

ACAM 2019 Annual Meeting

October 17-19, 2019

COLLABORATION CURES



ACAM
AMERICAN COLLEGE FOR
ADVANCEMENT IN MEDICINE



AAPMD
AMERICAN ACADEMY OF PHYSIOLOGICAL
MEDICINE & DENTISTRY

Exhibitor **PROSPECTUS**

ACAM, AAPMD & YOU:

In the past few years, a growing body of evidence supports the belief that the epidemic of chronic diseases have common origins. Cardiovascular disease, diabetes, dementia and even cancer as well as learning, performance and behavior issues have multiple common causes and can take decades to develop.

Now in our fourth meeting together, AAPMD and ACAM have come together to serve the interests of our individual memberships and provide new, exciting learning and networking collaborative opportunities. And there are so many!

Learn more at www.acam.org/2019Exhibit



Exhibitor Benefits for All Levels

- Exposure to approximately 300 attendees across two organizations
- Logo in ACAM & AAPMD Meeting Program Book
- Direct link from registration website to your company website
- Official Meeting Mobile App — includes your business biography and logo with link to your site and PDF upload available
- Exclusive Exhibitor Registration Site — a one-stop resource for registering, booking travel and accommodations, as well as 24/7 access to exhibitor forms and materials. www.ACAM.org/2019Exhibit
- Exhibitor Services Team — personalized service to meet your needs.
- Access and inclusion in all attendee Networking Events associated with the conference.
- Dedicated team to assist with your needs and questions. Have an idea? We cannot wait to listen!

IMPORTANT DATES

December 15

Exhibitor Information Site Opens

December 31

Early Discount Ends

May 3

50% Booth Deposit Due

July 5

Exhibitor Contracts and Full Payment Due.

No refunds will be given after this date

August 2

Program Book Information Due

October 8

Exhibitor room block no longer available.

All exhibitors must be booked within the ACAM hotel block.

ACAM Tentative Program Format

Wednesday, October 16

Room Block Begins

8:00am-4:00pm

Pre-Conference Workshops

Thursday, October 17

8:00am-2:00pm

Pre-Conference Workshops

12:00pm-8:00pm

Exhibitor Move-In

6:00pm-8:00pm

Opening Collaboration Event on Show Floor

Friday, October 18

7:00am-8:00am

Breakfast on Show Floor

10:00am-10:45am

Replenishment Break on Show Floor

12:15pm-1:15pm

Lunch On Own - Network with Clients

3:15pm-3:45pm

Replenishment Break on Show Floor

Saturday, October 19

7:00am-8:00am

Breakfast on Show Floor

10:00am-10:45am

Replenishment Break on Show Floor

12:30pm-1:45pm

Lunch On Own - Network with Clients

3:30pm-4:00pm

Replenishment Break on Show Floor

3:00pm-7:00pm

Exhibitor Move-Out

SAVE \$\$\$ with our Early Registration Discount! Register before December 31 and get 10% off your exhibit space!

Show Information & Specifics

Exhibit & Eligibility:

Each exhibit space consists of an 8'x 10' pipe and drape booth, 6' skirted table with 2 chairs, a wastebasket, and identification signage provided by the conference. Additional items may be ordered at the cost, provided by GSC. The GSC for this show is TBD. Announcement to come on official show GSC.

(Order forms will be available on registration site)

Qualified exhibitors are limited to firms, organizations, and agencies who promote awareness of products, technologies and services that are recognized and approved by ACAM as being supportive of the objectives of the Annual Meeting.

**Further restrictions may apply; see terms and conditions.*

Exhibitors are **REQUIRED** to book their lodging within the designated ACAM hotel room block by October 8, 2019 or a \$350 penalty fee will be assessed to their registration, which must be paid no later than two weeks before the meeting. Your exhibitor services team can assist you with booking your room reservation or you are able to book online during the registration process. Please do not contact the hotel directly as they will be unable to assist you.

Space Selection Process:

ACAM will make every effort possible to provide exhibit space in high-traffic areas. Priority will be established by support level and registration date.

Terms of Payment & Registration Deadline:

Booth space will be held until May 3, 2019, at which time a 50% deposit is due. If deposit is not received by May 3, 2019, ACAM reserves the right to release the exhibit space for resale. Booth space must be paid in full by July 5, 2019. The exhibitor may cancel before July 5, 2019, and still receive 50% of their total monies paid. Failure to make payments does not release the exhibitor from any contractual financial obligation.

Cancellation Policy:

Refunds of 50% of the total monies paid will be given if cancelled on or before July 5, 2019. No refunds will be given after July 5, 2019

Exhibitor Survey:

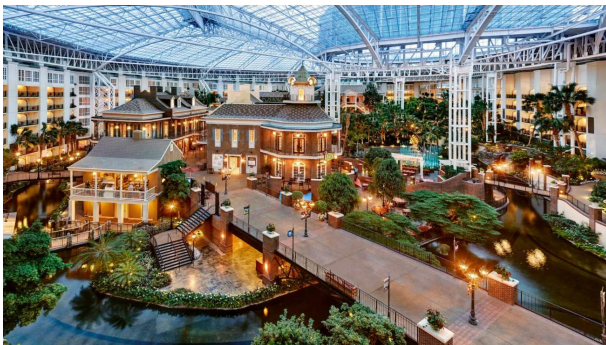
The Gaylord Opryland - Nashville, TN

Great rates at the must-see headquarter hotel:
Book early to guarantee availability & save money!



Situated in the heart of Nashville, this luxury hotel allows you to hit all the high notes of Music City both in the area and under their roof.

- **Catch a show** at Grand Ole Opry and Ryman Auditorium.
- **Enjoy lush indoor gardens** and cascading waterfalls.
- **Bring the kids** to SoundWaves, an upscale water experience featuring 4 acres of combined indoor and outdoor water attractions.
- **Relax** in their full-service spa for a more relaxing way to unwind.
- **Refuel**, sip and savor in stylish steak, Mexican, Italian and Japanese restaurants.
- **Chill out** with a frozen yogurt or gelato dessert.



EXHIBITOR HOTEL ROOM RESERVATIONS

To maintain exhibitor pricing, exhibitors are required to book their rooms within ACAM's designated block at The Gaylord Opryland Resort. Exhibitor Services is happy to assist booking the rooms for your company. Companies not holding a reservation at The Gaylord Opryland Resort will be automatically charged an additional fee of \$350, which must be paid no later than two weeks before the start of the meeting. Companies with local booth representatives are exempt from this policy; such exceptions must be requested in writing.

Room Type	# People	Net Rate	Tax (15.25%, \$2.50 Occupancy Fee)	Resort Fee (plus tax)	Total
Run of House (king or 2 queen or murphy queen)	1-2	\$209	\$34.37	\$21.85	\$265.22
	3	\$229	\$37.42	\$21.85	\$288.27
	4	\$249	\$40.47	\$21.85	\$311.32

Network in Style

Put your best foot forward and invite potential clients to a dining delight. Consider one of over 15 options at the Opryland or the beautiful fall-colored downtown Nashville.




Promotion with the following acknowledgements or displays

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Four 4"x5" ads over the annual year in *The Voice*—ACAM's medical professionals newsletter **OR**
Four 4"x5" ads over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- Four company/product spotlight articles over the annual year in *The Voice* OR *The Link*
- Searchable listing on ACAM's new Preferred Partner website tool on acam.org
- Corporate signage on the Learning Floor
- Skyscraper ad (120x600) on ACAM's Preferred Partner page for 1 year
- Ecard offer: Ability to send ACAM's attendees a special message or video, provide a coupon, and more—reach the masses!

Meeting Mobile App

- Logo with link to organization website at bottom of all screens
- Enhanced exhibitor listing (company profile, logo, downloadable collateral, more)
- 4 onsite notifications "pushed" to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) "pushed" to all attendees



Be center
stage and top
of mind!

Print Advertising

- One full-page (10"x7.5") advertisement in the ACAM program book
- 300 word company biography in exhibitor directory with logo
- Acknowledgement via show slides in non-CME areas throughout the ACAM Meeting and Functions
- Conference Bag Sponsorship; Your Company/Organization logo included on conference bag for attendees. Additionally you may have a single literature insert in the bag. Insert is to be no larger than 8.5 "x 11". Production, printing, shipping and property freight/handling charges are the responsibility of sponsor. Tracking numbers must be submitted to conference organizer in advance and your shipment must arrive at the hotel a minimum of three days prior to conference start date.

Meeting Logistics

- Event Sponsorship; your package includes partial sponsorship of the final night event. Enjoy customized branding at the closing networking event to ensure the final image our professionals take home is your brand. Our event team will work with you to create custom drink tickets, creative logo use throughout the event as well as the printed program book, mobile app pushes and show slides within the sessions to maximize your presence throughout the meeting. Want more? Our event team will help you add elements should you choose to create an over the top experience. Join ACAM and AAPMD as we "bring bling" to life!
- 1st choice placement of a 16'x20' booth on Learning Floor and complimentary Learning Floor registration for up to four **booth representatives***
- Furniture Rental Credit of \$1,500 from the GSC Exhibitor Kit. Furniture must be ordered directly through the GSC. Order must be submitted no later than September 8, 2019. Orders after this date will not receive a furniture rental credit.
- Complimentary ACAM Meeting registration for up to two **company representatives*** with name badges identifying delegates as supporters. *Note: representative may also be a client.*
- *Dedicated Workshop or Lab—Sunrise or Sunset Session promoted on published materials.. Workshop or Lab must be scheduled and confirmed no later than August 16, 2019. Subject to review and approval by Education Committee.*
- Delegate list provided in advance for appointment scheduling
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more
- Up to four guest passes for Learning Floor

***Booth representative** = person staffing the exhibitor area, not attending any meeting sessions

***Company representative** = person affiliated with exhibiting company/organization and will attend meeting sessions

Promotion with the following acknowledgement or displays:

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Two 4"x5" ads over the annual year in *The Voice*—ACAM's member newsletter **OR** Two 4"x5" ad over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- Two company/product spotlight article over the annual year in *The Voice* OR *The Link*
- Searchable listing on ACAM's new Preferred Partner website tool
- Tile ad (175x175) on ACAM's Preferred Partner page for 6 months
- Corporate signage on the Learning Floor
- Ecard offer: Ability to send ACAM's attendees a special message or video, provide a coupon, and more!



Meeting Mobile App

- Enhanced exhibitor listing (company profile, logo, and downloadable collateral)
- 2 onsite notification "pushed" to all attendees via app
- Promotion within app (marketing campaign flier, coupon, etc.) "pushed" to all attendees

Print Advertising

- One half-page (5"x7.5") advertisement in the ACAM program book
- 200 word company biography in exhibitor directory

Meeting Logistics

- Complimentary 8'x10' pipe and drape booth on the Learning Floor and complimentary Learning Floor registration for up to three **booth representatives***
- Complimentary ACAM Meeting registration for up to two **company representative/s*** with name badges identifying delegates as supporter. Registration is non-CME; CME credits are an additional \$150.
- Up to two guest passes for Learning Floor
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions

*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions



SILVER SUPPORTER

\$3,500

12 available

Promotion with the following logo displays

- Logo and link to your company/organization's website on ACAM Supporters Page within registration website
- Searchable listing on ACAM's new Preferred Partner website tool on acam.org
- Corporate signage on the Learning Floor
- One 4"x5" ads over the annual year in *The Voice*—ACAM's member newsletter OR
One 4"x5" ad over the annual year in *The Link*—ACAM's non-professional consumer newsletter
- One company/product spotlight article over the annual year in *The Voice* OR *The Link*

Meeting Mobile App

- Basic exhibitor listing in Exhibitor Profiles section with link to your website
- 1 onsite notification "pushed" to all attendees via app

Print Advertising

- One quarter-page (5"x3.25") advertisement in the ACAM program book
- 200 word company biography in exhibitor directory

Meeting Logistics

- Complimentary 8'x 10' pipe and drape booth on the Learning Floor and complimentary Learning Floor registration for up to two **booth representatives***
- Complimentary ACAM Meeting registration for up to one **company representative*** with name badges identifying delegates as supporters. Registration is non-CME; CME credits are an additional \$150.
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more
- One guest pass for Learning Floor

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions
*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions



EXHIBIT ONLY

\$2,500

25 available

Promotion with the Following Logo Displays

- Searchable listing on ACAM's Preferred Partner website tool on acam.org

Meeting Mobile App

- Basic exhibitor listing in Exhibitor Profiles section with link to your website

Print Advertising

- Company/Organization contact information listed in exhibitor directory

Meeting Logistics

- Complimentary 8'x10' pipe and drape booth on the Learning Floor; free registration for up to two **booth representatives***
- Access to exclusive exhibitor site: your one-stop resource for exhibitors contains FAQs, forms, schedules and more

*Booth representative = person staffing the exhibitor area, not attending any meeting sessions
*Company representative = person affiliated with exhibiting company/organization and will attend meeting sessions

À LA CARTE OPTIONS (or upgrades with support package)

WI-FI LOUNGE SPONSOR

\$5,000.00

Keep everyone connected—provide a Wi-Fi lounge centrally located near the Learning Floor throughout the meeting. Package includes 1 double-sided floor sign (approx. 3'x8'), small table for promotional materials, two chairs or a sofa, and sponsorship mentioned in program book and in non-CME lecture slides. Make appointments with potential clients in your personal lounge at your convenience. **1 available**

CONFERENCE SYLLABUS USB FLASH DRIVE SPONSOR

\$2,500.00

Your Company Logo will be placed on the USB Flash Drive containing the conference syllabus handed out to all attendees at check in. The longest lasting brand recognition to send home to each attendee. **1 available**

COFFEE BREAK SPONSOR

\$2,500.00

Rescue the day provide the caffeine! Coffee and tea breaks are key networking times make yourself known with your logo prominent on signage and cocktail napkins. **2 available**

CONFERENCE PEN SPONSOR

\$1,800.00

While they're jotting notes, they'll be continuously seeing your logo on the conference pen! A great way to reach out to all attendees, these pens are supplied in conference bags and upon request at the registration desk. **1 available**

ADD ADDITIONAL BOOTH REPRESENTATIVE TO CONTRACT

\$250.00

Want more coverage at the Annual Meeting? Bring an additional representative!



How may we best serve you?

Zach Haynes– ACAM Exhibitor Services

We strive to bring more relationship and less demand on the “show” as we understand the best relationships are mutual. Your time is valuable and our Exhibitor Services team provides you with seamless assistance before, during and after the event. Our goal is to ensure a successful return on your investment as we respond to the ever-changing integrative medicine environment and explore enduring opportunities to create together.

Email: zach.haynes@acam.org or call 406.522.1325

RECIPROCOL RELATIONSHIPS!

Help us promote the annual meeting via your email lists and, as a Preferred Partner, you'll receive even more benefits! Can you include annual meeting fliers in your mailed shipments? Send out an email blast for us? Let us know and we'll provide you with additional advertising opportunities available only to our Preferred

GET FOUND ON OUR SEARCH ENGINE!

Provided only to our annual meeting exhibitors, our Preferred Partners search engine functions much like our Physician+Link search, except it caters to you! See it now at www.acam.org/SearchPP

ACAM members can easily search the Preferred Partner search to find companies that specialize in exactly what their looking for. If you sell to the public you'll enjoy added exposure - users will be able to search for supplement providers, publicly sold equipment & more.

BENEFITS at a GLANCE

ITEM	PLATINUM	GOLD	SILVER
EDUCATIONAL OPPORTUNITY			
Dedicated Workshop/Lab	x		
LOGO DISPLAY			
Meeting Registration Webpage (Logo and Link)	x	x	x
Show Slide on Screen (non-CME Functions)	x	x	x
E-Card Offer	x	x	
Supporter Acknowledgement (non-CME Functions)	x		
Logoed Conference Bag Sponsor	x		
MEETING PROGRAM BOOK PRINT			
Company Biography and Logo (in words)	300	200	200
Page Size	Full	Half	Quarter
Supporter Acknowledgement	x	x	x
SIGNAGE			
Premium on Learning Floor	x	x	x
EXHIBITION			
Pipe and Drape Size	16'x20'	8'x10'	8'x10'
Preferred Placement	1st Choice	2nd Choice	3rd Choice
REGISTRATION			
Complimentary Learning Floor Registration - Booth Rep	4	3	2
Complimentary Meeting Registration - Company Rep	4	1	1
Complimentary Learning Floor - Guest Pass	3	2	1
MEETING MOBILE APP			
Onsite "Push" Notifications (number)	4	2	1
Promotion with in app "Pushed" (Flier, Coupon, etc.)	x	x	
Enhanced Exhibitor Listing (Company Profile, Bio, Logo, etc.)	x	x	
Logo with Link to Company Website (Bottom of Screens)	x		
PREFERRED PARTNER SEARCHABLE LISTING - ACAM.ORG			
Searchable Listing	x	x	x
Ad placement for 1 year (size type)	Skyscraper	Tile	
ACAM NEWSLETTERS - THE VOICE OR THE LINK			
4"x5" Ad in Either Newsletter	4	2	1
Company/Product Spotlight in Either Newsletter	4	2	0
DELEGATE LIST			
Advanced Meeting	x	x	
Post Meeting	x	x	x

2019 ACAM Annual Meeting Support Contract

Company name: _____

Booth Rep: _____ Title of Booth Rep: _____

Billing Address: _____ City: _____

State/Prov: _____ ZIP/Postal Code: _____ Phone: _____ Fax: _____

E-mail Address: _____

What social media does your company use? Facebook Twitter YouTube LinkedIn Other

Support Package Option	Price Each	X	Quantity	=	Subtotal
Platinum Supporter	\$17,500	X	_____	=	_____
Gold Supporter	\$5,000	X	_____	=	_____
Silver Supporter	\$3,500	X	_____	=	_____
Exhibit Only	\$2,500	X	_____	=	_____
Add:					
Wi-Fi Lounge Sponsor (1 available)	\$5,000	X	_____	=	_____
Conference Syllabus USB Flash Drive Sponsor (1 available)	\$2,500	X	_____	=	_____
Coffee Break (2 available)	\$2,500	X	_____	=	_____
Conference Pen Sponsor (1 available)	\$1,800	X	_____	=	_____
Additional Booth Representative Pass	\$250	X	_____	=	_____
Total Support Amount:					\$ _____
Total Due:					\$ _____

Payment Information

Check (payable in U.S. Funds to: American College for Advancement in Medicine) VISA MasterCard AMEX

Credit Card Number: _____ Exp. Date: _____ CVS _____

Print Name on Card: _____ Signature: _____

I hereby contract with the American College for Advancement in Medicine to support the 2019 Annual Meeting as outlined above. I understand that booth space will be held until May 3, 2019 at which time a 50% deposit is due to ACAM HQ. I understand that my balance due is to be paid in full to ACAM headquarters no later than July 5, 2019. I agree to provide ACAM with an electronic copy of my corporate logo and authorize use of this logo as noted for the sole purpose of sponsor identification. I understand that this contract may not be changed or cancelled after the closing deadline of July 5, 2019.

By signing this contract I fully acknowledge and agree to the Exhibitor Terms and conditions as defined in Appendix A.

Authorized Signature _____ Date _____

Please send completed agreement with payment to:
 American College for Advancement in Medicine (attn: Zach Haynes) via mail at 380 Ice Center Lane, Suite C, Bozeman, MT 59718,
 fax to (406) 587-2451, or email to zach.haynes@acam.org.
 Immediate questions? Contact Zach Haynes at (406) 522-1325

EXHIBIT CONTRACT AND POLICIES

The policies stated here and in the Rules & Regulations in the Exhibitor Prospectus constitute a bona fide part of the contract for exhibit space. ACAM reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be deemed necessary to the general success and wellbeing of the Exhibition. All matters and questions not covered in these policies are subject to the final judgment and decision of ACAM. Companies are responsible for ensuring the furnishings they order and booth provisions they bring will reasonably fit in their space. ACAM does not provide any guarantee that additional accommodations will be made on-site should the materials brought be outside of the parameters of the purchased space. Additional fees will be incurred by the exhibiting company if alternative arrangements are made.

BOOTH INCLUSIONS

Each 8x10 or 16x20 space is granted two to four booth representatives at a complimentary rate, depending on exhibitor level. Additional booth personnel are welcome to attend and participate for \$250 each. Booth registrations also include electronic version of syllabi for future reference. Booth representatives are invited to sit in on ACAM education as a guest on days their company is exhibiting as space permits. If a representative needs to claim CME credits, he or she must register for the conference at the posted attendee pricing. **Arrangements can be made for a reduced CME attendee fee with corporate package; ask your sales concierge if interested.**

BOOTH FURNISHINGS

Included in each booth are 8' high backdrops and 3' high side dividers; a sign for company name and booth number. ACAM affords aisle cleaning. A six foot table, 2 chairs and a waste basket are also included.

HOTEL ROOM RESERVATIONS

To maintain exhibitor pricing, exhibitors are REQUIRED to book their rooms with ACAM's host hotel, The Gaylord Opryland Resort. Companies not holding or booking with Concierge to make a reservation at The Gaylord Opryland Resort will forfeit their \$350 deposit. Companies with local booth representatives are exempt from this policy. Such exceptions must be made in writing. An exclusive exhibitor's website will be available December 15, 2018, allows you to book your hotel directly in the site as well as registering your additional booth attendees, access the conference schedule, and review FAQ.

HOTEL INDEMNIFICATION

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Resort, its owners or managers, which result from any act or omission of exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, the Resort, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the Resort or any part thereof."

BOOTH ASSIGNMENT

ACAM Legacy, Platinum and Gold Partners are offered first choice of exhibit space. The remaining spaces are assigned at the discretion of ACAM based on registration date, years of support, and event sponsorship support. Booth assignment confirmation is provided an average of two weeks before travel.

DEPOSIT AND PAYMENTS

This deposit is due upon signing and will be retained for any of the following circumstances 1) company disregards exhibitor regulations including failing to follow setup and breakdown times or make arrangements with ACAM; 2) company fails to meet hotel room requirements; 3) blatant disregard of other exhibitor terms and conditions including but not limited to items related to rooming, canvassing, and out-boarding. 4) Company brings additional booth representatives. 5) A 50% deposit of your total agreement is due by May 3, 2019; final payments are due no later than July 5, 2019.

CANCELLATION BY EXHIBITOR

All cancellations must be in writing, return receipt requested and shall become effective when received by ACAM. Both the Exhibitor and ACAM acknowledge that ACAM will sustain substantial losses if the Exhibitor cancels its Application and Contract. Even though ACAM will exercise its best efforts to mitigate the damages associated with the Exhibitor cancellation, the parties agree that Producer will nevertheless incur substantial losses that cannot be precisely determined. Due to the difficulty of determining and providing said losses, the Exhibitor agrees to pay the following as liquidated damages if the Exhibitor cancels its exhibit space on or within the time periods specified.

50% refunded of total paid contracted agreement if request is made prior to May 3, 2019. Cancellation requests made after July 5, 2019 are not eligible for reimbursement or credit under this policy.

ATTIRE OF BOOTH REPRESENTATIVES

Attire of exhibitor staff and demonstrators on the exhibit floor can significantly affect a meeting. Attire should be consistent with a professional atmosphere.

A/V EQUIPMENT

If closed sound systems cannot be arranged and/or open sound systems are permitted, restrictions or regulations should indicate that sound leakage should not interfere with any other exhibitor. ACAM will require compliance and reserves the right to take necessary corrective action.

GIVEAWAYS & SALES

Exhibitor has sole legal and financial responsibility regarding any and all giveaways and/or sales in connection with or related to the conference. Notwithstanding, ACAM reserves the right to disapprove any giveaways if deemed inappropriate at the sole discretion of ACAM. Display of Investigational Products also is the sole responsibility of exhibitor, though any such display shall be within the expectations and limitations of the Food and Drug Administration's Guidelines on Notices of Availability, and ACAM recommends that any investigational product that is graphically depicted on a commercial exhibit should contain only objective statements about the product, contain no claims of safety, effectiveness or reliability, contain no other claims to other marketed products, advise the offering exists solely for the purpose of obtaining investigators, and contain a statement: "Caution- Investigational Device- Limited to Investigational Use" (or similar) in a prominent size and placement.

EXHIBIT STAFF CONDUCT

All exhibits must be properly staffed at all times. Those leaving booths un-staffed for long periods of time or those who vacate the booth prior to the official closing time may be excluded from future meetings or penalized. Offensive promotions from exhibit personnel will not be tolerated. Any exhibitor's staff member(s) who demonstrate inappropriate or unsuitable conduct during the exhibition may be removed from the premises and may be subject to penalty (i.e. loss of points) including forfeiture of exhibit fees paid. ACAM determination of such conduct shall be final.

CONTRACT ACCEPTANCE

ACAM reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

BOOTH CONSTRUCTION AND ARRANGEMENT

ACAM will provide and arrange for construction of necessary draped backgrounds of uniform style. Drapery is flame-proofed fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor. All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of booth is 8 feet with the exception of island or perimeter spaces where height limitation is 16 feet unless otherwise noted due to center restrictions, however, cubic content of those booths must be approved in advance by Exhibition Management. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All material must conform to local building, electrical and fire department codes and regulations.

PROGRAM ADVERTISING AND OUTBOARDING

Regardless of the level of participation a company has invested in the event, holding an exhibit, demonstration, or display in ACAM's host city during the show will directly affect the company's ability to participate in future ACAM events. Only participating exhibitors may solicit to attendees and direct selling is to be restricted to the company's exhibit space. Out of respect to ACAM's corporate supporters, companies who are not paid exhibitors for ACAM's shows will be asked to leave and their companies may be unable to participate in future events if they use ACAM's events as an opportunity to sell or promote their products and/or service.

CANVASSING AND OTHER ACTIVITIES

No person, firm or organization not having contracted with ACAM for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention halls or corridors or in hospitality suites. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights from claims against the ACAM arising out of the enforcement of this rule. Circulars or other promotional material may be distributed only from the exhibitor's booth space. ACAM reserves the right to reject, cancel, remove or restrict exhibitors who, because of noise or any other reason shall interfere with the best interests of the Exhibition as a whole.

NO ORAL MODIFICATION CLAUSE

This Application and Contract may not be orally modified. Only modification in writing signed by an authorized representative of ACAM will be considered enforceable.

ASCAP/BMI

It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function.

SECURITY

Security will be provided by ACAM throughout the entire Exhibit, including set-up and tear-down days at the entrances to the Exhibit Hall and Freight Doors. Any theft is to be reported to show management immediately and a theft report must be completed. Security also will be available in aisles during clean-up each day. Exhibitors must provide adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee to exhibitors.

EXHIBITOR RESPONSIBILITY CLAUSE

To the fullest extent permitted by law, the person/legal entity described as "exhibitor" in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as "Exhibitor" in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless the **Gaylord Opryland Resort** ("Hotel"), Hotel's owner, and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), as well as **American College for Advancement in Medicine** ("Group"), from and against any and all claims or expenses arising out of Exhibitor's use of the Hotel's exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance.

LIABILITY

It is agreed that the exhibitor shall make no claim of any kind against ACAM, The Gaylord Opryland Resort, its agents or employees, or against any of ACAM's agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall or on conference premises; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of ACAM or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit, for negligence or otherwise relating thereto. Notwithstanding, any claim by exhibitor, if brought against ACAM or its agents or employees, or those of The Gaylord Opryland Resort shall be brought within one year exhibitor know or should have known of the claim or potential claim; and, any recovery for such claim shall be limited to the amount of monies paid by exhibitor to ACAM for the conference, and shall not include any recovery for special damages, lost revenues, lost profits, or lost business opportunities of any kind or nature.

INSURANCE

Exhibitor must carry all the following insurances without exception: Workers' Compensation, fire, theft insurance, and a comprehensive general liability with minimum coverage of one million dollars (\$1 million) per occurrence and two million dollars (\$2 million) aggregate, including, product liability coverage (for any products provided as giveaways, samples or sales), completed operations, independent contractors coverage, and slip-and-fall and any other personal injury liability coverage. Proof of full compliance satisfactory to ACAM shall be provided to ACAM in writing within 30-days of the conference and prior to exhibitor's exhibit, products or materials entering the Exhibit Hall or conference premises. These coverages shall be evidenced by a Certificate of Insurance with a 30-day notice or cancellation provision to the holder, naming ACAM as an "Additional Insured", and a copy shall be placed at the exhibit booth at all times during show hours and presented to ACAM upon demand. While the Exhibition provides security guards, any and all security is an accommodation to exhibitors, and ACAM assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

STRICT CONFIDENTIALITY & NON-DISPARAGEMENT

As a material term and condition of this Agreement, Exhibitor agrees not to disclose, disseminate, publicize or allow or cause to be disclosed, disseminated or publicized, any of the terms and conditions of this Agreement and/or the acts or

omissions arising from the events concerning this Agreement or Exhibitor's participation or involvement at the conference, except to the extent compelled by law or as authorized by ACAM in writing. Exhibitor will act professionally and in good faith at all times and will not disparage ACAM or The Gaylord Opryland Resort, or any of their employees, agents, or representatives, or any of the conference speakers or exhibitors, either directly or indirectly orally or in writing by making disparaging comments or remarks himself/herself or through a third party, including, but not limited to, any disparaging or negative comments online or in any social media such as Facebook, LinkedIn or Twitter. For any violation of this section, Exhibitor shall immediately, and in no event more than three (3) calendar days, remove that negative remark and provided a complete where necessary in ACAM's opinion, with evidence of such removal and retraction concurrently provided to ACAM in writing. Any critical feedback by Exhibitor shall be restricted to correspondence with and surveys received from ACAM or The Gaylord Opryland Resort which correspondence and surveys shall be provided only to those entities.

ATTENDANCE

ACAM shall not be liable for any verbal agreement or condition made by the representatives of A4M or its affiliates. Any language verbal or written relating to the number of participants is merely an estimate of anticipated attendance and does not in any way intend to guarantee the number of attendees to the conference.

NON-ASSIGNMENT

No exhibitor shall, without the written prior consent of ACAM assign, sublet, or apportion the space assigned to it to any other exhibitor, entities or person(s).

PROMOTION

To attract attendees and increase floor traffic during the conference and exhibition, exhibitors agree to distribute and promote the conference by mentioning ACAM, the date, content and location of the conference in print and media advertisements procured or distributed by the exhibitor after such time as this contract is entered into. Such mention will also be included in all promotional materials and large volume mailings to existing and potential customers.

SERVICES. It is mutually understood and agreed that ACAM will provide each exhibitor with the following services free of additional charge: erection of necessary flame-retardant backgrounds of uniform style, an identification sign, aisle carpeting, program listing, general hall cleaning, and hall guard services. In addition to all other payments provided for this contract, exhibitor agrees to pay for the following services at rates approved by ACAM: handling of incoming and outgoing freight; labor and material to assist exhibit erection, dismantling, and maintenance of the exhibit; electrical service, including outlets; cleaning service; telephone service; furniture/accessories. ACAM may, but shall not be required, to supply these services.

MISCELLANEOUS

It is further agreed that all current and subsequent ACAM conditions and regulations and conditions and regulations of The Gaylord Opryland Resort and any other facilities used by ACAM are made a part hereof as though fully incorporated herein. ACAM shall have full and exclusive power in the matter of interpretation, amendment and enforcement of all said conditions and regulations, and any such amendments when made and brought to the notice of said Exhibitor shall be as though fully incorporated herein and subject to the terms and conditions herein set forth. If a dispute or disagreement shall arise between the parties concerning the allotment of or permitted use of exhibition space or concerning interpretation or any of the regulations which are part hereof the decision and interpretation of ACAM shall be final and the Exhibitor hereby agrees to abide by said interpretation which, if requested, shall be in writing. Exhibitors seeking to install their own booth/display must comply with all state and federal laws and/or regulations and must comply with any/all laws, rules, or regulations related to booth installation/dismantling. It is further agreed that in case said premises shall be destroyed by fire or the elements, or by any other cause, or in case government intervention or regulation, military activity, strikes or any other circumstances that make it impossible or inadvisable for ACAM to hold the Show or portion thereof at the time and place herein provided then and there upon this agreement shall terminate and the said Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the pro rata return on the amount paid after deduction of actual expenses. The parties shall act in good faith to resolve any dispute arising from this agreement prior to the commencement of any formal legal action. In the event of any dispute arising under this agreement, the prevailing party shall be entitled to recover their reasonable attorney's fees and costs, including any such fees and costs incurred in pre-litigation resolution efforts. Any lawsuit or claim brought related to this agreement shall be brought in Bozeman, Montana, with the laws of the State of Montana governing such action. This agreement may be executed in counterparts, and copies of the signed agreement shall be as valid and enforceable as the original. The parties agree that the fact one party drafted this agreement shall not be held against that party in any interpretation of this agreement by any court or trier of fact.