



Sponsorship and Advertising Terms and Conditions

Eligibility

Participation as a sponsor or advertiser is subject to review and approval by SAEM. SAEM reserves the right to determine the eligibility of any company, product, or service, and to reject sponsorship or advertising that does not align with the mission, standards, or values of SAEM. All participating organizations must comply with applicable laws and regulations.

Terms of Payment

Sponsorship and advertising fees must be paid in full prior to the activation of any agreed-upon benefits. SAEM reserves the right to withhold benefits or placements for any unpaid balances.

Sponsorship Cancellations and Non-Transferability

Written cancellations must be submitted to exhibitors@saem.org. Refunds are issued as follows:

- **On or before January 31, 2026:** 50% refund
- **On or after February 1, 2026:** No refunds

Sponsorship and advertising fees are non-transferable and may not be applied to future SAEM meetings or offerings.

Deliverables & Deadlines

Sponsors must submit all required materials (e.g., logos, ad files, artwork) by the deadlines outlined SAEM. Late submission may result in forfeiture of associated benefits without refund or credit. SAEM reserves the right to modify deliverables due to logistical or production constraints, making reasonable substitutions when needed.

Brand Visibility and Promotional Limits

Brand visibility is restricted to agreed-upon placements as specified in the sponsor agreement. Sponsors may not display signage, distribute materials, or host promotional activities outside of designated areas without written approval from SAEM. Unauthorized use of SAEM's name, logo, or branding is prohibited. All co-branded materials must be pre-approved in writing.

Shipping, Handling, and Drayage Costs

All costs associated with the shipping, handling, drayage, storage, and transportation of materials or equipment to and from the event venue are the sole responsibility of the sponsoring company. This includes, but is not limited to, items provided as part of an in-kind donation for educational workshops or sessions. **SAEM will not be responsible for any such charges under any circumstances.**

Sponsor Registration and Badges

Sponsors are encouraged to register their on-site representatives in advance. The deadline to register sponsor personnel is **March 31, 2026**. Sponsorship packages that include exhibit space are entitled to two complimentary *exhibit hall only* badges per 10' x 10' booth. Additional badges may be purchased for **\$90 each (nonrefundable)**, not to exceed the original allotment. Sponsor badges are non-transferable and may be revoked if used by anyone other than the individual to whom they were issued. Badges are required for entry into the exhibit hall and must be worn visibly at all times during the event. *Business cards or any other materials may not be inserted into SAEM-issued badge holders.*

Data Privacy / Lead Retrieval

SAEM provides access to attendee contact information through its official lead retrieval system, **LeadPro by Momentive Software**, which is included in all sponsorship packages that feature exhibit space. All attendee data collected through LeadPro or through in-person interactions must be used solely for legitimate business follow-up and in full compliance with applicable data privacy laws, including but not limited to the GDPR and CCPA. Sponsors are strictly prohibited from selling, sharing, or distributing any attendee information without the explicit, informed consent of the individual. Use of third-party lead retrieval systems is not allowed without prior written approval from SAEM.

Sponsor Conduct and Professionalism

SAEM is committed to fostering a professional, respectful, and inclusive environment across all aspects of the annual meeting. All sponsors and their representatives are expected to uphold the highest standards of professionalism not only within the exhibit hall, but throughout the entire conference — including educational sessions, networking events, and public or shared spaces.

Sponsor booth staff must remain within the confines of their assigned booth space and may not block aisles or encroach on neighboring exhibits. Interfering with other organizations' displays, presentations, or attendee interactions is prohibited. All sponsor representatives must wear appropriate business attire and engage respectfully with fellow sponsors, attendees, faculty, and SAEM staff.

Disruptive behavior — including aggressive sales tactics, inappropriate language, or unprofessional conduct — is strictly prohibited. All promotional materials, signage, and attire must be suitable for a professional medical audience. The use of offensive content, over-sexualized imagery, or harassing behavior will result in removal from the event without refund and may affect eligibility for future SAEM programs.

Sponsor activities must remain within their contracted exhibit or event space. No branding, signage, or promotional materials may be displayed or distributed outside of designated areas — including hotel lobbies, elevators, or educational session rooms — without prior **written approval** from SAEM.

No Suitcasing / Outboarding Policy

SAEM strictly prohibits suitcasing, defined as the unauthorized promotion or marketing of products or services in the exhibit hall or other event spaces by individuals or companies without an official exhibit booth. Similarly, outboarding—hosting events such as meetings, receptions, or hospitality suites during official SAEM event hours **without prior written approval**—is not permitted.

Violators of this policy may be **removed from the event without refund** and may be **prohibited from participating in future SAEM meetings or events**.

A/V Usage, Technology, Internet, and Electrical Services – Sponsors

Sponsors may utilize audiovisual (A/V) equipment within their assigned booth space or as part of an officially sponsored session or program, provided the following guidelines are observed:

- All projection equipment and screens in booth spaces must be positioned in the rear one-third of the booth;
- All viewing and listening activities must remain within the designated area (booth or session room);
- Sound levels must be kept at a respectful, conversational volume that does not interfere with adjacent exhibits or programming.

SAEM reserves the right to restrict or terminate any A/V usage that it determines to be disruptive, unsafe, or otherwise inappropriate for a professional medical environment.

Live streaming, video recording, and audio recording of any content within the exhibit hall, educational sessions, or other SAEM-sponsored spaces is **strictly prohibited** without **prior written approval** from SAEM.

Sponsors are solely responsible for arranging and covering costs associated with A/V, technology, internet, or electrical services needed for their booth, sponsored sessions, or ancillary events. All such services must be ordered through the official providers listed in the **Service Kit**. SAEM is not liable for service interruptions, technical failures, or delays caused by third-party vendors or the event venue.

All equipment used must comply with applicable safety codes and electrical standards. Sponsors are responsible for ensuring safe and appropriate setup, operation, and teardown of all equipment and technology.

Indemnification and Insurance

Sponsors agree to indemnify, hold harmless, and defend the Society for Academic Emergency Medicine (SAEM), the Atlanta Marriott Marquis Hotel, and their directors, agents, and employees from any and all losses, claims, liabilities, damages, actions, judgments, or expenses (including attorneys' fees and costs) arising out of or related to the sponsor's participation in the SAEM Annual Meeting. This includes, but is not limited to, any activities, materials, sponsored programs, or events conducted by the sponsor; any use of space or facilities; any breach of this agreement; or any negligence by the sponsor or its agents, contractors, employees, or invitees. This obligation also covers the use of patented, trademarked, or copyrighted materials or other proprietary rights used or furnished by the sponsor in connection with the event.

SAEM and the Atlanta Marriott Marquis Hotel do not provide insurance coverage for sponsors. Sponsors must maintain their own insurance covering all sponsorship-related activities and materials against damage, loss, and liability. This includes carrying general liability insurance with minimum limits of \$1 million per occurrence and \$1 million aggregate, covering bodily injury and property damage. Insurance policies must name the Society for Academic Emergency Medicine as a **named additional insured**.

Certificates of insurance must be submitted to **exhibitors@saem.org** on or before **May 1, 2026**. Sponsors with exhibit space or other on-site presence will not be permitted to move in or participate without a valid certificate of insurance on file.

Meetings, Events, or Promotions Outside of the Exhibit Hall

Sponsors intending to host activities, events, meetings, or off-site promotions must receive prior written approval and are required to follow specific guidelines and rules supplied by SAEM upon request. No meeting or activity can be scheduled during SAEM sanctioned activity/session. Contact **exhibitors@saem.org** to coordinate.

Security and Liability

SAEM provides general event security but is not responsible for the loss or damage of sponsor property, professional security guard service is provided throughout the installation and dismantle periods. SAEM provides perimeter hall security after hours during the exposition. However, SAEM, security service, and the host Hotel are not responsible for any loss or damage to exhibitor property.

Advertising

SAEM does not endorse or promote any products, services, or content associated with a sponsorship. The **use of the SAEM name, logo, annual meeting branding, or any associated artwork or likeness** is strictly prohibited without **prior written consent** from SAEM.

Sponsors must ensure that all advertisements, promotional materials, and communications related to their sponsorship are accurate, professional, and compliant with SAEM guidelines. **Third parties acting on behalf of or representing a sponsor**—including marketing agencies, contractors, and vendors—must adhere to all SAEM rules, regulations, and deadlines. It is the sponsor's responsibility to ensure their partners are informed of applicable requirements and receive the necessary promotional guidelines, artwork permissions, and submission instructions.

Unauthorized or misleading use of SAEM branding or sponsorship representation may result in loss of sponsorship benefits, removal from the program, and/or exclusion from future SAEM opportunities.

Advertising Distribution and Conduct

Sponsors must limit the distribution of advertising materials, promotional items, or literature to their **designated sponsorship area**, such as their contracted booth, sponsored session room, or other approved space. **Canvassing, soliciting, or distributing materials outside of these assigned areas—including in meeting rooms, hallways, lobbies, elevators, or other public/common spaces—is strictly prohibited.** Any sponsor or sponsor representative found engaging in such activity may be removed from the SAEM Annual Meeting and may forfeit sponsorship privileges without refund.

Use of the **SAEM name, logo, annual meeting branding, or artwork** in any promotional material, product, or advertisement is **prohibited without prior written consent** from SAEM.

It is the sponsor's responsibility to ensure that all agents, contractors, and representatives acting on their behalf are aware of and comply with SAEM's advertising and distribution policies. Failure to comply may result in loss of access to sponsorship benefits and exclusion from future participation.

Promotional Items, Giveaways, and Demonstrations

Sponsors may distribute promotional items or giveaways as part of their sponsorship, provided such items are **modest in value** and **educational in nature**, in keeping with the professional and academic tone of the SAEM Annual Meeting. This policy applies to all sponsored activities, including booths, sponsored sessions, and ancillary events.

Any giveaways or materials displaying **third-party logos, messages, or branding not directly associated with the sponsoring organization** must be submitted in advance to SAEM for written approval. SAEM reserves the right to deny the distribution of any item it deems inappropriate, overly promotional, or inconsistent with the meeting's objectives.

All product demonstrations or sponsor-led activities must remain within the assigned sponsorship area and **must not interfere with the flow of attendee traffic or disrupt neighboring sponsors or sessions.**

It is the responsibility of the sponsor to ensure full compliance with these guidelines and to coordinate with SAEM in advance regarding approval of materials, if needed. Noncompliance may result in forfeiture of distribution privileges or other sponsorship benefits.

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, re-prints 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."

Compliance with Ethical Standards

All sponsors of the SAEM Annual Meeting are required to comply with applicable industry ethical standards and codes of conduct governing interactions with healthcare professionals. This includes, but is not limited to, adherence to the [PhRMA Code on Interactions with Healthcare Professionals](#), the [AdvaMed Code of Ethics on Interactions with Health Care Professionals](#).

Sponsors must also comply with all federal, state, and local laws and regulations related to the marketing, promotion, and distribution of materials or services, as well as engagement with medical professionals and trainees.

It is the sponsor's responsibility to ensure that all promotional activities, sponsored sessions, giveaways, and on-site interactions reflect ethical and legal best practices.

Failure to comply may result in removal from the SAEM Annual Meeting and exclusion from future sponsorship opportunities.

Photography, Videography, and Recording

To maintain a respectful, secure, and distraction-free environment for all participants, **photography, video recording, audio recording, livestreaming, and sketching** are strictly prohibited throughout the SAEM Annual Meeting—including the **exhibit hall, educational sessions, networking events, and sponsored programs**—unless **prior written approval** is obtained from SAEM.

Sponsors may submit a request to conduct photography or videography related to their **sponsored booth, session, or activity**, but must coordinate with SAEM in advance. Approval is not guaranteed and will be evaluated based on potential disruption, compliance with privacy considerations, and alignment with the meeting's educational and professional standards.

No sponsor or representative may photograph, record, or sketch another sponsor's or exhibitor's booth, materials, or programming without **express written consent** from the party concerned and from SAEM. Unauthorized photography or recording may result in confiscation of equipment or media, removal from the event, and disqualification from future participation.

SAEM reserves the right to have its **official event photographer/videographer** capture content during the Annual Meeting. These materials may be used for the society's future promotional or archival purposes.

General Terms

All matters and questions not specifically covered in this agreement shall be subject to the sole discretion of the Society for Academic Emergency Medicine (SAEM). SAEM reserves the right to amend, interpret, and enforce any rules and regulations governing participation in the SAEM Annual Meeting. Any amendments or additions will be binding upon all affected parties once written notice has been provided. If an exhibitor fails to comply with the terms of this agreement or with SAEM's rules and regulations, SAEM reserves the right to revoke event privileges. At SAEM's discretion, the exhibitor may be required to immediately vacate the event premises and remove all associated materials or displays. These actions do not limit SAEM's right to pursue other remedies available under law or policy.

Force Majeure / Interruption or Prevention of Exhibition

In the event that the SAEM Annual Meeting & Exhibition is postponed, curtailed, relocated, rescheduled, or cancelled due to circumstances beyond the reasonable control of SAEM, including but not limited to acts of God, natural disasters, fire, flood, severe weather, war, terrorism, civil unrest, labor strikes or disputes, governmental regulation or order, public health emergency (including pandemics or epidemics), transportation or utility disruptions, or any other emergency or event that makes it

impracticable, illegal, or impossible to hold the event as planned, this agreement shall terminate.

In such an event, the sponsor hereby waives any and all claims against SAEM for loss, damages, or expenses, including but not limited to those arising from loss of business, revenues, or promotional opportunities. SAEM will make reasonable efforts to refund a portion of any sponsorship fees previously paid, after deduction of expenses already incurred or committed in connection with the sponsorship.

At SAEM's sole discretion, the conference may be rescheduled or transitioned to a virtual format. In the event of rescheduling or a format change, the sponsor will be offered the opportunity to participate under revised terms and conditions. If the sponsor elects not to participate, any applicable refunds will be determined based on the revised terms and costs incurred by SAEM.

Sanctions for Violations

SAEM reserves the right to control or prohibit any sponsorship or exhibit activity, product, material, or conduct that, in its sole discretion, is objectionable, not in keeping with the policies or mission of SAEM, or may detract from the overall character of the Annual Meeting & Exhibition. This applies to companies, their representatives, products, printed materials, displays, and any other element associated with their participation. SAEM may impose sanctions it deems appropriate for violations of this agreement or any related rules and regulations. Sanctions may include, but are not limited to, removal from the event, forfeiture of exhibit or sponsor privileges, and restriction or denial of future participation in SAEM events and programs. In the event of such restrictions or eviction, SAEM shall not be liable for any refund of fees, rental charges, or any related expenses incurred by the sponsor or exhibitor.

Complaints and Amendments of Rules

This contract shall be governed by the laws of the state of Illinois, USA. Sponsors agree to abide by the rules and regulations of the Atlanta Marriott Marquis Hotel. Any claim or dispute related to or connected with this agreement shall reside in the courts of the State of Illinois.