

SBI 10th Postgraduate Course
Sponsored by the Society of Breast Imaging
May 18 - 21, 2011 Conference / May 18 - 20, 2011 Exhibits
Grand Hyatt San Antonio, Texas

Exhibit Space Application and Contract

Instructions

- * Please print clearly or type all information requested.
- * Sign this copy and mail with FULL payment to: SBI Exhibit Management, Attn: Justine Wood
1891 Preston White Drive, Reston, VA 20191
- * Return by December 15, 2010 for first consideration in space assignments.
- * Booth assignments will be mailed in February 2011.

Exhibit Company/Organization Information

Company: _____
Please list company name exactly as it should appear in conference printed materials, including "Inc.", "LLC", etc.

Booth Contact Name: _____
All information will be sent to the person listed above and this person is responsible for distributing the appropriate SBI show management information to the individuals working on the logistics for the exhibit booth--**both internal co-workers and external company staff hired to handle booth logistics.**

Mailing Address: _____

City, State, Zip/Postal Code, Country: _____

Phone: _____

E-mail: _____

Exhibit Agreement

I have read and understand the 2011 SBI 10th Postgraduate Course Exhibit Rules and Regulations and information included in the 2011 SBI 10th Postgraduate Course Exhibitor Prospectus. On behalf of my company, we agree to abide by the requirements outlined in these documents, including the Liability and Coverage requirements. Any violation of the provisions in these documents will result in a forfeiture of all exhibit points accumulated in 2011.

Completed by (print name): _____

Signature: _____ Date: _____

Title: _____

Space Selection

Booth Number(s)	Booth Size: 10' x 10' units \$2,500 per unit	# Corners: \$200 per corner	Total Amount
1st Choice: _____	_____	_____	\$ _____
2nd Choice: _____	_____	_____	\$ _____
3rd Choice: _____	_____	_____	\$ _____

SBI Show Management reserves the right to assign, rearrange, and relocate booths as necessary.

Space Selection - continued

- Proximity to Specific Exhibiting Companies

List exhibiting companies you wish to be near:

1. _____
2. _____
3. _____

List exhibiting companies you do NOT wish to be near:

1. _____
2. _____
3. _____

- Space Assignment Priority

Rank 1 – 2 – 3, beginning with most important criteria for space assignment:

___ Floor Location ___ Competitor Proximity ___ Corner Space

- Has your company exhibited at this SBI meeting in the past? YES or NO

If the company name has changed, please provide other company name(s) that may have been used in the past:

Company Listing for SBI 10th Postgraduate Course On-site Program

The on-site program will be distributed at the conference and may be used as a reference after the conference.

Company: _____

Contact Name: _____
(Usually the name of a sales person at your company)

Phone: _____

E-mail: _____

Web site: _____

Product / Service Description:

Please send via e-mail a 40-word company product and/or service description to jwood@SBI.org.

Payment

The acceptable form of payment is a check drawn on a US bank, payable to the Society of Breast Imaging.

Credit card payments are not accepted. Sign this document and mail it with payment in FULL to:

**SBI Exhibit Management, Attn: Justine Wood, 1891 Preston White Drive, Reston, VA 20191
SBI Federal Tax ID: 22-2701-841.**

For SBI Use

Date Received: _____ Check Number: _____ Amount: _____

Points: Date _____ + Historical _____ = Total points _____ Booth Number: _____

Booth assigned: _____ Date assigned: _____ SBI Staff: _____

**SBI 10th Postgraduate Course
May 18 - 21, 2011 Conference / May 18 - 20, 2011 Exhibit
Grand Hyatt San Antonio, Texas**

Exhibit Rules and Regulations

I. Restrictions on Exhibit Space Use

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them and previously approved by SBI. Two (2) or more exhibitors may share booth space with approval from SBI, on the condition that the number of 10' x 10' booths is equal to or greater than the number of companies sharing the booth space. Solicitations or demonstrations by exhibitors must be confined within the boundaries of their booth. No person, firm or organization not having contracted with SBI for space in the exhibit hall will be permitted to display or demonstrate any products, processes, or services, or solicit orders or distribute advertising materials at the conference. Any infringement of this regulation will result in the prompt removal of the offending person from the conference.

II. Cancellations and No-Show / Force Booth Set-up

For a cancellation or reduction of space after the signed contract is returned, 100% of the booth space fee will be retained by the SBI as liquidated damages. Notification of cancellation must be made in writing to SBI Exhibit Management via [email—jwood@acr.org](mailto:jwood@acr.org); mail--SBI, 1891 Preston White Drive, Reston, VA 20191) or fax (703) 716-4487. The email date, the date of the postmark, the fax date stamp, or the date the letter is submitted by a private express service will be the official cancellation date. In the event that no representative of an exhibiting company has set-up the company's booth by 11:00 AM on Wednesday, May 18, 2011, SBI will instruct the show decorator to assemble the booth and the exhibiting company agrees to pay for assembly charges.

III. Liability

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages or expenses relating to or arising out of any injury to any person or any loss of or damage to any property brought onto the premises of the Grand Hyatt San Antonio, where such injury, loss or damage is incident to, arises out of or is in any way connected with the exhibitor's participation in the SBI exhibits program. The exhibitor shall protect, indemnify, hold harmless and defend SBI, its officers, directors, agents and employees, and Grand Hyatt San Antonio, from and against any and all such claims, liabilities, losses, damages and expenses (including costs

of defending against such); provided that the foregoing shall not apply to any injury, loss or damage caused by or resulting from the negligence or willful misconduct of SBI or one or more of its officers, directors, agents or employees. Exhibitor further waives any claim against SBI, its officers, directors, agents or employees and the Grand Hyatt San Antonio arising out of the oral or written publication of any statement made in connection with the SBI 10th Postgraduate Course meeting by anyone who is not an employee of SBI concerning the exhibitor or the exhibitor's exhibit, products, or services. If any part of the exhibition hall is destroyed or damaged which prevents SBI from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or if occupancy of assigned space during any part or the whole of the exhibition period is prevented by a strike, an act of God, a national emergency or other cause beyond the control of SBI, then the exhibitor will be charged for exhibit space on a prorated basis only for the period during which SBI, its directors, officers, agents or employees are liable for any loss or damage which may arise as a result of such unavailability of assigned exhibit space.

IV. Coverage

Each exhibitor is responsible for maintaining such property and casualty insurance for its exhibit and display materials as the exhibitor shall deem adequate. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against SBI, its officers, directors, agents or employees. Each exhibitor must maintain general commercial liability insurance and workers' compensation insurance, each in an amount of not less than \$1 million (\$1,000,000) for any one occurrence, against claims for personal injury, death or property damage connected in any way with the exhibitor's participation in the exhibition. Such insurance must include coverage of the indemnification obligations of the exhibitor under Section III (entitled Liability) of these Exhibit Rules and Regulations and must cover SBI as an additional named insured. In addition, the insurance policy or policies must provide that coverage cannot be cancelled or reduced without at least ten (10) days prior written notice to SBI. The exhibitor shall provide SBI with an original certificate of insurance evidencing the maintenance of liability insurance complying with all requirements of this paragraph.

V. Security

We ask that you honor all security rules which have been established to assure that your property is not lost or damaged.

A. Overall guard service will be provided by SBI for the exhibit period, but neither the guard service nor SBI will be responsible for loss or damage to any property for any cause.

B. No luggage whatsoever will be allowed in the Exhibit Hall during move-in, exhibit operation or move-out. SBI reserves the right to inspect any package, box, handbag, or other means of conveyance leaving or entering the Exhibit Hall at any time. Anyone not allowing such inspection will not be allowed to enter with, or remove, uninspected property from the hall.

C. No one will be allowed in the Exhibit Hall before or after the published "open" hours without permission from SBI. Exhibitors must fully comply with pre and post exhibit hours regulations specified in the Exhibitor Manual.

D. SBI 2011 10th Postgraduate Course badges must be worn by exhibitors at all times during exhibit hours in order to gain entry to the exhibit space.

E. Work badges are valid only for setup and breakdown of the exhibits. They may not be used during exhibit hours.

F. Protection of your exhibit and property is your own responsibility. Each exhibitor must make provisions for the safeguarding of his/her goods, materials, equipment and display at all times. Also check your own insurance coverage.

G. Unusual activities or persons in the Exhibit Hall should be reported immediately to the SBI staff or security.

VI. Exhibitor-Appointed Contractors

Exhibitors who wish to use a service contractor other than the official service contractor appointed by SBI, must obtain advance approval from SBI in writing. The written request must include the contractor's name, address and phone number, name of supervisor to be in attendance and a certificate of insurance (see Section IV, entitled Coverage).

A. An exception to use an EAC will be granted only if it will not interfere with or prejudice the orderly set-up, interim services, or dismantling of the exhibition. No exception will be granted if it is inconsistent with the commitments made and obligations assumed by SBI.

B. The written request to use an EAC must be submitted to SBI Exhibit Management by April 18, 2011.

C. All EAC representatives must obtain badges by checking in at the SBI Exhibitor Registration Desk. No badges will be issued to

EAC companies who are not pre-registered and for whom insurance certificates have not been submitted.

D. It is understood that the EAC shall be cosignatory to and in compliance with all applicable labor contracts and shall comply with all SBI exhibit rules and regulations. All employees, representatives or agents representing the exhibitor must be fully identified by official badges. If an exhibitor, with advance approval from SBI, plans to use

a service contractor other than Champion Exposition Services, Inc., appointed by SBI, the exhibitor must submit to SBI an original certificate of insurance certifying that the contractor maintains commercial general liability insurance and workers' compensation insurance, each in an amount of not less than \$1 million (\$1,000,000) for any one occurrence, against claims for personal injury, death or property damage and that such coverage may not be cancelled or reduced without at least ten (10) days prior written notice to SBI.

VII. Booth Activities

A. Entertainment – The use of music, dancers, mimes or other similar entertainment will not be permitted in the exhibit hall.

B. Distribution of Food – Distribution of food other than hard candy or similar items will not be permitted. All such items must be approved by the SBI Exhibit Management and must be distributed from the confines of the Exhibitor's booth.

C. Distribution of Printed Materials – Distribution of printed materials by an exhibitor is limited to their rented space in the exhibit hall. This restriction also applies to distribution of materials or placement of signs in the hotel(s) used by SBI to house registrants of the meeting. A ten (10) point penalty will be assessed against 2011 SBI 11th Postgraduate Course space applications for any exhibitor who violates this restriction.

D. Photography in the Hall – Picture-taking, other than by the official photographer is prohibited during setup, dismantling and non-exhibit hours. Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to, photographing, videotaping or otherwise recording its presentations.

E. Special Effects – Audiovisual and other sound and attention-getting devices and effects will be permitted only if they do not interfere with the activities of neighboring exhibitors and must be approved in advance by SBI Exhibit Management.

VII. Booth Activities -- continued

F. Product Presentation – All products exhibited must be presented and marketed in strict compliance with all federal, state and local laws pertaining to the labeling and marketing of medical devices and/or drugs. Devices/drugs awaiting FDA approval (i.e., those qualifying for an Investigational Device Exemption), including but not limited to PMA and 510(k) devices, must be identified to SBI as such at the time of application for exhibit space. Documentation of compliance with all applicable FDA guidelines relating to the marketing and promotion of investigational devices must be submitted to SBI with the space application. Failure to meet marketing and labeling standards will result in removal of the device/drug in question from the exhibit hall or forfeiture of exhibition space.

NO EQUIPMENT OPERATED IN THE EXHIBIT HALL MAY PRODUCE RADIATION AT ANY TIME DURING MOVE-IN, THE EXHIBIT PERIOD OR MOVE-OUT.

G. Booth Privacy – All exhibitor activities in the Exhibit Hall must be confined to the exhibitor's allotted exhibit space. Exhibitors may only enter exhibit areas other than their own by invitation so that there is no misunderstanding about taking ideas and/or objects. Violators of this will be penalized with a reduction of points for the 2011 SBI 11th Postgraduate Course.

H. Smoking – Smoking is prohibited in the Exhibit Hall and meeting rooms.

I. Prize drawings in booths are permitted if allowed under applicable state and local laws that govern drawings.

J. Giveaways – Exhibitors may distribute small, tasteful token gifts such as pens, notepads, etc. from their booth. Any debris resulting from giveaways or packaging will be cleared by Champion Exposition Services at the exhibitor's expense. Giveaways must meet the appropriate American Council on Continuing Medical Education (ACCME) commercial support guidelines and have minimal monetary value. The following items are NOT approved: pen or pocket knives, pocket tools, badge holders, badge lanyards, and cameras.

K. Performance Licenses – Exhibitor will be solely responsible for obtaining any necessary licenses or permission to use any copyrighted works that exhibitor may use.

VIII. Function Space Requests

A. No hospitality functions or user meetings may be held during the program portion of the conference.

B. Exhibitor only meetings may be scheduled any time during the conference. Exhibitors who wish to use Grand Hyatt San Antonio

for meetings must submit a written request directly to SBI Exhibit Management. If you wish to use any non-official hotel, you may make arrangements directly with the hotel.

IX. Registration & Badges

A. Each exhibiting company will be allowed 4 complimentary personnel per 10' X 10' booth space rented. Additional badges for personnel will be charged at \$200.00 each.

B. Exhibitor Personnel Registration Forms will be sent with booth assignments. Checks must be accompanied by the form for booth personnel over the 4 personnel per 10' x 10' booth limit. Badge substitutions and changes may be made at no charge with the exchange of the substituted badge on-site only.

C. Badges are not to be issued to representatives of leasing companies, financial institutions, publishers, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts other than in your exhibit.

D. The official SBI 2010 10th Postgraduate Course badge must be worn in the exhibit hall at all times. All setup and dismantling personnel must wear special work badges while in the hall. They may be obtained at the SBI Exhibitor Registration Desk.

E. Each individual exhibitor and/or exhibit representative will be responsible for procuring his/her SBI 2010 10th Postgraduate Course badge at the SBI Exhibitor Registration Desk. They will not be distributed in bulk to one representative of the company.

F. Exhibitor company badges are not to be substituted for official SBI 2010 10th Postgraduate Course badges. SBI badges are not to be defaced in any way.

G. No one will be admitted into the Exhibit Hall without the proper badge.

H. No one under 16 years of age will be allowed in the exhibit hall at any time. **This includes children of exhibitors during set-up or tear-down hours.**

X. Americans with Disabilities Act (ADA)

Exhibitors are responsible for compliance with all applicable provisions of the ADA for their booth space, including but not limited to, wheelchair access provisions. Exhibitors shall indemnify, hold harmless, and defend SBI, its officers, directors, agents, members, and employees from and against any claims, liabilities, losses, damages, and expenses (including attorney's fees and expenses) resulting from or arising out of the exhibitor's failure or allegations of the exhibitor's failure to comply with the provisions of the ADA.