



ACG 2016 ANNUAL SCIENTIFIC MEETING AND POSTGRADUATE COURSE

Exhibitor Prospectus



The Premier



GI Clinical Meeting &
Postgraduate Course

OCTOBER 14-19, 2016

THE VENETIAN
LAS VEGAS, NEVADA

EXHIBIT DATES
SUNDAY—TUESDAY, OCTOBER 16-18



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IMPORTANT INFORMATION

Exhibit Space

10x10 Inline exhibit space: \$3,100
 10x10 Corner exhibit space: \$3,300
 Island space: \$39.00 per square foot

Important Deadlines

Payment Deadline: March 15, 2016
(We will continue to accept applications after the deadline, however, full payment must accompany the application)

Advance Shipments to Warehouse: Thursday, October 13

Direct Shipments to The Venetian Las Vegas: Friday, October 14

Registration Hours (subject to change):

Friday, October 14	5:00 am – 5:00 pm
Saturday, October 15	7:00 am – 5:15 pm
Sunday, October 16	7:00 am – 6:30 pm
Monday, October 17	6:00 am – 4:45 pm
Tuesday, October 18	6:00 am – 5:00 pm
Wednesday, October 19	6:00 am – 12:15 pm

Exhibit Set-up Hours:

Friday, October 14	7:00 am – 5:00 pm
Saturday, October 15	7:00 am – 5:00 pm
Sunday, October 16	7:00 am – 12:00 noon

Exhibit Hall Hours:

Sunday, October 16	3:30 pm – 7:00 pm
Exhibit Hall Opening Reception	5:15 pm – 7:00 pm
Monday, October 17	10:00 am – 4:45 pm
Tuesday, October 18	10:00 am – 4:30 pm

Advance Shipment Address:

To: Your Company Name
 For: ACG-Exhibitor's Name & Booth Number
 c/o Freeman Decorating
 6675 W. Sunset Road, Las Vegas, NV 89118

Direct Shipment Address:

To: Exhibiting Company Name / Booth #
 For: ACG 2016 Annual Scientific Meeting and
 Postgraduate Course
 c/o FREEMAN
 Sands Expo Center
 201 Sands Ave, Las Vegas, NV 89169





ACG 2016 *is a* **MUST-ATTEND** **EXHIBIT OPPORTUNITY** *for YOUR COMPANY.*

Join companies from across the U.S. by exhibiting at **ACG 2016**, the American College of Gastroenterology Annual Scientific Meeting and Postgraduate Course. ACG is a recognized leader in educating GI professionals and the general public about digestive disorders and our Annual Scientific Meeting and Postgraduate Course is considered the premier GI clinical event of the year. It offers GI physicians the opportunity to network with peers, share experiences from their practice, learn the latest clinical information on key GI topics, and experience current advances in gastrointestinal technology and therapeutics throughout the Exhibit Hall.

MORE THAN 5,000 GI physicians are expected to **ATTEND ACG 2016** in Las Vegas.

ACG constantly strives to increase traffic to the Exhibit Hall. Below are just a few of the things ACG does to promote the Hall:



VERBAL ANNOUNCEMENTS

in education sessions and written reminders in attendee materials about the importance of the exhibitors and visiting the Hall during the conference.



EXTENDED BREAK TIMES

between sessions giving exhibitors more unopposed time with attendees.



WELCOME RECEPTION

in the Exhibit Hall on Sunday evening.



HANDS-ON WORKSHOP CENTER

in the Exhibit Hall all three days—if you are a device company, contact us and get involved!



EXHIBITOR PRODUCT THEATER

—contact ACG if you are interested in showcasing your product or service.



POSTER SESSIONS

in the Exhibit Hall all three days.



ACG SCAVENGER HUNT

—be one of 10 exhibitors attendees visit to enter a drawing to win prizes

Don't miss this opportunity to showcase your products and services. **Exhibit at ACG 2016.**

Continue to visit acgmeetings.org for updates.

QUICK FACTS

Companies Who Exhibit



Pharmaceuticals



Medical Instrument
Suppliers



Recruiters



Technology
Companies



Publishers



Non-profit
Organizations

In a recent survey of ACG Annual Meeting attendees:

95%

of ACG attendees visit
the Exhibit Hall.

86%

of ACG attendees who
visited the Exhibit Hall
indicated that meeting
with Exhibitors was the
main reason they visit
the Hall.

Meeting Attendance

Past Attendance

2015 Honolulu, HI – 4,046

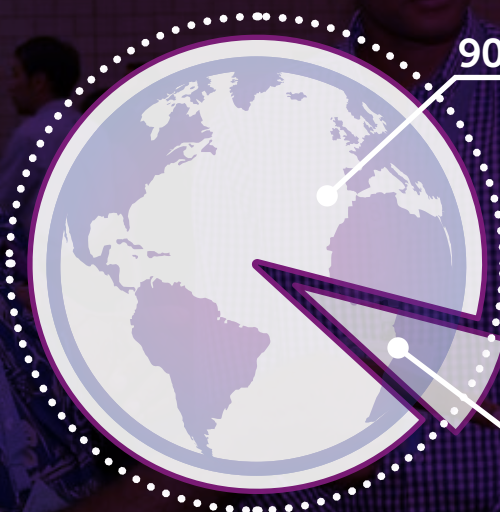
2014 Philadelphia, PA – 4,607

2013 San Diego, CA – 4,522

2012 Las Vegas, NV – 5,460

2011 Washington, DC – 4,603

Regional Average



2015 EXHIBITORS



Research
Companies



And many
others

90%

of ACG attendees visiting the Exhibit Hall indicated that new products, product updates and educational information were their main interest.

ACG 2015 Attendee Breakdown

84% PHYSICIANS

6% ALLIED HEALTH

9.5% OTHER (PhD, PharmD, etc.)

.5% PRACTICE MANAGERS

AbbVie
Actavis/Ironwood Pharmaceuticals, Inc.
Amenity Health, Inc.
American Board of Internal Medicine
American Health Formulations
American Neurogastroenterology & Motility Society
American Regent
Apollo Medical Group—Customized Anesthesia Practice Management
AstraZeneca, LP
Atrantil—KBS Research, LLC
Avantis Medical Systems
Boehringer Ingelheim Pharmaceuticals, Inc.
Boston Scientific
Bracco Diagnostics
Braintree Laboratories, Inc.
C2 Therapeutics
Calmosepine Inc.
Cass Laboratories
CDx Diagnostics
Colon Cancer Alliance
Colowrap LLC
Commonwealth Laboratories, Inc.
ConMed
Cook Medical
CRH Medical
Crospon
DRG Laboratory
Elsevier
EndoChoice
EndoGastric Solutions
Endosim
EndoSoft
Entera Health, Inc.
ERBE USA, Inc.
Everidis Health Sciences
Exact Sciences
Ferring Pharmaceuticals
FUJIFILM Medical Systems U.S.A., Inc.—Endoscopy Division
Gastroenterology & Endoscopy News
Gastroenterology & Hepatology
Genii, Inc.
GI Pathology, PLLC (Poplar Healthcare)
Gilead Sciences
GIQuIC
gMed
Halyard Health (formerly Kimberly-Clark Healthcare)
Hawaii Pacific Health
IM HealthScience@
Indiana University Kelley School of Business, Business of Medicine Physician MBA
Intercept Pharmaceuticals
Interpace Diagnostics
invendo medical inc.
Jackson & Coker
Janssen Biotech, Inc.
Kadlec Regional Medical Center
Kaiser Permanente/The Permanente Medical Group, Inc.
Konsyl Pharmaceuticals, Inc.
Mayo Clinic
MD-Reports/Infinite Software Solutions, Inc.
Medivators
Medspira, LLC
Medtronic
Merck & Co., Inc.
Merit Medical Endotek
Miraca Life Sciences
Modernizing Medicine, Inc.
Mother to Baby Pregnancy Studies Conducted by the Organization of Teratology Information Specialists
Myriad Genetic Laboratories
National Institute of Diabetes and Digestive and Kidney Diseases
Nature Publishing Group
Nextservices, Inc.
Olympus America Inc.
OpenBiome
OraSure Technologies
Otsuka America Pharmaceutical Inc.—Medical Device Division
Ovesco Endoscopy USA
Paion Inc.
PENTAX Medical
Practical Gastroenterology
PracticeLink.com
Prometheus Laboratories Inc.
QDX Pathology Services
QOL Medical, LLC
Quest Diagnostics
Quintron Instrument Company
Redfield Corporation
Rome Foundation
Salix Pharmaceuticals, Inc. (a wholly-owned subsidiary of Valeant Pharmaceuticals International, Inc.)
Sandhill Scientific
Saneso Inc.
Shionogi
Shire
Shire U.S. Inc.; HAE: Learn About It Talk About It
SLACK Incorporated
Smart Clinic
Smart Medical Systems Ltd.
Somna Therapeutics
Squatty Potty, LLC
Staff Care, Inc.
Takeda Pharmaceuticals U.S.A., Inc.
Torax Medical, Inc.
TZAM Diagnostics, LLC
UCB, Inc.
University of Tennessee Physician Executive MBA Program
US Endoscopy
Vascular Technology
Wolters Kluwer—ProVation Medical
World Gastroenterology Organisation (WGO)

It's **VEGAS, BABY!**

MARK YOUR CALENDAR FOR ACG 2016 OCTOBER 14–19

Join colleagues at [ACG 2016](#) and enjoy Vegas' world-class entertainment, fine dining, shopping and casino action. ACG returns to Vegas for the ACG 2016 Annual Scientific Meeting and Postgraduate Course, October 14th through the 19th, at The Venetian, Las Vegas. The Venetian is an all-suites hotel. ACG 2016 guests will receive meeting rates at both The Venetian and The Palazzo, which are connected. Look for information on hotels in April 2016.

While in Vegas, plan some down time. At the end of the day when the educational sessions are over, relax, unwind, explore and enjoy all the great things there are to do and see in Vegas.

Entertainment for Everyone

If you are looking for entertainment, Vegas has dozens of shows. There are eight Cirque du Soleil shows currently running: The Beatles LOVE at the Mirage, Criss Angel Believe at the Luxor, KÅ at MGM Grand, Michael Jackson ONE at Mandalay Bay, Mystère at Treasure Island, O at Bellagio, Zarkana at Aria, and Zumanity at New York New York. If comedy is more your style, you'll find some of the top comedians in the country playing at one of the many comedy clubs in Las Vegas. And don't forget to take in some casino action, whether you are a high roller or just want to watch some of the casino action taking place.

A Shopper's Paradise

If you want to throw down some dollars away from the casino tables, put on your walking shoes and visit one of the numerous shopping venues in Vegas. Choose from the Grand Canal Shoppes at The Venetian, which features more than 80 shops, The Forum Shops at Caesars Palace features more than 150 shops, plus there is the Fashion Show Mall with more than 250 shops, and for the bargain shopper, there are outlet centers in and around Las Vegas.

You Won't Leave Vegas Hungry

Consider yourself a gourmand? Then Vegas is for you. Because of its international appeal

with millions of visitors each year from around the world, Vegas attracts some of the top chefs in the business. Many of the hotels offer fine dining establishments featuring the best of Italian, French, American, and Asian cuisine, to name a few. Or for those looking for a quick bite before heading off to the next adventure, sample one of the buffet meals that Vegas has also become famous for.

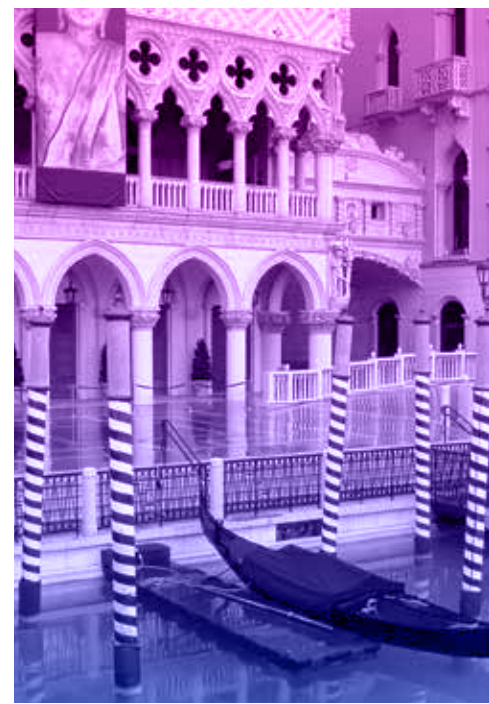
For a list of restaurant suggestions, see the At-A-Glance column on page 7.

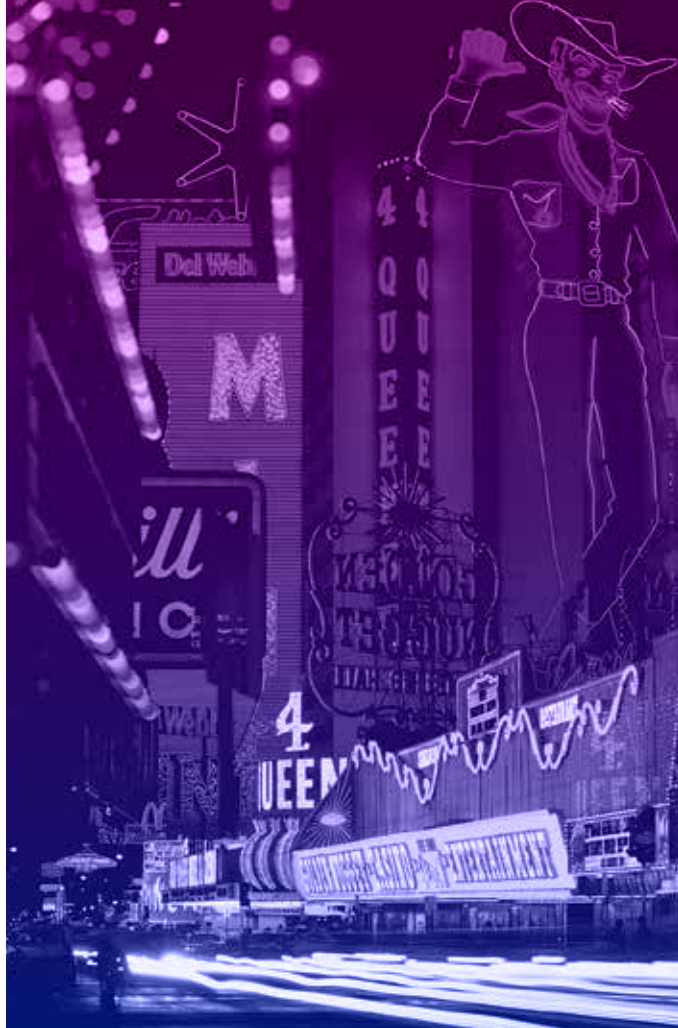
Venture into the Great Outdoors

If you are more inclined towards hiking, climbing, and horseback riding, you can find all of it plus scenic tours at the Red Rock Canyon National Conservation Area, which is located just 20 miles outside the city. Trek a little further outside the city and you can climb to the peak of Mount Charleston at nearly 12,000 feet or whitewater raft down the Colorado River. You'll also find tour companies located in Las Vegas that offer one-day trips, either by mini-coach or helicopter, to the Grand Canyon.

Be Pampered

Has the entertainment, shopping, dining, and trekking outdoors made you tired? Then enjoy a spa experience. Be pampered at one of the high-end spas located in Las Vegas. There is the famous Canyon Ranch SpaClub located in The Venetian, the MGM Grand Spa at the MGM Grand, Wet the Spa at Treasure Island, plus spas at The Mirage, the Wynn Las Vegas, and more. Some spas are for the exclusive use of hotel guests, so check with each before making reservations.





AT-A-GLANCE

ENTERTAINMENT, SHOPPING and DINING OPTIONS

There are numerous entertainment options in Vegas year-round. Some of the most popular shows are from Cirque du Soleil.

Cirque du Soleil offers 8 different shows in Las Vegas.

- The Beatles LOVE, *The Mirage*
- Criss Angel Believe, *Luxor*
- KÀ, *MGM Grand*
- Michael Jackson ONE, *Mandalay Bay*
- Mystère, *Treasure Island*
- O, *Bellagio*
- Zarkana, *Aria*
- Zumanity, *New York New York*

Shopping Options

Here are just a few of the numerous shopping options in Las Vegas.

- Crystals, *City Center*
- Encore Esplanade, *Encore*
- Fashion Show Mall, *3200 S. Las Vegas Blvd.*
- The Forum Shops, *Caesars Palace*
- Grand Canal Shoppes, *The Venetian*
- Las Vegas Premium Outlets, *7400 S. Las Vegas Blvd.*
- Le Boulevard, *Paris*

Dining Options

These are just a few of the dozens of dining options located on the Strip.

American

- Aureole, *Mandalay Bay*
- BLT Burger, *The Mirage*
- Burger Bar, *Mandalay Bay*
- Fix, *Bellagio*
- Holstein's, *The Cosmopolitan*
- LakeSide, *Wynn*
- Pantry, *The Mirage*
- Sage, *Aria*
- Society Café, *Encore*
- Tableau, *Wynn*
- Top of the World, *Stratosphere*
- Yardbird Southern Table & Bar, *The Venetian*

Asian

- Andrea's, *Encore*
- Lemongrass, *Aria*
- MOzen Bistro, *Mandarin Oriental*
- Noodles, *Bellagio*
- Tao Asian Bistro, *The Venetian*
- Wing Lei, *Wynn*
- Buffets
- Bacchanal Buffet, *Caesars Palace*
- Cravings, *The Mirage*
- Le Village Buffet, *Paris*
- The Buffet, *Aria*
- The Buffet at TI, *Treasure Island*
- Wicked Spoon Buffet, *The Cosmopolitan*

French

- BARDOT Brasserie, *Aria*
- Bouchon, *The Venetian*
- DB Brasserie, *The Venetian*
- Guy Savoy, *Caesars Palace*
- Joël Robuchon, *MGM Grand*
- L'Atelier de Joël Robuchon, *MGM Grand*
- Le Cirque, *Bellagio*
- Mon Ami Gabi, *Paris*
- Picasso, *Bellagio (French and Spanish cuisine)*
- Twist, *Mandarin Oriental*

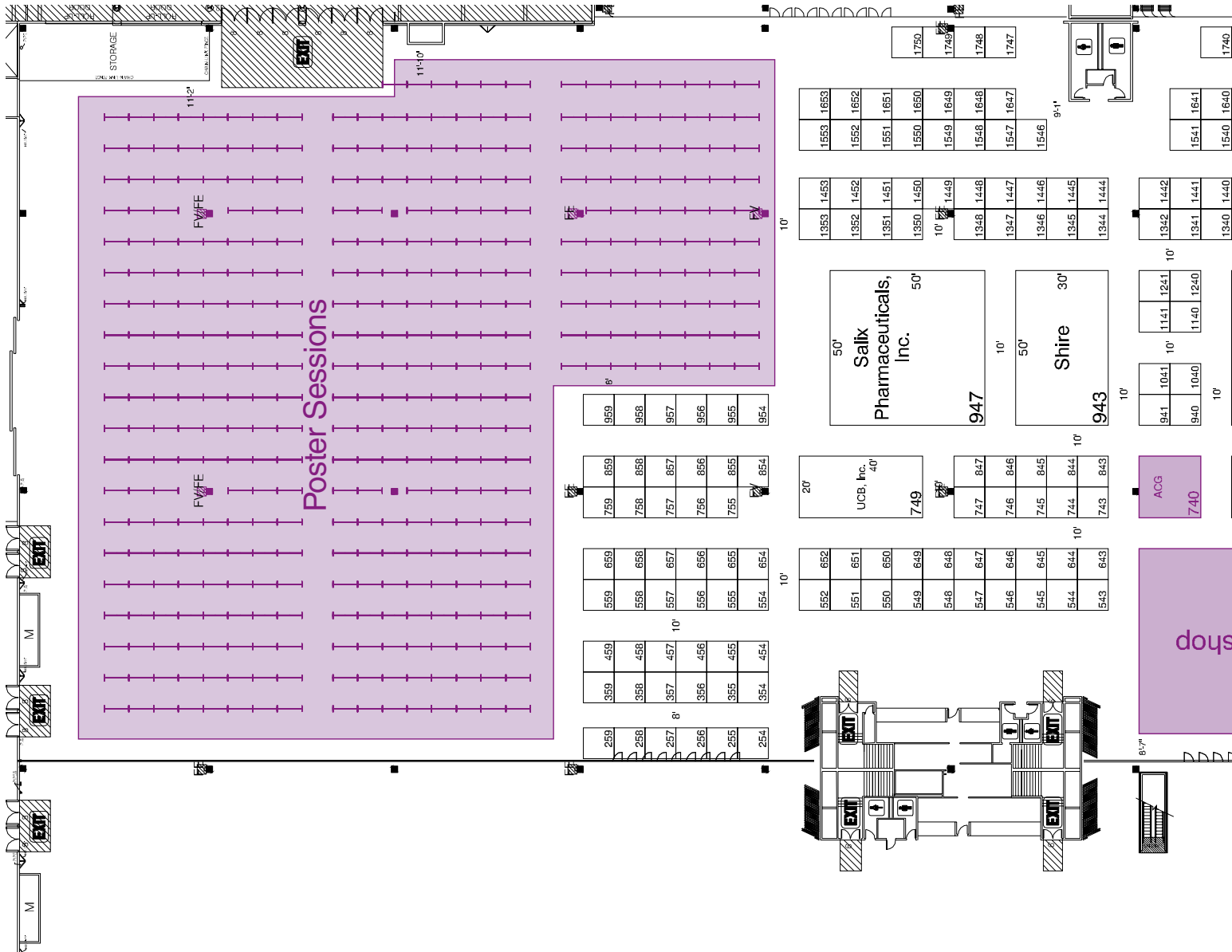
Italian

- Allegro, *Wynn*
- Canaletto, *The Venetian*
- Carnevino, *The Palazzo*
- Dal Toro Ristorante, *The Palazzo*
- Lago, *Bellagio*
- Portofino, *The Mirage*
- Zeffirino Ristorante, *The Grand Canal Shoppes at The Venetian*

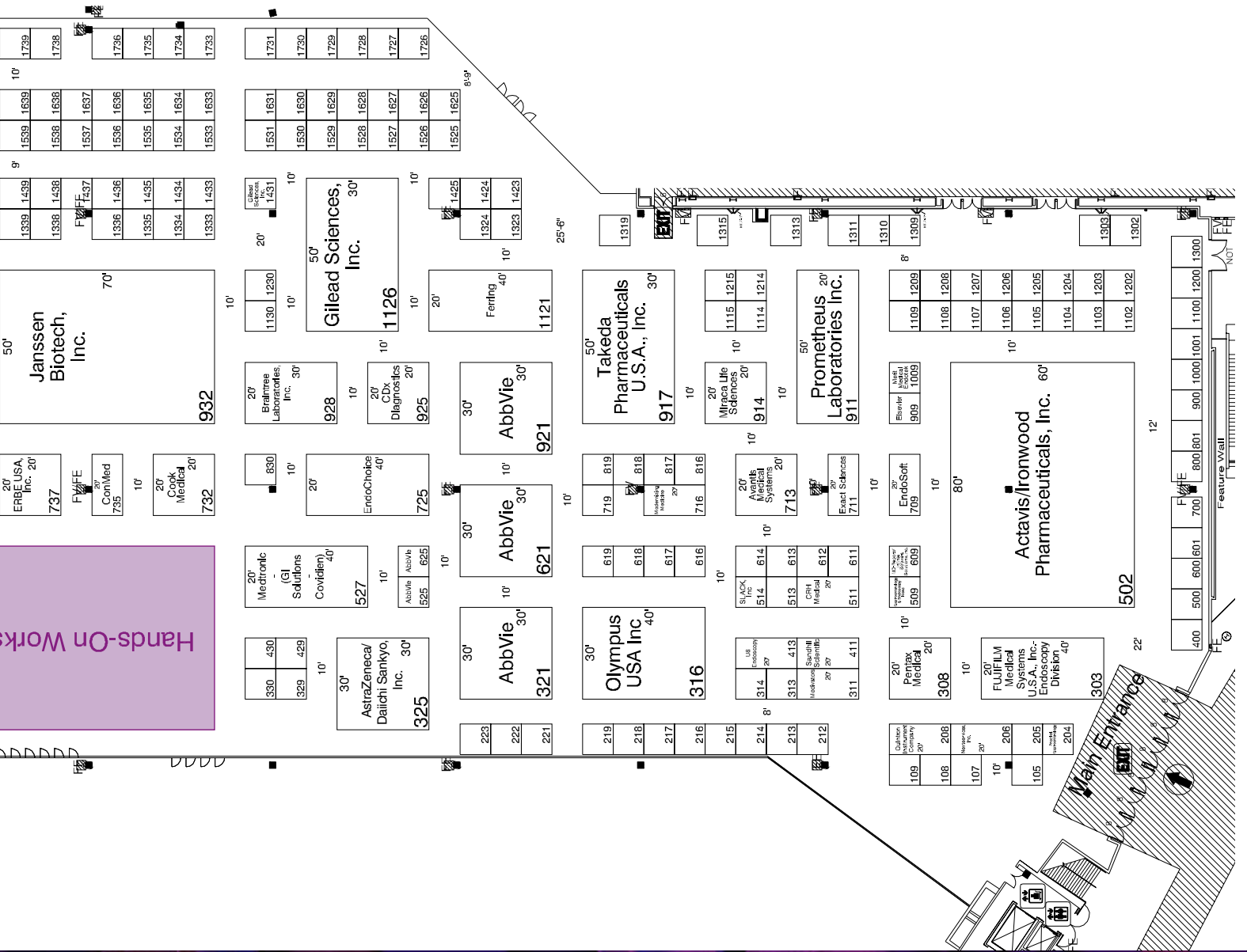
Seafood

- AquaKnox, *The Venetian*
- Emeril Lagasse's New Orleans Fish House, *MGM Grand*
- Estiatorio Milos, *The Cosmopolitan (Greek and Mediterranean)*
- Mastro's Ocean Club, *Crystals at City Center*
- Michael Mina, *Bellagio*

2016 EXHIBIT



HALL MAP



PROMOTIONAL OPPORTUNITIES

When you exhibit at ACG 2016, you can also take advantage of these additional promotional opportunities including:

Convention Center/Hotel Banners

— Direct people to your booth by purchasing one of the many advertising opportunities available in high-traffic areas of The Venetian Las Vegas and Sands Expo.

Hands-on Workshops — ideal for device companies, the hands on workshops will be located on the Exhibit Hall floor.

Physician Education DVDs —

highlighting video presentations from ACG's Regional Courses, these educational DVDs are a proven and sure-fire way to generate foot traffic to your booth!

Exhibitor Theater — have a new product or service you would like to showcase? Participate in the Exhibitor Theater, held each day of the Exhibit Hall.

EXHIBITOR DETAILS

Assignment of Booth Space

Booth space will be assigned on a point system to establish priority as follows: 3 points for exhibiting plus 1 point for each additional 100 square feet over the initial 100 square feet up to a maximum of 6 points per year. Additional points may be earned by increasing booth space from one year to the next and by exhibiting at ACG Regional Courses. An exhibitor's point standing and the complete priority point policy are available upon request. Space assignments will be made starting in March 2016. The College reserves the right to make variations in the established priority system and/ or relocate previously assigned space. If previously assigned space is relocated, the exhibitor is given 15 days in which to accept the relocation or request a refund. The Management of the American College of Gastroenterology also reserves the right to alter the exhibit layout at any time.

Payment & Restrictions

Exhibit space in the Sands Expo is priced as follows:

10' x 10' Linear Booth: \$3,100

Corner Booth: \$3,300

Island Booth Space: \$39.00/sq. ft.

Corner booths are permitted to eliminate the outside draped side rail.

A deposit of 50% of the contracted space should be forwarded with the application form. Booth space will not be assigned in pre-selection or at any other time until the deposit has been received. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction. No refunds will be issued to firms canceling if space cannot be resold. There will be no refunds whatsoever for space canceled after March 15, 2016. Checks should be made payable to the American College of Gastroenterology and sent to:

Attn: Exhibit Manager

American College of Gastroenterology
6400 Goldsboro Road, Suite 200
Bethesda, MD 20817
(301) 263-9000

The American College of Gastroenterology also accepts American Express, MasterCard and VISA.

CONTACTS AT ACG:

Elaine McCubbin
Vice President,
Meetings & Exhibitions
(301) 263-9000
emccubbin@gi.org

Robyn Graff
Meetings Coordinator
(301) 263-9000
rgraff@gi.org

Martie Spath
Vice President, Marketing
(301) 263-9000
mspath@gi.org





RULES *and* REGULATIONS

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of the American College of Gastroenterology. Exhibitors agree to comply with all subsequent reasonable rules adopted or changed by the College. Any changes will be provided to exhibitors in writing.

Advertising

The American College of Gastroenterology must approve any use of the ACG logo, ACG 2016 Meeting Logo, taglines, trademarks or trade names prior to any exhibitor use. The ACG must approve the language in any advertisement which mentions the American College of Gastroenterology. Please contact **Elaine McCubbin** at emccubbin@gi.org or **Martie Spath** at mspath@gi.org for additional information.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, the ACG will make all reasonable efforts to accommodate persons with disabilities. Please contact ACG's VP, Meetings & Exhibitions, **Elaine McCubbin** at emccubbin@gi.org, no later than **September 1, 2016**, to make arrangements. Exhibitors are responsible for complying with the ADA within their assigned booth space.

Badge Requests

Exhibitors may request an unlimited number of Exhibit Hall passes at no charge for their company. These badges will only allow company representatives onto the tradeshow floor. Any exhibitor who wants to attend the scientific sessions must register for the meeting separately.

Set up badges are available at the meeting registration prior to the Exhibit Hall opening for appointed contractors and staff entering the Exhibit Hall during set up and dismantling times.

Booth Activities and Demonstrations

Interviews, demonstrations and the distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own booth will not be permitted.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Use of microphones, television or other sound aspects of displays, compressed air, gases or other similar media must be confined to the booth area, may not interfere with other exhibitors and are subject to being prohibited by Management, which shall have absolute discretion in its judgment on such matters. Character of the exhibits is subject to approval of the College.

Booth Design Approval Requirements

All island exhibit spaces 20x20 or larger must submit a booth layout for management and Fire Marshall approval by **September 1, 2016**. Plans can be submitted to **Elaine McCubbin**, VP, Meetings & Exhibitions at emccubbin@gi.org.

Booth Relocation

The Management of the American College of Gastroenterology reserves the right to alter the exhibit hall layout at any time. If previously assigned space is relocated, the exhibitor is given 15 days in which to accept the relocation or request a refund.

Booths and Signs

Ceiling height at The Venetian/Sands Expo Center is 32'. There must be a 5' space between the top of the exhibit booth and the ceiling. A uniformly lettered, two-line decorative sign, 7" x 44", indicating the company name, city, state and booth number, will be furnished and properly located at the top of the back of each booth. Additional signs for display purposes may be ordered from the Official Decorator. Island booths are permitted to hang signs from the ceiling. There must be a 1' space between the top of the hanging sign and the ceiling. Inline and corner booths are not permitted to have hanging signs over their booth space.

Cancellation and Reduction Policy

Notice of cancellation or reduction must be received in writing. A service fee of 25% of the total booth cost will apply to any cancellation or space reduction. No refunds will be issued to firms canceling if space cannot be resold or if the tradeshow floor does not sell out. There will be no refunds whatsoever for space cancelled after March 15, 2016. Reductions and cancellations will result in a loss of priority points. A complete priority point policy is available upon request.

Carpeting Requirements

Carpeting is required and is the responsibility of the exhibiting company. The exhibitor may provide carpeting or rent carpeting through the Official Decorator. **At 12:00 noon on Sunday, October 16, an inspection will be made of the Exhibit Halls and exhibits that do not have carpeting will be assigned to the Official Decorator for installation and cleaning prior to opening.** Charges will be billed to the exhibitor.

Exhibitors are not permitted to carpet outside of their booth area without prior permission from the American College of Gastroenterology.

Catering Guidelines

Exhibitors are permitted to distribute food and beverages within their booth space. All catering items must be ordered through The Venetian/Sands Expo Center. A menu selection and order form will be included in the official Exhibitor Service Manual.

Ceiling Height

Ceiling height at The Venetian/Sands Expo Center is 32'. There must be a 5' space between the top of the exhibit booth and the ceiling. Island booths are permitted to hang signs from the ceiling. There must be a 1' space between the top of the hanging sign and the ceiling. Inline and corner booths are not permitted to have hanging signs over their booth space.

Company Descriptions and Logos

Exhibitors will be contacted in mid-March 2016 regarding submission of the company description, logo and contact information. Companies have until September 1st to submit this information. The descriptions, logos and contact information will be used in the Official Exhibit Guide distributed onsite during the meeting as well as in the online itinerary planner and the eventScribe meeting app to assist attendees with navigating the Exhibit Hall.

RULES AND REGULATIONS (cont.)

Conduct of Exhibits

Each exhibit shall be installed as to not obstruct the view of, or interfere with the exhibits of others. No solid exhibit construction will be permitted to exceed 36" in height except in the back one-third of the booth. Maximum allowed height of rear wall displays is 8'. Any variance from this must be cleared in writing with the College's office.

Interviews, demonstrations and the distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own booth will not be permitted.

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Use of microphones, television or other sound aspects of displays, compressed air, gases or other similar media must be confined to the booth area, may not interfere with other exhibitors and are subject to being prohibited by Management, which shall have absolute discretion in its judgment on such matters. Character of the exhibits is subject to approval of the College.

The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. The Management of the American College of Gastroenterology reserves the right to restrict at any time any exhibit deemed undesirable and the Management's decision must be accepted as final in any disagreement between exhibitors.

Exhibit Services/EAC Requirements

The College and Exhibit Management (including exhibit managers, decorators, etc.) make every effort to accommodate exhibitors who prefer to use the services of subcontractors with whom the exhibitor contracts or assigns certain duties. However, it is the Exhibit Management's responsibility to assure that the show opens on time and that all regulations are observed. Therefore, the exhibitor acknowledges and assigns to the Exhibit Management the right and discretion to undertake any activities or services, on behalf of exhibitor and at the exhibitor's expense, which the Exhibit Management believes are needed to meet these requirements, if those activities or services have not been timely provided by the exhibitor or by any subcontractor designated by the exhibitor.

Exhibitor agrees to be financially responsible for any debts incurred either by himself, by his subcontractor(s), or by Exhibit Management on his behalf, both generally and under the specific circumstances noted above. The exhibitor specifically agrees to indemnify the College, exhibition management and their agents and to hold them harmless in

any dispute over fees. In the event that a subcontractor fails to make payment to the College, Exhibit Management or any agent of either for any costs incurred on the exhibitor's behalf, for whatever reason—including bankruptcy of the subcontractor, or payment dispute—exhibitor agrees that such fees are his direct responsibility. Nothing included above shall constitute an obligation upon the College, or Exhibit Management or their agents to arrange for or otherwise provide any activities and services normally the obligation of the exhibitor, and not specifically provided for elsewhere in this Agreement.

Exhibitor designated contractors must carry their own insurance to cover exhibit material against damage and loss, as well as public liability insurance of at least \$1 million per occurrence and \$1 million aggregate against injury to the person and property of others. A certificate of insurance naming the American College of Gastroenterology as additional insured must be received at least 30 days prior to the Exhibit Hall opening.

Exhibitor Service Kit

A complete Exhibitor Service Kit from the Official Decorator will be available in June 2016. A link to the Kit will be available on the ACG Meeting website and will be emailed to each exhibitor.

FDA Guidelines

The FDA imposes rules and regulations on some of the products exhibited at healthcare meetings. It is the exhibitor's responsibility to understand and follow the FDA rules and regulations. Specific information may be obtained from the FDA.

Fire Regulations

All materials used in the Exhibit Hall must be flame proofed and fire resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or corrugated paper, flame proofed or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before usage, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fireproof may be dismantled. All aisles and exits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Giveaways and Promotional Items

The American College of Gastroenterology requires approval for giveaways. A giveaway approval form will be included in the Official Exhibitor Kit. All exhibitors planning on giving away products, novelties, souvenirs or any other item other than company literature are required to complete the form.

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and

demonstrations. Sales and order taking are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The ACG reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Hospitality Suites

Only those companies participating in the commercial exhibit program will be allowed to conduct hospitality suites in Las Vegas. Suites are limited to hospitality and may not be used to display products or services. These hospitality suites may not be open or advertised to be open at times that conflict with official functions of the College such as scientific sessions or College sponsored social functions (including exhibits).

Independence of ACG CME Education in Accordance with ACCME Requirements

The ACG and the exhibiting company agree to the following conditions:

- 1. Arrangements for commercial exhibits** or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
- 2. Product-promotion material** or product-specific advertisement of any type is prohibited in or during CME activities. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME activities.
- 3. For live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
- 4. The ACG educational program/CME activity**, during which exhibits are conducted in a separate area, is intended for scientific and educational purposes and will not directly or indirectly promote the company's products.
- 5. In compliance with the ACCME Standards** for Commercial Support, no honoraria or reimbursements will be paid directly by a commercial interest to a presenter, planning committee member or author.
- 6. ACG and the exhibiting companies agree** to abide by the all of the requirements of ACCME's Standards for Commercial Support of Continuing Medical Education.

Interpretation

All matters and questions not specifically covered by these Rules and Regulations are subject to the decision of the American College of Gastroenterology. Exhibitors agree to comply with all subsequent

reasonable rules adopted or changed by the College. Any changes will be provided to exhibitors in writing.

Liability and Insurance

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold the American College of Gastroenterology, and their employees and agents harmless against all claims or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the American College of Gastroenterology, The Venetian & The Palazzo/Sands Expo, their employees and agents.

In addition, Exhibitor acknowledges that the American College of Gastroenterology and The Venetian & The Palazzo and Sands Expo Center do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property loss/damage insurance covering such losses by Exhibitor.

Labor

Labor must be used in accordance with local union requirements in the erection and dismantling of exhibits. Exhibitors utilizing firms other than the Official Decorator are requested to notify the American College of Gastroenterology in writing with the name of the contractor. Those exhibitors will be required to present a Certificate of Insurance from such outside contractors to protect the American College of Gastroenterology against disputes arising from services not performed. The exhibitor agrees that if outside contractors do not perform labor services in a reasonable period of time, the Official Contractor will provide for labor services and the exhibitor will be invoiced accordingly. Electrical service will be provided by SES. Information and order forms will be included in the Official Exhibitor Service Kit.

Exhibitor designated contractors must carry their own insurance to cover exhibit material against damage and loss, as well as public liability insurance of at least \$1 million per occurrence and \$1 million aggregate against injury to the person and property of others. A certificate of insurance naming the American College of Gastroenterology as additional insured must be received at least 30 days prior to the Exhibit Hall opening.

Lead Retrieval

Lead retrieval services are available at the ACG Annual Meeting. Information will be included in the Official Exhibitor Service Kit.

Lighting

Lighting in the Exhibit Hall will be at 50% during move-in and move-out and 100% during exhibit times.

Mailing Lists

The American College of Gastroenterology does not provide pre-registration lists. Exhibiting companies will receive a

complete attendee list with mailing addresses post conference. Exhibitors do have the opportunity to request an ACG membership list. A request form and rules and regulations will be available in the Official Exhibitor Service Kit and online at acgmeetings.org.

Meeting Registration

Each exhibiting company may request an unlimited number of badges for access to the trade show floor at no cost. The exhibit badges do not include access to the educational sessions. Any exhibitor who wishes to attend an education session must register to attend the meeting and pay any associated registration fees. Detailed information along with online registration will be available at acgmeetings.org.

Meeting Room Rental

A limited number of meeting rooms will be made available at area hotels for exhibitor use. It is strongly recommended that requests for meeting space are sent as early as possible as meeting rooms fill very quickly. A request form will be available online at acgmeetings.org beginning in March 2016 and also available in the Official Exhibitor Service Kit.

Mergers and Acquisitions

Companies that have merged with or purchased another company may use the priority points from either company, whichever is higher, but may not combine the priority point totals. The ACG must be notified by both companies that the acquisition or merger is complete. Request for transfer of points must also be submitted in writing to the ACG by the parent company.

An exhibitor's point standing and the complete priority point policy are available upon request.

Mobile and Airport Advertising

ACG must approve all mobile advertising including advertising appearing on taxis and shuttle buses or advertising appearing at airports servicing the Las Vegas area. An advertising fee may apply if permission is granted. Contact ACG's Vice President of Marketing, Martie Spath, at mspath@gi.org.

Non-Exhibitors

No firm or organization not assigned space in the Exhibit Hall will be permitted to solicit business within the Exhibit Hall or elsewhere in the Expo Center. Exhibitors are requested to inform the College of their knowledge of any such occurrence.

Parking

The Venetian & The Palazzo offers complimentary parking.

Photography and Videotaping

Exhibitors, Attendees, Guests and Media are strictly prohibited from taking still photography or video of the Exhibit Hall or any educational session or event of the meeting for publication, rebroadcast or placement on a non-ACG website or

print publication without prior written permission from the ACG. For more information contact **Elaine McCubbin** at emccubbin@gi.org. Media should contact ACG at mediaonly@gi.org.

Prizes and Lotteries

Prizes and lotteries are permitted at the ACG Annual Scientific Meeting provided they remain professional in nature. Written permission from the ACG is required. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The ACG reserves the right to restrict activities that it deems inappropriate or unprofessional.

Protection of the Hotel/Convention Center

Exhibitors will be held liable for any damage caused to The Venetian & The Palazzo/ Sands Expo Center property and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the facilities or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety, the Hotel Management will be the final judge thereof and their decision shall be binding on all parties concerned.

Recycling

The Venetian & The Palazzo is committed to recycling and provides receptacles throughout the common areas.

Responsibility for Debts and Subcontractors

The College and Exhibit Management (including exhibit managers, decorators, etc.) make every effort to accommodate exhibitors who prefer to use the services of subcontractors with whom the exhibitor contracts or assigns certain duties. However, it is the Exhibit Management's responsibility to assure that the show opens on time and that all regulations are observed. Therefore, the exhibitor acknowledges and assigns to the Exhibit Management the right and discretion to undertake any activities or services, on behalf of exhibitor and at the exhibitor's expense, which the Exhibit Management believes are needed to meet these requirements, if those activities or services have not been timely provided by the exhibitor or by any subcontractor designated by the exhibitor.

Exhibitor agrees to be financially responsible for any debts incurred either by himself, by his subcontractor(s), or by Exhibit Management on his behalf, both generally and under the specific circumstances noted above. The exhibitor specifically agrees to indemnify the College, exhibition management and their agents and to hold them harmless in any dispute over fees. In the event that a subcontractor fails to make payment to the College, Exhibit Management or any agent of either for any costs incurred on



RULES AND REGULATIONS (cont.)

the exhibitor's behalf, for whatever reason—including bankruptcy of the subcontractor, or payment dispute—exhibitor agrees that such fees are his direct responsibility. Nothing included above shall constitute an obligation upon the College, or Exhibit Management or their agents to arrange for or otherwise provide any activities and services that are normally the obligation of the exhibitor, and not specifically provided for elsewhere in this Agreement.

The Exhibit Halls will be available for set-up on **Friday, October 14 from 7:00 am – 5:00 pm, on Saturday, October 15 from 7:00 am – 5:00 pm, on Sunday, October 16 from 7:00 am – 12:00 noon.** All exhibits must be set by **12:00 noon on Sunday, October 16.** Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. At 2:00 pm on Sunday, October 16, an inspection will be made of the Exhibit Halls and exhibits that are obviously not being worked on and have no representative present will be assigned to the Labor Contractor for uncrating and erecting to facilitate removal of crates and initial cleaning prior to opening. Charges will be billed to the exhibitor.

All exhibits must remain intact until the official closing time of **4:30 pm on Tuesday, October 18, 2016** and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all shipping materials, crates, etc., **must be removed from the Exhibit Hall no later than 5:00 pm on Wednesday, October 19, 2016.**

Room Drops

The American College of Gastroenterology will offer the opportunity for exhibitors to participate in room drops. Exhibitors may only use the ACG's official room drop vendor. Individual room drops are strictly prohibited. A room drop rate card with room drop rates and delivery dates will be included on the ACG meeting website and in the Official Exhibitor Services Kit.

Sales and Order Taking

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The ACG reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

Security

Security shall be furnished by Management to be on duty in the Exhibit Hall when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. Exhibitors should not leave valuable materials or equipment on the exhibit floor outside the hours when exhibits are open. If security is required in your booth during or after normal show hours, you may contract directly with ACG's security contractor for that service. Information and order forms will be included in the Exhibitor Services Kit. The American College of Gastroenterology

can assume no responsibility for any losses sustained by exhibitors. Complete information regarding drayage will be forwarded with the Exhibitor Information Kit after confirmation of space assignment.

Set Up/Dismantle Details

The Exhibit Halls will be available for set-up on **Friday, October 14 from 7:00 am – 5:00 pm, on Saturday, October 15 from 7:00 am – 5:00 pm, on Sunday, October 16 from 7:00 am – 12:00 noon.** All exhibits must be set by **12:00 noon on Sunday, October 16.** Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. At 2:00 pm on Sunday, October 16, an inspection will be made of the Exhibit Halls and exhibits that are obviously not being worked on and have no representative present will be assigned to the Labor Contractor for uncrating and erecting to facilitate removal of crates and initial cleaning prior to opening. Charges will be billed to the exhibitor.

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Shipping Information

SHIP EARLY, PREPAY ALL TRANSPORTATION CHARGES.

COLLECT SHIPMENTS WILL NOT BE ACCEPTED.

Beginning **September 14, 2016**, advance warehouse shipments should be labeled and consigned as follows:

To: Your Company Name
For: ACG-Exhibitor's Name & Booth Number
c/o Freeman Decorating
6675 W. Sunset Road
Las Vegas, NV 89118

All shipments should be securely packed and fully prepaid. Bills of lading, showing the number of pieces, description and weight should be forwarded to the drayage agent when shipment is made.

Each exhibitor agrees to ship his material at his own risk and expense. If its services are used, the drayage contractor will store the shipments without charge for 30 days prior to the installation of the exhibit.

The loading area at The Venetian & The Palazzo will be under the supervision of FREEMAN. Direct shipments should be labeled and consigned as follows, and **delivery may begin on Friday, October 14, 2016:**

To: Exhibiting Company Name / Booth #
For: ACG 2016 Annual Scientific Meeting and Postgraduate Course
C/O FREEMAN
Sands Expo Center
201 Sands Ave, Las Vegas, NV 89169

Sound

Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Use of microphones, television or other sound aspects of displays, compressed air, gases or other similar media must be confined to the booth area, may not

interfere with other exhibitors and are subject to being prohibited by Management, which shall have absolute discretion in its judgment on such matters. Character of the exhibits is subject to approval of the College.

Staffing

Each exhibit must be fully operational and staffed during the open exhibit hours. All participants affiliated with exhibits must be registered. Exhibitors utilizing firms other than the Official Decorator must obtain exhibitor set-up badges for non-booth personnel for use on **Friday, October 14 from 7:00 a.m. – 5:00 p.m., Saturday, October 15 from 7:00 am – 5:00 pm, Sunday, October 16 from 7:00 am – 12:00 noon, Monday and Tuesday, October 17 and 18 from 4:30 p.m. – 6:00 p.m. and Wednesday, October 19 from 7:00 a.m. – 5:00 p.m. during set-up and teardown.** Everyone must have either an ACG Badge or an Exhibitor Set-up Badge during set-up and teardown. Badges may be picked up at the registration area as follows:

Friday, October 14	5:00 am – 5:00 pm
Saturday, October 15	7:00 am – 5:15 pm
Sunday, October 16	7:00 am – 6:30 pm
Monday, October 17	6:00 am – 4:45 pm
Tuesday, October 18	6:00 am – 5:00 pm
Wednesday, October 19	6:00 am – 12:15 pm

Registration times are subject to change, so please confirm times prior to arrival.

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 contact other than in your exhibit. An exhibitor may not register any other person eligible for paid registration.

Subletting Space

The subletting, assignment or apportionment of the whole or of any part of his space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contract exhibitor, nor permit the solicitation of business by others within his space.

Surveys

Surveys must be conducted within the confines of the exhibit booth space. Exhibit personnel are prohibited from leaving the booth to encourage attendees to complete a survey.

Transportation

ACG prohibits companies from providing attendee transportation. If you have any questions, please contact Elaine McCubbin at emccubbin@gi.org.

Violations

Exhibitors who violate any provision of the official rules and regulations may face penalties commensurate to the severity of the violations. This may include, but is not limited to, loss of priority points, immediate closing of the exhibit without refund and exclusion from future ACG meetings.

Weight Limitations

The weight limit on the floor of the Exhibit Hall is 250 lbs. per net square foot.

AMERICAN COLLEGE OF GASTROENTEROLOGY APPLICATION FOR EXHIBIT SPACE

**ANNUAL SCIENTIFIC MEETING & POSTGRADUATE COURSE
OCTOBER 14 – 19, 2016 • VENETIAN HOTEL & RESORT**

American College of Gastroenterology • 6400 Goldsboro Road, Suite 200 • Bethesda, MD 20817-5846
TEL: 301-263-9000; FAX: 301-263-9025 • Attn: Exhibit Manager



OCTOBER 14-19, 2016

We would like to reserve exhibit space for the 81st Annual Meeting

of the American College of Gastroenterology, October 14–19, 2016 at The Venetian and Sands Expo Center, Las Vegas, Nevada.

PREFERRED BOOTH SIZE _____

1st Choice	2nd Choice	3rd Choice	4th Choice	5th Choice	6th Choice

FOR ACG USE ONLY

ASSIGNMENT

BOOTH NUMBER(S) _____ DIMENSIONS _____ PRICE _____

DEPOSIT

AMOUNT RECEIVED _____ DATE _____ BALANCE DUE _____ DATE _____

We do not wish to be in close proximity to the following companies: _____

We do wish to be in close proximity to the following companies: _____

We understand that the cost of exhibit space is as follows: \$3,100 per 10x10 exhibit space, \$3,300 per corner, \$39.00 per square foot island. A deposit of 50% of the contracted space price must be included with this application form. BOOTH ASSIGNMENTS WILL NOT BE MADE UNTIL THE DEPOSIT HAS BEEN RECEIVED. The balance must be paid no later than **MARCH 15, 2016**. (We will continue accepting applications after the March 15 deadline, however full payment must accompany the application.) A service fee of 25% of the total booth cost will apply to any cancellation or space reduction prior to the March 15 deadline. No refunds will be issued at any time to firms canceling if space cannot be resold or the trade show floor does not sell out. There will be no refunds whatsoever for space canceled after March 15, 2016. All exhibitors agree to abide by the Official Rules and Regulations. Please make checks payable to: American College of Gastroenterology. If you wish to pay by credit card, please fill in the necessary information below. American Express, VISA, and MasterCard accepted.

COMPANY NAME _____ CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____

PHONE _____ E-MAIL ADDRESS _____

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

CARDHOLDER'S NAME (PRINT) _____ CARDHOLDER'S SIGNATURE _____

ALL CORRESPONDENCE WILL BE CONDUCTED WITH THE PERSON LISTED ABOVE. NO REFUNDS WILL BE ISSUED TO FIRMS CANCELING IF SPACE CANNOT BE RESOLD OR IF TRADE SHOW FLOOR DOES NOT SELL OUT. NO REFUNDS WHATSOEVER FOR SPACE CANCELED AFTER MARCH 15, 2016.

