

Assisted Reproduction~ From the Clinic to the Lab: Blazing New Trails

TERMS & CONDITIONS

Available Tradeshow Hours: All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set up late or tear down early, as this is an embarrassment to the organization.

Space Assignment: Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. Florida Society of Reproductive Endocrinology and Infertility (FSREI) will confirm the receipt of money/contract along with a space assignment. FSREI reserves the right to rearrange the floor plan where necessary to facilitate a successful traffic flow. It also reserves the right to reject, at its discretion, any application to exhibit. The room is not large but every effort will be made to separate direct competitors. Exhibitors are confined to the area leased.

Cancellation: Once formal application has been received, cancellation must be submitted to FSREI, in writing, by June 25, 2010. If no cancellation notification in writing is received, no refund will be made. Refunds requested before June 25, 2010 will be credited minus the \$500 administration fee. There are no refunds for no shows or those canceling within 30 days.

Exhibit Rules: The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. Exhibitor is responsible for damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. FSREI reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of FSREI is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising, soliciting or anything of a similar nature.

Display Requirements and Restrictions: FSREI retains the right to deny the exhibition of inappropriate items and products. Please contact the Convention Manager with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drugs mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

Unauthorized Canvassing and Distribution of Advertising Matter: Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the Convention Manager any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth or by specific permission of FSREI.

Exhibits with Electrical Requirements: Machines and apparatus operated by electricity must not distract or annoy other exhibitors. Electrical arrangements must be made through exhibit contractor.

Modesty and Live Demonstration: The use of models, biological tissues, or animals is strictly forbidden.

Subletting of Space: No subletting of space will be permitted. Only one company may exhibit per booth.

Liability: The property will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. FSREI will not guarantee Exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors are urged to secure valuables nightly or take them with them when they leave the room for the day. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend FSREI, Compass Management, the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

Note to Exhibitors

Exhibit Hall aisles must be cleared of boxes and crates and booth construction completed on Friday, August 6 by 5:00 PM. A \$500 fee will be assessed if the exhibit space is not completely set up by 5:00 PM on Friday, August 6, is broken down before official tear-down hours at 3:30 PM on Saturday, August 7 or company is a no-show.

BENEFITS OF EXHIBITING

This event hosts nationally recognized faculty that has 100 registrants which will allow your company to:

- Generate sales leads from current and new prospects
- Identify trends within the industry
- Distribute samples with important cliental

The event organizers will provide your company with:

- Pre and post conference attendee lists for continued networking opportunities
- An extended welcome reception that will allow you to socialize with current and new prospects
- Additional sponsorship opportunities for increased visibility

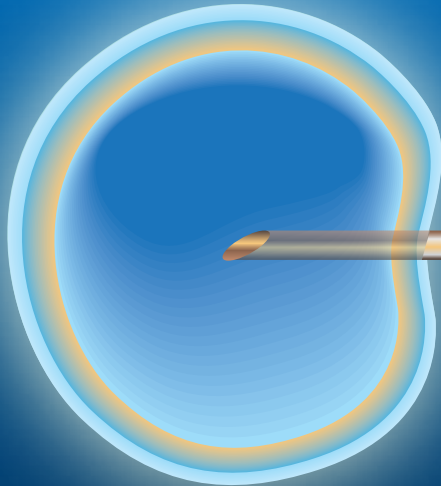
Explore Your Opportunities Within

Assisted Reproduction From the Clinic to the Lab: Blazing New Trails

August 6–7, 2010 • Fontainebleau Hotel • Miami Beach, Florida

Exhibitor Prospectus

**FLORIDA SOCIETY OF REPRODUCTIVE
ENDOCRINOLOGY AND INFERTILITY**



Assisted
Reproduction

From the Clinic
to the Lab:

Blazing New Trails

2010 ANNUAL MEETING

*August 6-7, 2010
Fontainebleau Hotel
Miami Beach, Florida*

Jointly Sponsored by
Florida Society of Reproductive Endocrinology and Infertility
and the American College of Obstetricians and Gynecologists

EXHIBIT INFORMATION

VENUE INFORMATION

Friday, August 6 – Saturday, August 7, 2010
Fontainebleau Hotel
4441 Collins Avenue, Miami Beach, FL 33140
Reservations: 1-800-548-8886

When calling to make a reservation, please make sure to ask for the PATHWAYS group rate. Room rates begin at \$164/night. The cut-off date is July 7, 2010, or until the room block is filled. After this date, reservations and rates are subject to availability.

BOOTHS FEES & EQUIPMENT

Early Bird Exhibit Fee (before April 1st) – **\$2,000 Exhibit Fee** (after April 1st) – **\$2,250**

Your exhibit booth will include the following:

- 8' x 10' booth with pipe-and-drape
- (1) 6' Draped Table
- (2) Chairs
- (1) Wastebasket
- (1) Identification Sign
- (2) Representative Name Badges
- Carpeting for Booth
- Company Listing in promotional materials and on meeting website

Two booth representatives are included in your booth fee. There is a \$100 fee for each additional representative.

EXHIBIT HALL HOURS (Times are subject to change)

► Friday, August 6

Exhibitors Move In: 12:00 PM–5:00 PM
Reception: 6:15 PM–8:30 PM

► Saturday, August 7

Hall Open: 7:00 AM–3:30 PM
Exhibitors Move out: 3:30 PM

OFFICIAL EXHIBIT HALL CONTRACTORS

Gilbert Exposition Management Services: GEMS
Attn: Monica Polanco
P: 407-438-5002 • F: 407-852-0286
monica@gemsevents.com

BOOTH ASSIGNMENTS

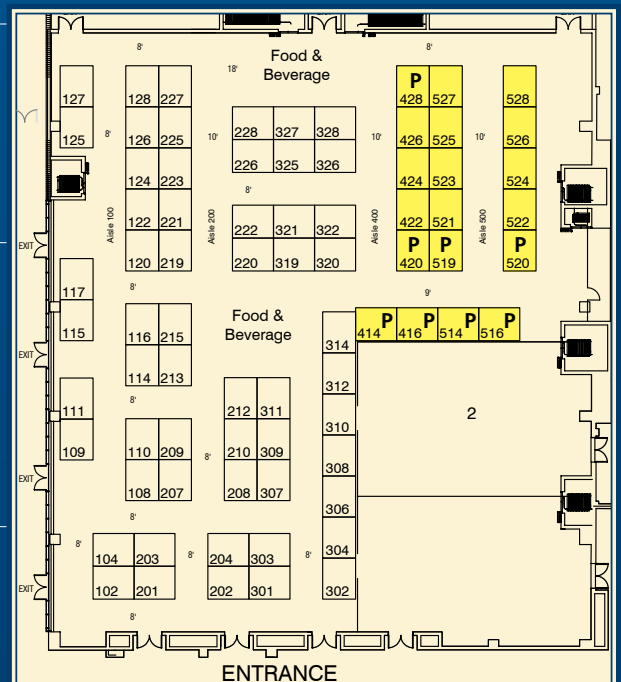
All booths will be assigned **two weeks prior** to the meeting dates to provide maximum separation of competitors with consideration given to past exhibit participation and order in which application and full payments are received.

*Please select booth preference on Exhibitor Application.

CONTACT INFO

If you are interested in becoming an Exhibitor please contact:

Lindsay Otto
Exhibit Coordinator
P: 904-309-6213
F: 904-998-0855
E-mail: lwotto@flobgyn.org



FSREI Exhibit Area

P = Priority

EXTEND YOUR REACH TO THE REI AUDIENCE

- Complimentary Exhibit Booth
- Priority Placement in the Exhibit Hall
- Special company recognition in the onsite meeting program, on the meeting website and on meeting signage
- Additional exhibit badges for company representatives

MARKETING OPPORTUNITIES

Marketing Opportunities have been designed to recognize the contributions of those supporters who pledge a funding commitment to the meeting. Supporters will be prominently acknowledged for providing support at or above the levels described below. If your company's support* including booth purchase meets or exceeds the Gold Level, your company will receive additional benefits including the opportunity to host a product theater.

**Support includes any of the exhibitor packages or add-ons on the application page.*

Gold Supporters—\$10,000

- Complimentary double booth
- 5 name badges for Representatives

Silver Supporters—\$7,500

- Complimentary booth
- 4 name badges for Representatives

Bronze Supporters—\$5,000

- Complimentary booth
- 3 name badges for Representatives

NEW THIS YEAR

DINE WITH THE DOCS AND HOST AN EXHIBITOR THEATER

Consider hosting a dinner on Friday evening or exhibitor theater to connect with attendees. If you are interested in either opportunity, contact Colleen Filbert at 904-309-6209.

CONTACT INFO

If you are interested in any of the marketing or dinner opportunities, please contact:

Colleen Filbert
Assistant Director of Programs
P: 904-309-6209
E-mail: cfilbert@leadingstar.com

**The Florida Society of Reproductive Endocrinology and Infertility is a non-profit organization, tax ID number 62-1465796.*



Jointly Sponsored by
Florida Society of Reproductive Endocrinology and Infertility
and the American College of Obstetricians and Gynecologists

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2010 MEETING EXHIBIT APPLICATION

RESERVE YOUR BOOTH TODAY! SPACE IS LIMITED!!

You may choose one of our convenient pre-made exhibitor packages or build your own booth according to your specific preferences. For more information on Exhibitor Booth Packages, contact **Lindsay Otto – lwotto@flobgyn.org and 904-309-6213.**

SIGN UP BY APRIL 3rd AND SAVE \$250

EXHIBIT & SUPPORT PACKAGES

Package prices valid until April 3rd

After this date you may build your own package

- Basic Booth Package** \$2,000
Includes 8'x10' booth, 6' table, chair, drape, 7"x 44" ID sign, and wastebasket. Company listing in Onsite Guide, acknowledgement on meeting signage and 2 exhibitor badges included. (Additional badges are \$100/each)
- Booth & Attendee Bag Stuffer Package** \$2,500
Includes Basic Booth Package and your custom print piece inserted in all attendees' registration bags.
- Booth & Advertising Package**..... \$2,950
Includes Basic Booth Package and a full-page ad in the onsite program and half-page ad in Membership Directory.
- Booth & Door Drop Package** \$3,500
Includes Basic Booth Package and door drop to all attendees staying at hotel with your custom print piece.
- Booth & Coffee/Refreshment Break Package*** \$5,000
Includes Basic Booth Package, sole sponsorship of morning refreshment break, and special sign recognition as refreshment break sponsor.
- Booth & Attendee Registration Bags Package*** \$6,750
Includes Basic Booth Package, sole sponsorship of registration bags for all attendees personalized with your company logo

BUILD YOUR OWN PACKAGE!

- Basic Booth, before April 3rd \$2,000
- Basic Booth, after April 3rd \$2,250

ADD-ONS

- Coffee/Refreshment Break* \$4,000
- Door Drop..... \$2,000
- Bag Stuffer.....add \$1,000
- Half-page ad in Member Directoryadd \$750
- Full-page ad in Onsite Guide.....add \$500
- Extra Representative Badgeadd \$100

*Available on a limited first come, first serve basis.

Total Amount \$ _____

PAYMENT AND BILLING INFORMATION

To sign up for Exhibit Space, fill out this form and fax it to 904.998.0855 or mail this completed form with check enclosed payable to FOGSto: 6816 Southpoint Parkway, Suite 1000, Jacksonville, FL 32216

Visa American Express MasterCard Security Code _____

Number _____ Exp. Date _____

Name on Card _____ Signature _____

Payment for Exhibit Space must accompany registration or we will be unable to reserve your booth(s).

APPLICANT INFORMATION

Company _____ Name/Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Booth Preference _____ 1st choice _____ 2nd choice _____ 3rd choice _____

ONSITE CONTACT INFORMATION

Onsite Representative _____ Cell _____

Email _____

Badge Name 1 _____ Badge Name 2 _____

(Additional badges \$100/person)

Badge Name 3 _____ Badge Name 4 _____

This Exhibitor Agreement is entered into between _____ (Exhibitor) and the Florida Society of Reproductive Endocrinology and Infertility. This agreement takes effect upon signing by Exhibitor. The Exhibitor hereby requests FSREI to provide Exhibitor with exhibit space at the Assisted Reproduction Meeting. Exhibitor further agrees to abide by all Exhibitor terms and conditions as outlined in the Terms and Conditions including having full booth set up by 5:00 PM on Friday, August 6 and to not tear down before Saturday, August 7 at 3:00 PM. Exhibitor agrees that if they do not follow these set up and tear down guidelines, the company will be charged \$500 and will be suspended from future shows. **DISCLAIMER:** Exhibit space is awarded on a first-come, first-served basis. Submission of this form does not guarantee exhibit space. FSREI will notify Exhibitor applicant if exhibit space request cannot be honored. A confirmation packet will be sent upon arrival.

Signature: _____ Date: _____

Print Name: _____

**FLORIDA SOCIETY OF REPRODUCTIVE
ENDOCRINOLOGY AND INFERTILITY**



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2010 ANNUAL MEETING

SAVE THE DATES

<p>25-word Company Description Upon Signing</p> <p>Exhibit Payment Upon Signing</p> <p>Hotel Reservations July 7, 2010</p>	<p>Onsite Guide Ad Due July 16, 2010</p> <p>Bag Stuffer Materials Due* July 26, 2010</p> <p>Door Drop Materials Due* July 26, 2010</p>
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*All materials need to be shipped to FSREI office by this date