



CONTRACT TO SPONSOR  
 SAEM18  
 JW Marriott, Indianapolis, IN  
 May 15-18, 2018

## Sponsorship Information

Sponsorship correspondence to be sent to:  
 (Please type or print)

Contact Name

Title

Telephone

Fax

Email

Contracts can be submitted to [exhibitors@saem.org](mailto:exhibitors@saem.org)

PRINT your company name and contact information exactly as you wish it to appear in all SAEM publications.

Company Name

Address

City

State/Province

Postal Code

Country

Telephone

Fax

Email

Website

## Available Sponsorships

Standard Exhibit Booth ..... \$2,750

Exhibit Booth Package #1 ..... \$3,000

Exhibit Booth Package #2 ..... \$3,500

## Additional Booth Options:

## Additional Sponsorships:

## Contract Execution

A minimum 50% deposit and authorized signature must accompany this contract to guarantee booth space. The signed application, initialed contract, and deposit must be received before space will be assigned. Applications without the correct deposit and/or signature will not be processed. If space is contracted after March 1, 2018, payment in full must accompany the contract to exhibit. Any exhibit space not paid in full by March 15, 2018 is subject to withdrawal and the space will be reassigned.

The undersigned has read the rules and regulations and agrees to abide by and be bound by said rules. The SAEM rules and regulations are hereby incorporated by reference and made part of the contract. Please sign below and initial the back of the contract in the space provided. Note: Any changes by either party must be counter-initialed and dated by both parties.

Signature of authorized agent

Date

Total Due:

\$

Deposit:

\$

(At least 50% at time of booking)

Balance Due:

\$

(Full payment due by May 1, 2016)

Method of Payment

• Enclosed is check # \_\_\_\_\_ (made payable to SAEM)

Charge to the following:

• MC • VISA • AMEX • Discover

Card No. \_\_\_\_\_

Expiration Date

CSC

Cardholder's Name (Please print as appears on card)

Signature

# SAEM18 Rules and Regulations

Eligibility, Space Assignment, Schedule, Terms of Payment  
See Exhibitor Prospectus for details or log on to [www.saem.org](http://www.saem.org).  
Cancellation of Space

SAEM must receive written notice of cancellation or reduction of space. If space is canceled or reduced prior to February 1, 2018, a full refund, less a \$500 administrative fee, will be granted. If space is canceled or reduced between February 2 and March 1, 2018, 50 percent of the total rental fees will be retained by SAEM. If space is canceled or reduced on or after March 1, 2018, the exhibitor shall remain liable to SAEM for the total fee for the space.

#### Exhibitor Registration and Badges

Exhibitors are encouraged to register in advance. Each 10' x 10' booth is entitled to two complimentary exhibit hall badges. Additional badges may be purchased at \$50 each (nonrefundable), not to exceed the original allotment. Exhibitor badges are nontransferable and will be confiscated if worn by anyone other than the person to whom the badge is issued. Exhibitor badges are required for admittance into the exhibit hall and must be worn and in clear view at all times during the meeting. Business cards nor any other materials are to be used in SAEM badgeholders.

#### Union Labor

Exhibitors shall be bound by all contracts in effect between service contractors, the Sheraton New Orleans Hotel, and labor organizations.

#### Character of Staff, Booth and Construction of Exhibits

SAEM follows International Association of Exhibitions and Events (IAEE) guidelines related to booth construction. Specific details are outlined in the Exhibitor Service Kit and are available from SAEM upon request. The general rule on the exhibit floor is "be a good neighbor." No exhibits are permitted that impede the free use of the aisle or interfere with the use of or obstruct access to other exhibits. Booth personnel, including demonstrators (models), are required to confine their activities within the exhibitor's booth space and must wear appropriate business attire throughout the event. Apart from the specific display space for which an exhibiting company has contracted with SAEM, no part of the convention center, hotel, or its grounds may be used by any organization other than SAEM for display purposes of any kind. Within the hotel property, exhibitor brand or company logos, signs, and/or trademark displays will be limited to the official exhibit area only. The exterior of any display cabinet or structure facing a side aisle or adjacent exhibitor's booth must be suitably decorated at the exhibitor's expense. In fairness to all exhibitors, exhibits that produce objectionable odors or noise are not allowed. Booths that are two stories or higher must submit plans to SAEM for approval. Display material (including showcase displays or storage cabinets, electrical fixtures, wire, conduits, etc.) must adhere to the Exhibit Construction Guidelines outlined in the Exhibitor Service Kit (or [www.saem.org](http://www.saem.org)).

#### Solicitation

Exhibitors must remain within their own exhibit spaces when demonstrating products and/or when distributing literature, product samples, or other materials and may not call or invite other exhibitors into their spaces nor use the aisles or other areas of the hotel and convention center for this purpose.

#### A/V Usage

Audiovisual usage relating to exhibitor equipment is permitted provided that projection equipment and screen are located in the rear one-third of the booth, that all viewers stand or sit within the booth, and that sound is kept at a conversational level and is not objectionable or audible to neighboring booths. Video taping and streaming are not allowed without prior approval from SAEM.

#### Lighting

SAEM reserves the right to restrict the use of glaring lights or objectionable light effects.

#### Safety Regulations

Fire regulations require that all display materials be fire resistant or treated with a flame-retardant solution that meets the requirements of the standard flame test provided by the Convention Center and its municipality for fire prevention. Electrical signs and other electrical equipment must be wired to meet the specifications of Underwriters Laboratories. No storage of any kind is allowed behind the back drapes or in the exhibit space. All cartons, crates, containers, and packaging materials will be stored by the official service contractor at the exhibitor's expense. Up to one day's supply of operational materials may be stored within the exhibit space. All aisles, corridors, exit areas, and exit stairways must be maintained at the required width at all times that the exposition is open. No obstruction, such as chairs, tables, displays, or other materials, will be allowed to protrude into the aisles. Each exhibitor, while participating in this exposition, is charged with possessing knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor.

#### Photography and Sketching

Cameras, camcorders, video recorders, and digital cameras may be carried into the exhibit area, but under no circumstance may photography, drawings, audiotaping or videotaping be allowed without the written consent of the exhibitor concerned in each case. SAEM reserves the right to allow its contracted photographer to take general photos of the exposition at select times during the Annual Meeting & Exhibition. The photographs will be retained by SAEM and used only for general promotion of future events and programs.

#### Complaints and Amendments of Rules

This contract shall be governed by the laws of the city of Des Plaines, IL, USA. Exhibitor agrees to abide by the rules and regulations of the Sheraton New Orleans Hotel. Any claim or dispute related to or connected with this agreement shall reside in the courts of the State of Illinois.

#### Hanging Signs

Electrical requirements, projection requirements, and all furniture and accessories are the responsibility of the exhibiting company. Forms for these will be provided in the Exhibitor Service Kit, available in January 2018.

#### Indemnification and Insurance

Exhibitors shall indemnify, hold harmless, and defend SAEM, the Sheraton New Orleans Hotel, their directors, agents, and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expense (including, without limitation, attorneys' fees and expenses) arising out of or relating to the exhibitor's use of the convention center or from the conduct of exhibitor's business or from any activity, work, or things that may be permitted or suffered by exhibitor in or about the exhibit and the convention center or from any breach or default in the performance or any obligation on the exhibitor's part to be performed under any provision of this agreement or arising from any negligence of exhibitor or any of its agents, contractors, employees, or invitees, including but not limited to the use of patented, trademarked, or copyrighted materials, equipment, devices, processes, or dramatic rights furnished to or used by exhibitor, or other persons in connection with the exhibit and the convention center. Insurance protection will not be afforded to the exhibitor by the Association nor by the Sheraton New Orleans Hotel. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and carry public liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. Policies shall name the Society as a named additional insured. Certificates of insurance must be furnished prior to move-in at the Sheraton New Orleans Hotel. Proof of insurance must be postmarked on or before May 1, 2017 and mailed to: SAEM, Attn: Holly Byrd-Duncan,

1111 East Touhy Ave., Suite #540 Des Plaines, IL 60018

Meetings/Events/Promotions Outside of the Exhibit Hall

Exhibitors wishing to host activities, sponsorships, etc., are required to follow specific guidelines and rules supplied by SAEM upon request. No meeting or activity can be scheduled during any SAEM sanctioned activity/session. Contact John Landry at [exhibitors@saem.org](mailto:exhibitors@saem.org) or 847-257-7224. Booth

#### Accessibility/ADA Compliance

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their booth space, including but not limited to wheelchair access. Further information regarding ADA compliance is available at (800) 514-0301 or at [www.usdoj.gov/crt/ada/inline.htm](http://www.usdoj.gov/crt/ada/inline.htm).

#### Security

Professional security guard service is provided throughout the exhibitor installation and dismantle periods. SAEM provides perimeter hall security after hours during the exposition. However, SAEM, security service, and the Sheraton New Orleans Hotel are not responsible for any loss or damage to exhibitor property.

#### Advertising

SAEM does not endorse or promote any products or services related to an exhibit. The use of the SAEM logo, name, annual conference/exhibition artwork, or any representations thereof shall be only at the express written consent of show management.

Third parties acting on behalf of or representing the exhibitor must adhere to and abide by all SAEM rules and regulations. It is the exhibiting company's responsibility to make its agencies and/or contractors aware of all guidelines and deadline dates and to forward promotional materials, service manuals, and forms that are the responsibility of the third party.

#### Distribution of Advertising Material

Canvassing any part of the exhibit hall or meeting rooms is strictly forbidden; anyone doing so will be escorted from the SAEM Annual Meeting. Canvassing or distributing advertising material or other literature by an exhibitor outside of the exhibitor's allotted booth space is not permitted. Exhibitors may not use SAEM or Annual Meeting logos in connection with any product or advertising.

#### Demonstrations, Interviews, Subletting

Demonstrations by exhibitors should contribute to an attendee's knowledge in a professional way. Adequate space should be available for demonstrations and interviews within the confines of the individual exhibitor's booth and should not interfere with normal traffic flow nor infringe in any way on neighboring exhibits. Exhibitors must seek permission from the Society to host any such activities. Additional fees and time restrictions may apply.

#### Product Samples/Promotional Items

SAEM only permits exhibitor giveaways that are educational and modest in value. This restriction does not apply to nonprofit exhibitors or to exhibitors outside of the health care sector. If there are any statements, logos, or artwork appearing on the giveaway other than that associated with the exhibiting company, the exhibitor is required to send a sample of the promotional artwork to SAEM show management for approval.

#### FDA Disclosure Requirements

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the United States Food and Drug Administration (FDA) must (1) contain only objective statements about the product; (2) contain no claims that state or imply, directly or indirectly, that the product is reliable, durable, dependable, safe, or effective; and (3) contain no claims that the product is in any way superior to any other marketed products. These drugs/devices must be displayed solely for the purpose of obtaining investigators and must be accompanied by instructions for becoming an investigator and an outline of investigator responsibilities. Drugs/devices will only be permitted when accompanied by appropriate signage indicating the clearance status. Signs must be visible, situated near devices, clearly legible, and contain the following statement or one that is similar: "Caution: Investigational Device Limited by Federal (or United States) Law to Investigational Use." Clear unequivocal statements that the drug/device is under investigation and is available only for investigational use are to be made in all oral presentations as well. Exhibitors are further advised to adhere to the FDA prohibition on the promotion of cleared drugs and devices for unapproved uses. Specifically, pharmaceutical manufacturers cannot proactively discuss off-label uses, nor may they distribute written materials (promotional pieces, reprints of articles, etc.) that mention off-label uses. FDA defines off-label use as "use for indication, dosage form, dose regimen, population, or other use parameter not mentioned in the approved labeling."

#### General

All matters and questions not covered in the contract to exhibit are subject to the express decision of the Society. The terms of this contract and all other rules and regulations applicable to the Annual Meeting & Technical Exhibition and to the exhibitor's space may be amended at any time by the Society, and all amendments so made shall be equally binding on the exhibitor and all other exhibitors affected by them. In the event of any amendment or additions to this contract and/or other rules and regulations applicable to the event and the exhibitor's exhibit space, written notice will be given by the Society to the exhibitor and all other exhibitors that may be affected by them. Without limiting any other rights and legal remedies the Society may have against exhibitor, in the event the exhibitor does not abide by this contract and/or any rules and regulations applicable to the Annual Meeting & Technical Exhibition and the exhibitor's exhibit space, the exhibitor's privileges will be forfeited and, at the Society's discretion, the exhibitor must immediately vacate the exhibit hall and remove all exhibitor property and exhibit materials.

#### Interruption or Prevention of Technical Exhibition

In the event the Technical Exhibition is interrupted or prevented to be held for any reason beyond the control of SAEM, then this exhibit space contract shall terminate and the exhibitor hereby waives any claim against SAEM for damages of any kind or nature by reason of such termination except that any unearned portion of the space rental due hereunder shall abate, or, if previously paid, shall be refunded by SAEM to the exhibitor after deduction of such amounts as may be necessary to cover expenses incurred by SAEM in connection to the Technical Exhibition.

#### Sanctions for Violations

SAEM reserves the right to control or prohibit any exhibit that in its opinion is objectionable, may detract from the general character of the exposition, and is not in keeping with the policies of SAEM. This reservation refers to companies, persons, products, and/or printed matter. SAEM may impose appropriate sanctions regarding current or future participation in SAEM exhibit programs. In the event of such restrictions or eviction, the SAEM will not be liable for any refunds, rentals, or exhibit expenses.

\* I have read and agree to the terms of this contract including, the portion directed to the Web:  
INITIAL: \_\_\_\_\_