service Kit, Booth Construction Guidelines and the Association Rules and Regulations. Any violations shall subject the exhibiting company to these penalties:

**First Violation:** Loss of current conference priority points plus loss of 10 percent of the accrued points rounded to the nearest whole number.

**Second Violation:** Loss of current conference priority points plus loss of 50 percent of the remaining accrued points rounded to the nearest whole number.

**Third Violation:** Loss of all exhibiting privileges, i.e., company will not be invited to exhibit at future Association scientific conferences.

Whenever practical or appropriate in the Association's view, disciplinary action will be progressive according to the above sequence, but a more severe penalty, including refusal of or termination of the exhibit, may be levied at the discretion of the Association without the requirement of progressing through each of the above successive steps.

Infractions of the spirit of the rules by potential exhibitors at any time may be considered in determining whether to accept an application to exhibit at any Association meeting. Each exhibitor is granted nothing more than a terminable license to exhibit, subject to all the rules herein and the approval of the Association. If the Association determines that any exhibitor has failed to comply with any rule herein or any directive issued to the exhibitor, the association may terminate the license and close that exhibiting company's exhibit

without notice. In all interpretations of the Association Rules and Regulations, the Association's decision is final.

The Association reserves the right to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in the Association's sole determination, materially comply with the Rules and Regulations included in this document.

Exhibitors who conduct themselves unethically or misrepresent their intent, product and/or company in violation of these Rules and Regulations may be dismissed from an Association Scientific Conference, without refund and/or may be prohibited from attending and/or exhibiting at future scientific conferences.

## Construction

During move-in/move-out, the exhibit floor is considered a construction zone. No open-toed shoes, sandals or flip flops are allowed. If you are in violation of this safety rule, you will be asked to leave the exhibit floor.

Children under the age of 18 are not permitted on the show floor during move-in/move-out. Designated "NO FREIGHT" aisles must be maintained clear of crates and exhibit materials during move-in and move-out. These aisles are required for emergency access throughout the exhibit area and to expedite freight and empty crate movement.

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. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should refer to local building codes that regulate temporary structures.

The penetration of floors, walls, ceilings, or trim will not be permitted; neither may any holes be drilled in any portion of the facility. Displays must be freestanding and not rely on any part of the exhibit facility other than the floor for support. Exhibitors should ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them. In some cases, the Association will employ floor managers who have the authority to enforce the Association Rules and Regulations as contained in the Exhibit Prospectus and Exhibitor Service Kit.

## Cancellation or Reduction of Exhibit/Business Suite Space

Notification of an exhibitor's decision to cancel or reduce exhibit space or business suites must be submitted in writing.

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It is the responsibility of the exhibiting company to ensure that its cancellation/reduction notification has been received by Association. Exhibiting companies that cancel/reduce exhibit space will be subject to fees stated in the exhibit contract/application.

Should a company cancel and the Association is not able to reassign the space, exhibitors will be charged for the expenses incurred by the Association to cover the booth area and convert it to a lounge area.

The Association retains the right to reassign cancelled space at its discretion.

Cancellation will result in the exhibitor forfeiting any benefits occurring by virtue of registration as set forth in the exhibit contract/application associated with the exhibit space and will be subject to a reduction in priority points based on the terms outlined in the Priority Point System Policy.

## No-show policy

Any exhibiting organization that fails to notify the Association, in writing, 24 hours prior to the opening day of exhibits of its intent to cancel its exhibit space is deemed a no-show. A no-show will result in the Association retaining the total contracted space fee as well as a loss of priority points for the current year. All freight will be returned to the loading dock at the exhibitor's expense, and the Association will use the space at its discretion. Exhibitors that fail to occupy and furnish contracted space will be charged for the expenses incurred by the Association to cover the booth area and convert it to a lounge area.

## Exhibit booth traffic and attendance

The Association makes significant investment in the Science & Technology Hall to encourage and entice attendees to the Science & Technology Hall. Appropriate marketing and promotion of the Science & Technology Hall will be provided by the Association; however, the Association makes no guarantees of traffic flow, demographic nature, quantity or presumed quality of leads. Traffic by any given booth is the responsibility of the exhibitor and not the Association. The Association strongly encourages exhibitors to market their presence at the Association scientific conferences as this has been shown to increase traffic and ROI.

## Food and beverages for hospitality

Distributing food and beverages from the exhibitor's booth for hospitality is permitted. Food items must be "heart-healthy" as set forth under "Sampling". Beverages are to be dispensed in disposable containers that hold eight

ounces or less. Pre-bottled beverages cannot exceed 12 ounces. Alcoholic beverages are permitted with prior written approval from the Association's show management vendor. All food, beverages and supplies must be coordinated through the official food service contractor of the meeting facility.

## Food sampling

The request to distribute food samples must be submitted with the application for exhibit space. Please include a complete list of products and nutritional labels for sampling. Only those products listed on the application and approved prior to the meeting will be allowed. The Association will consider food products that contribute to a healthy diet and are manufactured by the exhibiting company. The nutritional requirements are identified below.

All food dispensed for sampling must be served in disposable containers, and in four-ounce or smaller portions. The exhibit space must be kept clean and free of debris. Sampling or demonstration tables must be placed a minimum of two feet from the aisle. All food sampling is to be supervised by exhibitor personnel. Individual single-item foods must contain per labeled serving (RACC: Reference Amount Customarily Consumed):

< 360 mg sodium

< 20 mg cholesterol

< 1 g saturated fat

< 0 g trans fat\*

< 3 g total fat\* and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber. (Exempt are certain raw, canned and frozen fruits and vegetables and certain cereal-grain products.)

\*excluding nuts, oils and spreads

For meat and seafood, per 100 grams:

< 360 mg sodium per serving;

< 95 mg cholesterol;

< 2 g saturated fat;

< 0 g trans fat;

< 5 g total fat; and at least 10 percent of one or more of vitamins A or C, iron, calcium, protein or fiber.

## Giveaways

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which state:

*"Some gifts that reflect customary practices of industry may not be consistent with the principles of medical*

*ethics. To avoid the acceptance or distribution of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to the patients and should not be of substantial value. Accordingly, textbooks and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted. Individual gifts of minimal value are permissible as long as the gifts are related to the physician's work (e.g., pens and note pads). No gifts should be offered or accepted that create an obligation to the physician or registrant. For example, physicians should not accept gifts if they are given in relation to the physician's prescribing practices."*

Exhibiting companies must secure the Association's approval for giveaways. Any item an exhibiting company intends to distribute must be submitted to the Association for approval through the exhibitor service kit.

Giveaways should be associated with products or services of the exhibiting company.

## Group and exhibitor housing and registration policy

**Group and exhibitor housing:** Exhibitors may request sleeping rooms solely for employees or agents of the exhibiting company. Exhibitors are prohibited from providing sleeping rooms to customers or other individuals eligible for professional registration.

**All exhibitor and group housing (sleeping rooms and sleeping suites) must be requested through the Association via the housing website or the Association Block Housing Request Form.** Many fraudulent companies offer to arrange housing and unfortunately exhibitor staff have been duped by not using the Association's official housing vendor OnPeak and upon arrival have no sleeping rooms.

Neither the Association nor the hotels in the Association block will accept reservations directly by email, phone or letter. Rooms reserved by any method other than the official the Association housing agency (On Peak) will be considered a violation of the Association Rules and Regulations. Such violations will be considered as a breach of the Association Rules and Regulations and will be enforced as such. This regulation applies to primary, subsidiary and affiliate companies (domestic and international) of the exhibiting company.

Cancellation of exhibit space forfeits a company's ability to use the Association exhibitor housing and registration system. The company will be responsible for all applicable cancellation fees.

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Function space versus sleeping rooms or suites: All requests for suites for function space must go through the Association Unofficial Satellite Event (USE) Process. This includes space for staff meetings, hospitality meeting rooms, committee meetings, focus groups, social events, media events and/or symposia. Violations will result in the appropriate fee assessed to the exhibiting company and failure to hold such event at any Association scientific conference moving forward.

**Registration:** Three types of badges are issued to exhibiting companies: Exhibit-Only, Guest of Exhibitor and Full Professional Registration. Badges are issued only to designated exhibiting company representatives and in the name of the company shown on the Exhibit Space Application/Contract.

- **Exhibit-Only Badges:** Exhibit-Only badges are provided on an unlimited complimentary basis to all exhibiting companies and will be issued only to employees of the exhibiting companies. Exhibit-Only badges are intended to be provided to exhibiting company staff working inside the Science & Technology Hall on behalf of such exhibiting company. Exhibit-Only badges do not permit access to education sessions.
- **Guest of Exhibitor Badges:** Guest of Exhibitor badges are provided on an unlimited complimentary basis to all exhibiting companies to invite target clients to visit their exhibit in the Science & Technology Hall. Guest of Exhibitor badges are only permitted in the Science & Technology Hall during open hours.
- **Full Professional Registration Badges:** Full Professional Registration badges are considered a full conference badge and are provided to you on a complimentary basis, based on square footage allotments listed below:

Square feet of exhibit	Full Professionals registrations allotted
100-399	2
400-899	4
900-1,499	6
1,500-2,499	8
>2,500	10

All exhibiting company personnel are required to wear their badges while in the Science & Technology Hall and during move-in and move-out. Supplementing this identification with business cards, ribbons or company badges is not permitted.

## Hazardous waste disposal

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death or pollute air, land or water. Exhibitors who generate material fitting any of these criteria during their exhibiting activity must follow these guidelines:

- Be aware of the full scope of the hazards associated with waste created with the exhibit.
- Conform to the requirements of all regulatory agencies having jurisdiction over the creation of hazardous waste in that location. Exhibiting companies must notify the Association if hazardous waste will be disposed of in their booth through the exhibitor service kit.

## Human subjects as models for demonstration of ultrasound equipment

The use of human subjects as models for demonstrating ultrasound scanning devices is discouraged by the American Association. Although there is no scientific evidence that long-term exposure to ultrasound at these frequencies is harmful, the long-term effects are not known. Therefore, no risk/benefit estimate is possible, nor is it possible to make a tentative estimate of risk.

## Insurance and liability

Exhibitor is solely responsible for any damages, claims, losses, liabilities or expenses arising from any injury or damage to any person or property that arises out of or is in any manner connected with exhibitor's participation at an American Association scientific conference, including its indemnity obligations herein. Exhibitor shall maintain general public liability insurance in an amount sufficient to cover such obligations. The Association encourages Exhibitor to purchase show cancellation insurance in the event that an Association scientific conference is changed, abbreviated or canceled because of circumstances beyond the Association's control. Exhibitor is encouraged to purchase show cancellation insurance to cover such risk. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all required licenses or permits and shall comply with all local, state and federal laws, ordinances, rules and regulations for any of its activities in connection with exhibiting at an American Association Scientific Conference.

Execution by the exhibitor of the Exhibit Space Application is the agreement of the exhibitor to protect, indemnify, defend and hold harmless the Association from and against any and all liabilities, losses, damages, suits, claims, demands, costs and expenses, including, but not limited, to reasonable attorney's fees and expenses in connection therewith, which may arise or result in any way from the

breach of this Agreement and the acts or omissions of the exhibitor, its agents, contractors and employees. In no event shall the Association be liable to the exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. It is agreed and understood by the exhibitor that the sole liability of the Association for any claims of the exhibitor shall be limited to the amounts paid by the exhibitor under this agreement as an exclusive remedy. For purposes of this paragraph, the parties indemnified and insured shall include the Association, its officers, directors, members, agents and employees.

## Loss of badge credentials

The Association reserves the right to revoke or deny attendance of any registered participant, speaker, exhibitor, news media reporter or photographer of presentations or activities at the Association scientific conferences and meetings.

## Lighting

The use of flashing, strobe, unduly garish or otherwise objectionable lighting is prohibited.

## Models

Personnel contracted to assist with demonstrations in an exhibitor's booth are required to wear appropriate professional attire. Models must wear an exhibitor badge at all times in the Science & Technology Hall.

Exhibitors are responsible for ensuring that personnel contracted as models or demonstrators adhere to the Rules and Regulations.

## No-smoking policy

The Association policy strictly prohibits the use of tobacco products in all areas of the convention center (including during installation and dismantling) and all hotel meeting rooms hosting the Association events. No e-cigarettes allowed. Exhibitors are responsible for ensuring that all individuals associated with the exhibiting company comply with this policy. Lack of compliance will result in a \$1,000 fine and loss of priority points for the exhibiting company.

## Opt-out language

Through the application process, the Association obtains names and addresses of individual and business entities that are exhibitors and contractors. Should an exhibitor or contractor choose that this demographic information not be shared with third parties outside of the Association scientific conferences, the exhibitor or contractor must notify the Association in writing. If the Association does not receive written notice, it will be deemed that sharing of the information with a third

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party is granted. Exhibitors are responsible for communicating this opportunity with its contractors.

Please contact the Association in writing at:

American Association, ATTN: American Association Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

## Photography and videotaping

Recording video, audio, and or photography in the Science & Technology Hall is prohibited.

Exhibitors may request permission from the Association to photograph their own booth for internal marketing purposes only. Requests must be submitted in writing on the Booth Activities Form, in the Exhibitor Service Kit. Filming and/or photography of any other exhibitors will not be permitted.

Please be aware that during the Association Scientific Conferences, attendees, vendors, guests and exhibitors may be photographed and videotaped by the Association vendors. Some of these photographs or videos may be displayed by the Association in future publications or materials connected with the event. If you do not wish for your image to be displayed by the Association, please contact the Association in writing at:

American Association, ATTN: American Association Exhibits, 7272 Greenville Ave., Dallas, TX 75231-4596

## Prohibited practices

These practices are prohibited in the Science & Technology Hall:

- Placing business cards or any other object over the official Association badge or in any way altering an official Association badge.
- Tests, quizzes or evaluations that do not directly involve cardiovascular diagnosis.
- Broadcasting of audio or video news programs
- Using magicians, celebrity look-alikes, fortune-tellers, costumed characters, dancers, mimes, puppet shows, robots, vocal or moving forms or other entertainment of this nature.

No activity can obstruct the aisle space including but not limited to demonstrations, lighting, booth staff or staff representing the exhibitor, and literature distribution. Adequate space/seating for presentations, clinical testing, retail sales and demonstrations must be provided within the Exhibitor's booth space. The Association reserves the right to have the exhibitor discontinue any activity or dismantle any display/demonstration

feature that interferes with the normal traffic flow in the aisles or that overflows into neighboring exhibits. Violation of this provision will result in the loss of priority points.

- Sub-leasing or sharing exhibit space.
- Audio and/or visual systems that disturb neighboring exhibits. Use of an open audio system or visual strobe effect is strongly discouraged. The exhibitor must stop using a system if, in the Association's opinion, the sound level is objectionable to the registrants or adjacent exhibitors or, when measured by the Association, is higher than 80 decibels. Further, the exhibitor is responsible for any and all fees that may be due for the use of copyrighted music used in audio presentations.

## Distribution of Printed Materials

Distribution of printed materials (including promotional materials, publications, ancillary event invitations/announcements and books), audio recordings and/or videos by industry or its agents is limited to the space occupied by the Exhibitor in the Association exhibit hall. Such materials are not permitted in other areas at the convention center. Any violation of this provision will result in the prompt removal of the offending person and property from that area and will result in the loss of priority points by the exhibiting company.

## Priority point system effective April 17, 2024

Priority points are based upon the number of years a company has exhibited at an the Association scientific conference. One point is earned for each event in a calendar year at which a company exhibits.

Companies can earn additional points for sponsorship/advertising at any the Association conference. Points will be awarded based on the following total meeting expenditure:

- \$1-\$250,000 = 1 point
- \$251,000 - \$500,000 = 2 points
- \$501,000 and above = 3 points

Companies will also secure an additional priority point for completing a survey associated with one of our scientific conferences.

## Reduction of Points

If an exhibitor does not participate in any Association conferences in a calendar year, its total points balance will be reduced by 50%. If that exhibitor does not exhibit in any Association conferences for two consecutive years, the point balance will drop to 0.

The Association conferences currently eligible for priority points are:

- International Stroke Conference (February)
- Epidemiology and Prevention/Lifestyle and Cardiometabolic Health (March)
- Quality of Care and Outcomes Research in Cardiovascular Disease and Stroke (March)
- Vascular Discovery (May)
- Basic Cardiovascular Sciences (July)
- Hypertension (September)
- Scientific Sessions (November)

In the event an exhibiting company merges with, buys or is bought by another company, the highest number of points accumulated by either company will be recorded as the priority-point total. Points are not combined to determine the newly organized company's point status. When two or more companies opt to co-market and create a booth for that co-marketed product, the new booth will begin new in the priority point system. Neither company's priority points will be used for the new co-marketed booth. The Association's priority point system is in compliance with HCEA Guidelines. All inquiries of current priority point standing should be sent to [exhibits@heart.org](mailto:exhibits@heart.org).

## Relocation of Exhibits

The Association reserves the right to alter locations of exhibits as shown on the official floor plan. Notification will be made to the exhibitor in writing.

## Security

Each exhibitor is responsible for insuring and safeguarding its goods, materials, equipment and exhibit at all times during the Association scientific conferences. The Association provides 24-hour security guard service for the perimeter of the Science & Technology Hall, but neither the guard service nor the Association will be responsible for loss of or damage to any property.

Delivery or removal of equipment is only permitted during move-in and move-out. Once the show opens, a pass must be obtained from the security manager to remove any material or equipment. All security services must be ordered through the Association's official security service contractor.

## Selling products or services

The American Association's exhibit program educates attendees by showcasing industry trends and offering information, services, and products relevant to physicians' professional interests. Exhibitors may take orders and sell Association-approved products related to cardiovascular disease and stroke in the Market Place during the meeting. The sale of approved cardiovascular-related products is strictly prohibited outside of the Market Place.

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If the American Association determines that an Exhibitor is offering any product or service that is not approved, the Exhibitor will be required to remove such product or service or the Association will require Exhibitor to leave the Meeting immediately. In such event, Exhibitor will not be reimbursed for any fees paid to Association to exhibit.

Exhibitors that sell approved products and services must register as a dealer with the applicable state department of revenue, if required.

## Show cancellation policy

In the event that a Association scientific conference is changed, abbreviated or canceled because of circumstances beyond the Association's control, including but not limited to civil disturbance, earthquake, electrical outage, explosion, fire, freight embargo, strike or labor unrest, flood, hurricane, tornado, or other acts of God, declaration or act of war, terrorism, government regulation or order, civil disobedience, disaster, government restrictions, travel restrictions, public health emergency, government-imposed measures responding to the outbreak of infectious disease, quarantine restrictions, pandemic, epidemic, catastrophe, or any other cause, whether of the kind enumerated or otherwise, beyond the reasonable control of such party, regardless of foreseeability, rendering performance inadvisable, impracticable, illegal or impossible, the Association reserves the right, in the Association's sole discretion, to unilaterally terminate the Exhibit Space Application/Contract with exhibitor. In these circumstances, the exhibitor expressly agrees to waive any claim the exhibitor may have against the Association, including but not limited to those for fees paid by or on behalf of the exhibitor for exhibit space, registration, support opportunities, food and beverage, audiovisual services, signage, housing and travel.

## Solicitation of other exhibitors

Solicitation of exhibitors is strictly prohibited. Should an exhibitor be in violation, the Association reserves the right to remove the solicitors and such conduct could jeopardize future exhibiting opportunities at the Association scientific conferences.

## Transportation

Shuttles may be provided at American Association/American Stroke Association conferences. By boarding these shuttle buses, you acknowledge that you are riding voluntarily and assume all risks associated with transportation, including accidents, delays, road conditions, and other unforeseen events. To the fullest extent permitted under the law, you agree to release and hold harmless American Association, its vendors providing transportation coordination, including but not limited to Custom Tours LLC

dba Kushner & Associates, and the bus company from any claims, damages, or liability arising from your participation, except to the extent caused by gross negligence.

## Use of the Association's symbol or logotype

The Association will provide Exhibitor a marketing toolkit that includes the rights and responsibilities of being allowed to display the Association's Scientific Sessions logo in order for Exhibitor to feature its presence at the conference. Exhibitor may not display the American Association's insignia, heart and torch logo, logotype or other identifying marks in its signs, advertising or promotions in any media, or on descriptive product literature, either inside or outside the exhibit area, without the Association's prior express written permission.

Exhibitors may simply and factually refer to their presence at the Association meeting using the Association's name in non-stylized font only. Exhibitor shall not expressly state or imply that the Association endorses or promotes its goods or services.

The name of the Association may not be included in any advertising for meetings sponsored by another organization or group. Furthermore, the fact that an exhibitor or its goods or services are or were exhibited at the Association Scientific Sessions cannot be used in advertisements or promotional activities by the exhibitor.

## Use of exhibits

One of the purposes of the Scientific Sessions is to provide exhibitors with an opportunity to interact with other exhibitors, attendees, Association staff and volunteers. Those contacts must be conducted in a cordial, professional manner. Inappropriate behavior or undesirable conduct including, but not limited to, verbal or physical abuse, whether threatened or performed, will not be permitted or tolerated.

The Association retains the right under these agreements, to remove any exhibitor from the premises who, at the Association's sole discretion, engages in inappropriate, undesirable or abusive behavior.

Removal also may include the termination of the exhibitor's license to exhibit, granted herein, and the closing and removal of the exhibit.

Exhibitor hereby waives any and all claims for damages against the Association by reason of such removal.

Removal under these circumstances may result in an exhibitor being barred from future Association scientific conferences. Exhibits are subject to the approval of the Association. The Association reserves

the right, even after an application has been approved, to refuse exhibits, curtail activities or close exhibits or parts of exhibits that do not, in the Association's determination, comply with the Association Rules and Regulations governing AHA scientific conferences; are contrary to the Association's scientific or public policies, positions, statements or guidelines; or otherwise reflect unfavorably on the character of the meeting. As a courtesy to attending physicians and fellow exhibitors, all exhibits must be open on time each morning and remain staffed at all times during exhibit hours. Failure to have personnel in the exhibit booth at all times will result in the loss of priority points.

Exhibitors or exhibitor representatives (including public relations, advertising or design firms) must conduct all marketing and promotional activity within the contracted exhibit space. Placement of signs, promotional materials or canvassing in any part of the convention center outside of the exhibitor's booth is prohibited.

An electronic version of Association Scientific Conferences Rules & Regulations can be found online at [exhibitatsessions.org](http://exhibitatsessions.org) and [exhibitastroke.org](http://exhibitastroke.org). For any questions regarding exhibits at Association Scientific Conferences, please contact at Association Exhibits or [exhibits@heart.org](mailto:exhibits@heart.org).

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