

2020 EXHIBITOR RULES AND REGULATIONS
ATS International Conference
May 15-20, 2020
Pennsylvania Convention Center
Philadelphia, PA

The ATS strives to maintain a professional atmosphere for the attendees and the exhibitors. To demonstrate this, rules and regulations have been established to govern the Exhibit Hall. Exhibitors understand that when applying for exhibit space they are bound by the rules and regulations that appear in the exhibitor prospectus as well as all other ATS material.

It is imperative that all exhibitors, installation and dismantle companies, exhibit designers, and communication and marketing firms, acting on an exhibitor's behalf are aware of and adhere to the ATS rules and regulations.

ELIGIBILITY TO EXHIBIT

Products and services must be related to the research or practice of pulmonary, critical care or sleep medicine and companies must be in good financial standing with the ATS. The American Thoracic Society (ATS) reserves the right to refuse space to any company who has failed to fulfill its financial obligations to the ATS, and/or whose products or services, in the judgment of the ATS do not meet the educational, scientific or practice needs of our members and attendees.

EXHIBIT HALL DATES AND HOURS

Sunday, May 17	10:30 a.m. – 3:30 p.m.
Monday, May 18	10:30 a.m. – 3:30 p.m.
Tuesday, May 19	10:30 a.m. – 3:30 p.m.

On the days the Exhibit Hall is open, exhibitors are allowed access into the hall 2 hours prior to hall opening. Exhibiting personnel may remain in the Exhibit Hall up to 1 hour after the hall closes unless prior authorization is received from ATS.

INSTALLATION/MOVE IN HOURS

Friday, May 15	8 a.m. – 5 p.m.
Saturday, May 16	8 a.m. – 5 p.m.

All booths and material must be set-up by 5 p.m. on Saturday, May 16. Any booths unoccupied by 5pm on Saturday, May 16 are regarded as a no show and the contract to exhibit is terminated unless ATS has pre-authorized a late set-up. All freight is removed and returned to the loading dock at the exhibitor's expense. ***For safety and security, no one under the age of 18 is allowed in the Exhibit Hall during move-in or move-out.***

DISMANTLE/MOVE-OUT HOURS

Tuesday, May 19	3:30 p.m. – 8:00 p.m.
Wednesday, May 20	8:00 a.m. – 5:30 p.m.

Dismantling or tearing down exhibits prior to 3:30 p.m. is prohibited. Bills of lading and return shipping labels are available at the Freeman Service Center. ***For safety and security, no one under the age of 18 is allowed in the Exhibit Hall during move-in or move-out.***

FULL PAYMENT

Space must be fully paid by end of day February 6, 2020. If assigned space is not paid in full by February 6, space may be cancelled and/or reassigned without notification or refund of payments by the ATS. Companies paying their balance due after February 6, 2020 lose half of the priority points earned for 2020 and are assessed a late fee of 3% of the total cost of the booth. No company is allowed to exhibit unless full payment for booth has been received. Final booth payments should be made payable to The American Thoracic Society.

CANCELLATION POLICY

Notice of cancellation and/or downsizing must be received in writing. A refund minus the cancellation fee of 20% of the total booth price is available until February 6, 2020. After February 6, 2020 there are no refunds. If a company with a minimum of 400 sq. ft. of exhibit space cancels its booth space after the final payment due date of February 6, 2020, ATS requires that the exhibit space remain intact and the canceling company "lounge" the space at its own expense by adding comfortable chairs and signage that will say, "This space is compliments of [company name]."

The ATS retains the right to relocate an exhibitor after downsizing. For downsizing, half of the priority points earned for the conference are forfeited.

The ATS can sell cancelled or downsized space to another exhibitor without any rebate or permission.

BOOTH ASSIGNMENTS

ATS reserves the right to modify the floor plan to accommodate space sales and/or avoid conflict and to relocate exhibit booths as necessary after consultation with exhibitors who are affected by the modification. Every effort to consider location of competitors and accommodate special requests will be made; however, ATS cannot guarantee booth location.

The subletting, assignment of a portion of the whole or any part of the space by an exhibitor is prohibited. Exhibitors may not permit any other party to exhibit in their space any goods other than those manufactured or handled by the contracted exhibitors without written approval from the ATS.

BOOTH CONSTRUCTION & DISPLAY RULES

Linear Booth

An in-line or linear booth is a 10'x10' booth or multiples thereof arranged in a straight line. Exhibit fixtures, components and identification signs along the back of the booth are permitted to a maximum height of 8ft. All side material must not be higher than 3ft. and must not block line of sight to the adjacent booths. All display materials over 4ft. high must be confined to that area of the booth that is at least 5ft. from the aisle line.

Perimeter Wall Booth

A perimeter wall booth is a standard 10'x10' booth or multiples thereof, located on the outer-most aisle of the exhibit floor with no booth behind you. Booth display material in perimeter booths are permitted to extend to a 12ft. in height in the rear 50% or 5ft. of the booth space, and 4ft. in the front 50% of the booth. The back wall is permitted to 12ft. in height including signs, company name, and logo and/or product information.

Island Booth

Island booths are defined as exhibit space 400sq. ft. or larger with aisles on all four sides. A tower is a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only. Exhibit fixtures, components and identification signs of island booths are permitted to a maximum of 20ft. Towers are permitted to a maximum of 20ft. See hanging signs section for details on the overhead sign.

There must be access from all four sides of an island booth with a 30% see-through effect from front to back and side-to-side. A sketch or blueprint of the layout for all island exhibits must be submitted to the ATS for approval by April 3, 2020.

ADVERTISING

All exhibitors must adhere to all applicable regulations, guidelines and rulings of the FDA. Exhibitors who do not have products approved by the FDA must either have signage distinguishing their booth as "For International Attendees Only" or "For Investigational Purposes Only." The ATS does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise.

Exhibitors will not, either prior to, during, or after exhibiting, use the American Thoracic Society (ATS) or the ATS Foundation, taglines, trademarks, or trade names, or service marks. ATS trademarks include but are not limited to "ATS", "International Conference" and "American Thoracic Society". The use of the words "The ATS 2020 International Conference" is permissible when referencing a booth number in marketing materials for the conference. Use of the ATS Foundation's registered trademarks is only permissible when used in support of a fundraising activity, either in the booth or approved industry program. See "Fundraising on the ATS Exhibit Floor" for more information.

ALCOHOL

Alcoholic beverages may be served in the Exhibit Hall and Meeting Suites with prior approval from the ATS. Companies must order all alcohol through the in-house catering service at the Pennsylvania Convention Center.

AMERICANS WITH DISABILITIES ACT

The ATS and the Pennsylvania Convention Center comply with all ADA regulations throughout the International Conference. We ask that all exhibitors also comply in their booth space. For more information, contact Christine Zahn, Director, Corporate Alliances and Exhibition Operations at (212) 315-8682.

AV EQUIPMENT/SOUND/MUSIC

The use of sound systems is permitted provided they do not interfere with the ability of neighboring exhibitors to conduct business activities. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of the booth. Any exhibit may be closed if deemed by the ATS, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music use in conjunction with their exhibit.

BOOTH ACTIVITIES / PROMOTIONAL ITEMS

Exhibitors may not solicit in the aisles or in any other location in, around or outside the convention center except their booth space. No invasive procedures are permitted. The use of live animals in an exhibit for any purpose is not allowed. Other attention-getting tactics in the form of entertainment, amusement or demonstrations of non-product items or services must be approved in writing by ATS prior to the start of the meeting. No accredited continuing education activity (i.e., for which CME or CEU certification is awarded) may be conducted in the exhibit booth. No promotion of a CME accredited ATS educational session is allowed from the exhibit booth. Scientific posters being presented at this year's ATS International Conference may not be displayed in commercial exhibit booths, however, a list of posters being presented at the conference is permitted. Industry Theaters and Non-CME Symposium may be promoted from the booth.

Developing CME Content at or from the ATS 2020 International Conference program is in direct violation of ATS rules. The use of any space within the convention center should support conference activities and cannot be used in combination with developing CME/CE Material or any form of Professional Credit.

Theater-style presentations or Meet the Expert Sessions are welcome in exhibit booths during Exhibit Hall hours.

An exhibitor give-away should be educational or modest in value and cannot exceed \$100 in value. A promotional give-away form must be submitted by April 3, 2020 and approved in writing by the ATS. Prizes, contests, and/or lotteries are permitted; however, such activities must be

approved by the ATS prior to the conference. Winners cannot be announced over the convention center's broadcast system, exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize. Gambling devices of any description are not allowed in the Exhibit Hall. The distribution of surveys or questionnaires is not permitted outside the exhibit booth. Exhibitors should contact Maureen Maurer at Ascend Media (mmaurer@ascendintegratedmedia.com or 913-780-6633) for information about distribution of materials to hotel rooms.

CANVASSING OR DISTRIBUTING ADVERTISING MATERIAL OUTSIDE AN EXHIBITOR'S BOOTH IS NOT PERMITTED

Exhibitors shall not, without the written consent of the ATS, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional material in or about the exhibit areas or convention center, except from its own allotted exhibit space. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters, cards or stickers of any description on any part of the premises of the convention center or ATS hotels, except within the exhibitor's exhibit space. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and ATS hotels are prohibited during conference hours regardless of permits. Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space are not permitted. Solicitation of business, except by contracted exhibitors is prohibited. Photography or video recording of other exhibitor's booths, products and/or literature is prohibited.

CARPETING

The Exhibit Hall is not carpeted. **Booth carpeting is mandatory** and is the responsibility of the exhibitor. Carpet may be either supplied by the exhibitor or rented from the service contractor.

DEMONSTRATIONS

All demonstrations must be confined to the space allowed to each exhibitor. Activities which, in the ATS's opinion, interfere with normal traffic flow or infringe on other exhibits are prohibited. The use of other than closed-sound systems is permitted only with the prior written approval of the ATS. An exhibit may be closed if deemed not to meet these requirements and infractions cannot be resolved onsite. No refunds are issued for the contracted space.

DIRECT SALES

Sales of, and order placement for merchandise or services are welcomed in the Exhibit Hall providing all transactions are conducted in a professional manner. The ATS reserves the right to restrict sales activities that it deems inappropriate or unprofessional. It is the responsibility of the exhibitor to have all licenses, permits, and/or registrations required by the conference venue, city, municipality, and/or state. The exhibitor is responsible for compliance with all applicable tax laws.

EXPOSED OR UNFINISHED BOOTHS

Exposed/unfinished sides of inline and corner booths must be draped. In the event the exhibitor is not present, the decorator, with the approval of the ATS will provide the necessary draping.

FIRE REGULATIONS

Fire Marshall Rules and Regulations are rigorously enforced. More information is included in the Exhibitor Service Manual, which is available to all contracted and fully paid exhibitors in February 2020. The ATS enforces the compliance of Fire Marshall Rules and Regulations to create a safe and visually appealing trade show floor that may result in directing the general service contractor to erect pipe and drape at the expense of the exhibitor.

Combustible materials such as brochures, literature, giveaway items, etc., within exhibit booths are limited to a one-day supply. **NOTHING** may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the exhibit floor.

FORCE MAJEURE

In case any part of the Exhibit Hall is destroyed or damaged so as to prevent the ATS from permitting an exhibitor to occupy assigned space during the exhibit period (in part or in whole), or in case occupation of assigned space during the exhibit period (in part or in whole) is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of the ATS, then the exhibitor is charged for space only for the period the space was or could have been occupied by the exhibitor, and the exhibitor hereby waives any claim against the ATS, its officers, directors, agents, volunteers, vendors and employees for losses or damage which may arise in consequence of such inability to occupy assigned space

FUNDRAISING ON THE ATS EXHIBIT FLOOR

Any fundraising activity conducted on the ATS Exhibit Floor must benefit the ATS Foundation Research Program. Exhibitors are required to complete a Memorandum of Understanding prior to the start of the conference. The fundraising method, all associated advertising and signage must be submitted to Christine Zahn, Director Corporate Alliances & Exhibition Operations at czahn@thoracic.org for approval. Use of the ATS Foundation's registered trademarks is covered in the Memorandum of Understanding and released upon its acceptance by the ATS.

HANGING SIGNS OR BANNERS

Hanging signs or banners are only permitted for island exhibits over 400sq. ft. Exhibit booth signs, banners, booth ceilings or canopies, lighting grids or other exhibit-related equipment should be freestanding and floor-supported where possible. Attachment to the Exhibit Hall ceiling beams or trusses is permitted only through Freeman Services. Hanging signs or banners may not exceed the perimeter of the assigned space.

The suspended height limit is 22ft. from the floor to the top of the banner. The banner may not exceed 8ft. in size from top to bottom. Sight line rules must be followed at all times.

INSURANCE

For the term of the agreement, Exhibitor shall maintain comprehensive general liability insurance against claims for bodily injury or death and property loss or damage occurring in or upon or resulting from the premises leased by the ATS. Such insurance shall include contractual liability and product liability coverage, of \$1,000,000 per occurrence with a \$2,000,000 aggregate. The ATS and the Pennsylvania Convention Center shall be added as additional insureds to such insurance. Exhibitor shall confirm to the ATS such insurance cannot be cancelled or changed prior to the International Conference. Exhibitor agrees to provide the ATS a suitable certificate verifying that the required insurance is and will remain in force for the duration of the Exhibition.

The ATS will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents or business invitees. The ATS will also assume no liability for loss or damage to the property of an exhibitor, its employees, its contractors, agents or business invitees, regardless of the cause, unless such injury or damage results from, or is caused directly or exclusively by, the negligence or wrongful acts of the ATS.

LIABILITY AND INDEMNIFICATION

The exhibitor is fully responsible for any claims, liabilities, losses, damages, or expenses, including attorney's fees, relating to or arising out of any loss of, injury to, or damage to any person or property of the exhibitor or any other property 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 Exhibit Program. The exhibitor shall protect, indemnify, hold harmless, and defend the ATS, its officers, directors, agents, volunteers vendors, and employees from and against any and all such claims, liabilities, losses, damages, and expenses, including attorneys' fees, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence or willful misconduct of the ATS, its officers, directors, agents, volunteers, vendors or employees.

LIGHTING

Exhibitor lighting must be limited to the confines of the booth space. No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space without prior ATS approval. Exhibitors intending on using light systems should submit drawings to the ATS for approval. Lighting, including gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles. Lighting that spins, rotates or pulsates, and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.

PHOTOGRAPHY and VIDEOTAPING

Photographing, including using camera enabled cell phones, and videotaping is allowed so long as approval is received from the ATS. Photographing or videotaping another exhibitor's booth, graphics/display or staff without their permission is strictly prohibited. The creation of any type of CME/MOC content is strictly prohibited. Exhibitors that wish to use a photographer other than the designated official show photographer and/or mobile camera crews must comply with the following procedures: 1. Exhibitors may request permission from the ATS to use a non-official photographer to photograph their booth. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the Exhibit Hall. 2. Exhibitors may request permission from the ATS to use a non-official mobile camera crew to videotape their own booth. Requests must be submitted in writing no later than thirty (30) days prior to the opening of the exhibit hall. 3. Non-official photographers and/or mobile camera crews who have received prior approval from ATS must obtain an exhibitor registration badge to access the Exhibit Hall prior to, during and after show close. NOTE: The ATS does not require schedules or request approval for personnel to enter the hall for the installation and dismantle of stationary cameras and video equipment which will be used by exhibitors for approved booth presentations or activities as long as these are not used to create CME/MOC content.

"PRIVATE" SOCIAL EVENTS OR MEETINGS

Companies wishing to conduct a meeting or a social event in any of the official ATS hotels must complete a Hotel Meeting Space Approval Application. For guidelines, instructions, applications, deadlines, and applicable fees, please e-mail Fiona Zheng at fzheng@thoracic.org. Companies wishing to hold a meeting at the Pennsylvania Convention Center can do so with Meeting Suites, Meet Up rooms or Expo Suites. For more details, contact Stacy McManus, CEM, Senior Director, Strategic Business Initiatives at smcmanus@thoracic.org.

PRODUCT SAMPLES

Exhibitors may distribute non-pharmaceutical samples of their listed products to International Conference attendees. Exhibitors wishing to distribute items other than product samples or educational material must submit a request in writing, along with a product prototype or pdf, to the ATS by April 3, 2020. Exhibitors must have written approval from ATS in order to distribute items other than product samples, refreshments or educational material. Requests for such must be submitted to Christine Zahn, Director Corporate Alliances & Exhibition Operations at czahn@thoracic.org.

RECYCLING

The ATS works with the Pennsylvania Convention Center to develop a waste reduction and recycling program at the ATS 2020 International Conference. We ask that all

exhibitors and attendees comply with our recycling regulations. More information on this program is listed in the Exhibitor Service Manual, which is available to exhibitors in February 2020.

SANCTIONS FOR VIOLATIONS

By applying for exhibit space, an exhibitor agrees to adhere to all conditions and regulations outlined in the Exhibitor Prospectus, Exhibitor Service Manual and the ATS 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% of the accrued points rounded to the nearest whole number. Loss of access to the pre- and post-conference attendee list rental for one year.

Second Violation – Loss of current conference priority points plus loss of 50% of the remaining accrued points rounded to the nearest whole number. Loss of access to the pre- and post-conference attendee list rental for one year.

Third Violation – Loss of all exhibiting privileges, i.e. company is no longer eligible to exhibit at future ATS International Conferences.

SATELLITE PROGRAMS

Non-CME Symposia (including sponsor-organized symposia, international symposia with audiences targeted to specific geographic regions of the world, and independent programs supported by educational grants to medical education content companies) are welcomed at the International Conference. Programs are held on Sunday and Tuesday evenings of the International Conference, as Monday evenings many of our attendees are at the annual Assembly Dinners. For more information, email Fiona Zheng at fzheng@thoracic.org.

SECURITY

The ATS provides security guards on a 24-hour basis during set-up and dismantle times. Furnishing this service shall not be construed to be any assumption of liability with respect to the protection of exhibitor property, which shall, at all times, be the sole responsibility of each exhibitor. The ATS, the convention center, or any of its officers, agents, or employees shall not be liable for any act or omission of such security guards. Information on requesting security guard services for your booth during set-up show hours and dismantle is provided in the Exhibitor Service Manual.

Children under 18 are not allowed in the Exhibit Hall during set-up and dismantle. Children under 12 and strollers are not allowed in the Exhibit Hall at any time.

SMOKING

The ATS has a no smoking policy for all ATS meetings. Smoking is not permitted anywhere in the Pennsylvania Convention Center.

STAFFING

Exhibitor Staffing

Exhibits must be staffed and operational at all times during show hours. Exhibitors vacating their booth before the closing of each day or prior to the final close of the show will incur a loss of priority points and may be denied exhibit space at future ATS conferences. Move-out may not begin before 3:30 p.m. on Tuesday, May 19, 2020.

Exhibitor Registration / Badges

All exhibitor personnel must be registered with Convention Data Services, the ATS 2020 official registration company. This includes: booth representatives, agency personnel, Installation & Dismantle staff working during exhibit dates and times.

Four (4) exhibitor registrations per 10'x10' booth space are provided without charge. One (1) Exhibit Hall only badge is available for booths 10'x30' and larger to be used specifically for the Installation & Dismantle Supervisor. Additional exhibitor registrations are available for \$50.00 each.

Exhibitor badges are personal and are not to be given to anyone else. Exhibitors caught badge swapping will have their badge confiscated permanently. Supplemental badges or those altered or changed using a business card, ribbons or company logos are not permitted and may be confiscated. Exhibitor badges can be transferred only if the original badge is surrendered permanently at the exhibitor registration desk. Exhibitor badges are made out in the name of the company shown on the exhibit reservation and application form only.

To register exhibit personnel, please utilize the Convention Data Services (CDS) link. The link is located on the Map Your Show Exhibitor Dashboard and in the Exhibitor Services Manual.

An exhibitor badge allows access into the Exhibit Hall, general sessions and most educational sessions. To attend any sessions that have any additional fees or to be eligible for CME or MOC credit, an exhibitor must register as a full conference attendee.

Installation and Dismantle Staff (labor)

Installation and dismantle personnel who are employees of, or labor hired by, an Exhibitor Appointed Contractor and are not employees of the exhibiting company must obtain work passes from the ATS Security Team. Work passes are only valid during installation and dismantle hours. If Exhibitor Appointed Contractor personnel must enter the hall to service the booth during exhibit dates, they must be registered as part of your booth personnel. *All Exhibitor Appointed Contractors (EAC) must submit a notification form and proof of insurance to the ATS prior to the conference or they are not permitted access to the exhibit floor.*

SURVEYS

All surveys must be conducted within the confines of the booth space assigned. At no time should exhibit personnel leave the booth to encourage attendees in the aisles to complete a questionnaire.

TEMPORARY STAFF/MODELS

Temporary staff/models are considered company personnel and must be registered and wear a company exhibitor badge for entrance into the Exhibit Hall. These badges must be registered with the exhibitors' allotment of badges.

Models under the age of 16 are prohibited unless advance arrangements have been approved in writing by the ATS.

Attire of models shall be consistent with the professional atmosphere of the ATS International Conference. Models are allowed to wear sports attire including sweat suits, shorts and T-shirts. Tight fitting or other inappropriate attire, which include leotards, T-backs and short-shorts, are not permitted on the exhibit floor.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS

All matters and questions not specifically covered by these Rules and Regulations, as well as booth assignments, are subject to the decision of Michelle Turenne, Chief, Corporate Alliances and Business Development, American Thoracic Society and Christine Zahn, Director, Corporate Alliances and Exhibition Operations, American Thoracic Society. *The ATS is a member of the Professional Convention Management Association (PCMA) the International Association for Expositions and Events (IAEE), the HealthCare Convention & Exhibitors Association (HCEA) and the American Society for Association Executives (ASAE).*