WORLD CONGRESS of GASTROENTEROLOGY at ACG2017
EXHIBITOR PROSPECTUS

Orange County Convention Center
Orlando, Florida
Exhibit Dates: October 15-17, 2017
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: Wednesday, March 15, 2017
(We will continue to accept applications after the deadline, however, full payment must accompany the application.)

Advance Shipments to Warehouse:
Wednesday, September 13 - Friday, October 6

Direct Shipments to the Orange County Convention Center:
Friday, October 13

Registration Hours (subject to change):
Friday, October 13  6:00 am – 5:00 pm
Saturday, October 14  7:00 am – 5:15 pm
Sunday, October 15  7:00 am – 6:30 pm
Monday, October 16  6:00 am – 4:45 pm
Tuesday, October 17  6:00 am – 5:00 pm
Wednesday, October 18  6:00 am – 12:15 pm

Exhibit Set-up Hours:
Friday, October 13  7:00 am – 5:00 pm
Saturday, October 14  7:00 am – 5:00 pm
Sunday, October 15  7:00 am – 12:00 noon

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

Advance Shipment Address:
To: Your Company Name
For: WCOG at ACG2017 - Exhibitor’s Name & Booth Number
c/o Freeman Decorating
10088 General Drive
Orlando, FL 32824

Direct Shipment Address:
To: Exhibiting Company Name / Booth #
For: WCOG at ACG2017
c/o FREEMAN
Orange County Convention Center
9800 International Drive
Orlando, FL 32819-8111
THE WORLD CONGRESS of GASTROENTEROLOGY at ACG2017 is a MUST-ATTEND EXHIBIT OPPORTUNITY for YOUR COMPANY.

Join companies from across the U.S. and around the globe by exhibiting at World Congress of Gastroenterology at ACG2017 (WCOG at ACG2017). For the first time in more than 20 years, WCOG returns to the U.S. and we are expecting a larger international presence while still engaging with an impressive attendance of ACG’s core constituency, the U.S. gastroenterologist.

The program, which is and always will be clinically focused, will feature special events and education addressing global health issues. In addition, ACG’s popular Hands-on Workshop Center, which will take place in the Exhibit Hall, will provide free hands-on learning opportunities for all registered attendees.

Gastroenterologists from the Americas and around the world are expected to attend the World Congress of Gastroenterology at ACG2017 in Orlando.

ACG consistently 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 educational 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! Contact Sophie Shea at sshea@gi.org.

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 WCOG at ACG2017.

Visit worldcongressacg2017.org for updates.
QUICK FACTS
Companies Who Exhibit

- Pharmaceuticals
- Medical Instrument Suppliers
- Recruiters
- Research Companies
- Technology Companies
- Publishers
- Non-profit Organizations
- And many others

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.
- 90% of ACG attendees visiting the Exhibit Hall indicated that new products, product updates and educational information were their main interests.

Meeting Attendance

Past Attendance

- 2016 Las Vegas, NV – 5,755
- 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

90% U.S. Based
10% International (including Canada)

ACG 2016 Attendee Breakdown

- 84% PHYSICIANS
- 9.5% OTHER (PhD, PharmD, etc.)
- 6% ALLIED HEALTH
- .5% PRACTICE MANAGERS
2016 EXHIBITORS

3D Systems Healthcare
AbbVie
Accredo Specialty Pharmacy
All Star Recruiting
Allergan/Ironwood
American Board of Internal Medicine
American College of Gastroenterology
American Express OPEN
American Neurogastroenterology & Motility Society
American Regent
APFED
Applied Medical Technology, Inc. AMT
Applied Proteomics, Inc.
AstraZeneca/Daiichi Sankyo, Inc
Aureus Health Services/ A Meijer Specialty Pharmacy
Aurora Diagnostics
Avantis Medical Systems
Banner Health
Baptist Health Care
Bassett Medical Center
Bayer
Bolder Healthcare
Boston Scientific
Bozeman Health
Brantree Laboratories, Inc.
C2 Therapeutics
Cairn Diagnostics
Captify Health
CareCredit
CDx Diagnostics
Celgene Corporation
ChiRhoClin, Inc.
Colon Cancer Alliance
Commonwealth Diagnostics International, Inc.
Commonwealth Laboratories LLC
Community Health Systems
ConMed
ContextMedia Health
Cook Medical
CRH Medical
CSA Medical, Inc.
Cumberland Pharmaceuticals Inc.
Danan Endoscopy Systems, Co.
Department of Veterans Affairs Digestive Care, Inc.
DRG Laboratory
eClinicalWorks
EMcision International Inc.
EndoChoice
EndoGastric Solutions
EndoSoft
Endo-Therapeutics, Inc.
Entera Health, Inc.
Epigenomics
ERBE USA, Inc.
Everidis Health Sciences
Exact Sciences
ExeGi Pharma
FDA Office of New Drugs
Ferring Pharmaceuticals Inc.
Fleet Laboratories
FUJIFILM Medical Systems USA, Inc. Endoscopy Division
Gastro Girl
Gastro Health, LLC
Gastroenterology & Endoscopy News
Gastroenterology & Hepatology
Gator Medical Books
Genesis Laboratory Management, LLC
Genii, Inc.
GI & Hepatology News
GI Pathology
Gilead Sciences
GIQuI C
gMed, a Modernizing Medicine Company
Halyard Health (formerly Kimberly Clark Healthcare)
Hydralyte LLC
IBS CounSEL
IM HealthScience® LLC
Infinity Massage Chairs
Intercept
invendo medical inc.
Jackson & Coker
Janssen Biotech, Inc.
Kaiser Permanente/The Permanente Medical Group, Inc.
Konsyl Pharmaceuticals, Inc.
LifePoint Health
LocumTenens.com
Logan Medical Devices
Mayo Clinic
MD-Reports/ Infinite Software Solutions, Inc.
Meds Pharmaceuticals
Mederi Therapeutics, Inc.
Mediators
Medspira, LLC
Medtronic
Merck & Co., Inc.
Merry Clinic
Merit Medical Endotek
Metropolitan Healthcare Billing, LLC
Miraca Life Sciences
Monash University Low FODMAP Diet
Mother to Baby Pregnancy Studies Conducted by the Organization of Teratology Information Specialists
Mount Sinai Health System
Munson Healthcare
National Pancreas Foundation
Nature Publishing Group
Nestle Health Science
Nextservices
NinePoint Medical Inc
North American Partners in Anesthesia
Norton Medical Group, A Part of Norton Healthcare
Nova Innovations
Officite
Ogden Clinic
Olympus America Inc.
OpenBiome
Otsuka America Pharmaceutical Inc.
Ovesco Endoscopy USA
P4 Diagnostix
Paison Inc.
PENTAX Medical
Perrigo Company
Physicians Endoscopy, LLC
Practical Gastroenterology
PracticeLink
Prevea Health
Prometheus Laboratories Inc.
PRSM Healthcare
QDX Pathology Services
QOL Medical, LLC
Quest Healthcare Solutions
Quintron Instrument Company
RCCH Healthcare Partners
Redfield Corporation
Riverside Health System
Rome Foundation
Salix Pharmaceuticals
Samsung Bioepis
Sandhill Scientific
SanoS Inc.
SAPI MED S.P.A.
Sebela Pharmaceuticals Inc.
Shionogi
Shire
Sigma-Tau Healthscience USA, Inc.
SLACK, Inc.
Smart Clinic
Smart Medical Systems Ltd.
Southwest Medical Associates
Staff Care, Inc.
Surgical Partners
Synergy Pharmaceuticals
Takeda Pharmaceuticals U.S.A., Inc.
The Oley Foundation
TheGIConnection
Torax Medical
UCB, Inc.
United Pathology Associates / GALA Histology Lab
University of Tennessee Physician Executive MBA Program
US Endoscopy
Vascular Technology, Inc.
Wolters Kluwer
World Gastroenterology Organisation (WGO)
Your adventure begins in **ORLANDO, FLORIDA**

Exhibitors and attendees of the World Congress at ACG2017 will find much to do and see in the Orlando, Florida area.

Orlando is home to Walt Disney World® and Epcot®, Universal Studios Florida®, SeaWorld® Orlando, and more. In addition to theme parks, visitors to Orlando will find a number of outdoor and sports attractions, as well as art museums and shopping.

**Walt Disney World®**

Walt Disney World is just a short drive from the Orange County Convention Center and area hotels.

Attendees can enjoy a wide variety of attractions at Walt Disney World’s four theme parks: Magic Kingdom®, Disney’s Animal Kingdom®, Epcot®, and Disney’s Hollywood Studios, plus two water parks, Disney’s Typhoon Lagoon and Disney’s Blizzard Beach. Whether you are a Disney movie fan or not, you can’t help but smile seeing the many movie characters that have delighted millions of people for decades. Not a theme park person? New at Disney is Disney Springs, where you can enjoy shopping, dining and entertainment with your family. Here are just a few of the highlights of each of the Walt Disney World theme parks. Each park includes rides and attractions.

**Magic Kingdom®**

- Cinderella’s Castle
- Enchanted Tales with Belle
- Splash Mountain
- Space Mountain
- Pirates of the Caribbean

**Epcot®**

- 11 country pavilions Mexico, Norway, China, Germany, Italy, Japan, Morocco, France, United Kingdom, Canada, and the U.S.A.
- Meet Frozen characters at Royal Sommerhus
- Jeweled Dragon Acrobats
- Mission: SPACE
- The Seas with Nemo and Friends

**Disney’s Hollywood Studios®**

- Star Wars Launch Bay
- Star Wars – Path of the Jedi
- Jedi Training: Trials of the Temple
- Toy Story Mania!
- For the First Time in Forever: A Frozen Sing-Along Celebration

**Disney’s Animal Kingdom®**

- Dino-Sue
- Discovery Island Trails
- Conservation Station
- Humunga Kowabunga
- Kilimanjaro Safaris
Universal Studios Florida® and Universal’s Islands of Adventure®

Ever dream that you could experience all the action you see in your favorite movie or TV show? You can when you visit Universal Orlando®, the number one movie and TV-based theme park in the world. At Universal Studies Florida®, fans can enjoy such rides and attractions as Harry Potter and the Escape from Gringotts™, Despicable Me Minion Mayhem, E.T. Adventure®, Shrek 4-D, The Simpsons Ride, Terminator 2®: 3-D, Transformers: The Ride-3D, and more. In addition, there are more than 50 dining options, including character dining. At Universal’s Islands of Adventure®, you’ll find the newest attraction, Skull Island: Reign of Kong™, plus Harry Potter and the Forbidden Journey, Jurassic Park River Adventure®, The Incredible Hulk Coaster®, The Amazing Adventures of Spider-Man®, and more.

SeaWorld®

Even though Orlando is miles from ocean waters, you can still explore the greatest creatures of the sea with a visit to SeaWorld®. Popular rides and attractions include Dolphin Cove and the Dolphins Up-Close Tour, Antarctica: Empire of the Penguin®, Shark Encounter®, and Shamu® Underwater Viewing. Plus, learn about SeaWorld’s efforts in animal care and rescue, as well as conservation.

Kennedy Space Center

No theme park can beat the thrill of the Kennedy Space Center. This is NASA’s launch headquarters, and all NASA human space flights have launched from the Kennedy Space Center since 1968. It’s about an hour’s drive from Orlando, so visit the Kennedy Space Center and take a tour to get an up-close view of the launch pad, the launch control center, the vehicle assembly building, and a history of Cape Canaveral, past and present.

More of What to Do and See in Orlando

If a theme park isn’t the adventure you seek, no problem. Orlando offers numerous art museums, shopping excursions, outdoor adventures, and of course, golf. There are more than 170 golf courses within an hour’s distance from Orlando to choose from.

For more highlights of what to do and see in Florida, browse the Explore Orlando brochure found on the meeting website, worldcongressACG2017.org.
PROMOTIONAL OPPORTUNITIES

When you exhibit at the WCOG at ACG2017, 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 Orange County Convention Center and the Hyatt Regency Orlando. Choose from:
- Hanging banners in high-traffic areas outside meeting rooms and Exhibit Hall
- Aisle banners in the Exhibit Hall to highlight your booth location
- Column wraps near Registration and the main ballroom
- Escalator clings
- Floor markers

**Hands-on Workshops Center**
Ideal for device companies, the Hands-on Workshop Center will be located in the Exhibit Hall. Last year’s Workshop Center offered more than 40 sessions on such topics as:
- EMR
- Mucosal Ablation
- Hemorrhoid Therapy
- EUS
- Enteroscopy
- ESD
- ERCP
- Hemostasis
- Foreign Body Removal

**Physician Education DVDs**
Highlighting video presentations from past ACG’s Courses, these educational DVDs are a proven and sure-fire way to generate 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 during breaks and lunch to maximize attendance.
2017 EXHIBIT HALL MAP

Hands-On Workshop Center

Synergy Pharmaceuticals

Olympus USA Inc.

Janssen

Glaxo

Silt pharmaceuticals

Prometheus Labs Inc.

Takeda Pharmaceuticals USA Inc.

Allergan/Ironwood

AbbVie

Pfizer

Exhibitor Theater

INSTRUCTIONS

Insert the DVD into the DVD drive on your computer. The DVD will start up automatically on most computers. If it does not, open the DVD window and click on "start.htm."

SYSTEM REQUIREMENTS

Recommended to Run this DVD-ROM:

• Windows® (XP or above) or Max OS®X
• 2GB of RAM
• Capable of reading DVD-R disks

Software:

• Internet Explorer (8 or higher) or Firefox or Chrome

TECHNICAL SUPPORT

Email: support@cadmiumcd.com
Toll free: 877-426-6323
Direct: 410-638-9239

DVD distribution supported by

Exhibitor

Theater
**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 January 2017. 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 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 Orange County Convention Center 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, 2017. 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:**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elaine McCubbin</td>
<td>Vice President, Meetings &amp; Exhibitions</td>
<td>(301) 263-9000</td>
<td><a href="mailto:emccubbin@gi.org">emccubbin@gi.org</a></td>
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</table>
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.

Advisements
The American College of Gastroenterology must approve any use of the ACG logo, WCOG at ACG2017 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, 2017, to make arrangements. Exhibitors are responsible for complying with the ADA requirements within their assigned booth space.

Badges 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 trade show floor. Any exhibitor who wants to attend the scientific sessions shall have absolute discretion in its judgment on such matters. Character of the exhibits is 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.

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 20’ x 20’ or larger must submit a booth layout for management and Fire Marshall approval by September 1, 2017. 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 Orange County Convention Center is 40’. 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 trade show floor does not sell out. There will be no refunds whatsoever for space cancelled after March 15, 2017. 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 15, an inspection will be made of the Exhibit Hall 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 their booth area without prior permission from the American College of Gastroenterology. Furniture is not provided with the booth space and is the sole responsibility of the exhibitor.

Catering Guidelines
Exhibitors are permitted to distribute food and beverages within their booth space. All catering items must be ordered through the Orange County Convention Center. A menu selection and order form will be included in the Official Exhibitor Service Manual.

Ceiling Height
Ceiling height at the Orange County Convention Center is 40’. 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 with their booth confirmation 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 ensure that the Exhibit Hall 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 the 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, or any accident or injury 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 Official Exhibitor Service Kit from the Official Decorator will be available in June 2017. A link to the kit will be available on the WCOG at ACG2017 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. Fire lane 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 to give 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 Orlando. 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 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**

- Exhibitors may not be responsible for damage or loss caused by any other exhibitor.
- All exhibits must be removed by exhibit times.
- Exhibitors must comply with the rules and regulations set forth by the Orange County Convention Center.

**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 after 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 online at worldcongressacg2017.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 educational session must register to attend the meeting and pay any associated registration fees. Detailed information along with online registration will be available at worldcongressacg2017.org.

**Meeting Room Rental**

- A limited number of meeting rooms will be made available at hotel areas 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 worldcongressacg2017.org beginning in March 2017 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.

**Mobile and Airport Advertising**

- ACG must approve all mobile advertising including advertising appearing on taxicabs and shuttle buses or advertising appearing at airports servicing the Orlando 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 Orange County Convention Center. Exhibitors are requested to inform the College of their knowledge of any such occurrence.

**Photography and Videotaping**

- Exhibitors, Attendees, Guests and Media are strictly prohibited from taking still photography, video or audio recording 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 Orange County Convention 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 Convention Center Management will be the final judge thereof and their decision shall be binding on all parties concerned.

**Recycling**

- The Orange County Convention Center 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 ensure that the Exhibit Hall 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 those 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—
RULES AND REGULATIONS (cont.)

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 Exhibition 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 13 from 7:00 am – 5:00 pm, on Saturday, October 14 from 7:00 am – 5:00 pm, on Sunday, October 15 from 7:00 am – 12:00 noon. All exhibits must be set by 12:00 noon on Sunday, October 15. Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. At 2:00 pm on Sunday, October 15, 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 17, 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 18, 2017.

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 drop areas are strictly prohibited. A room drop rate card with room drop rates and delivery dates will be included on the WCOG at ACG2017 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 Official 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 Official Exhibitor Information Kit after confirmation of space assignment.

Set-Up/Dismantle Details
The Exhibit Halls will be available for set-up on Friday, October 13 from 7:00 am – 5:00 pm, on Saturday, October 14 from 7:00 am – 5:00 pm, on Sunday, October 15 from 7:00 am – 12:00 noon. All exhibits must be set by 12:00 noon on Sunday, October 15. Assembly of exhibits during the regularly scheduled exhibit hours will not be permitted. At 2:00 pm on Sunday, October 15, 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.

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Shipping Information
SHIP EARLY, PREPAY ALL TRANSPORTATION CHARGES.

Beginning September 13, 2017, advance warehouse shipments should be labeled and consigned as follows:

To: Your Company Name
For: WCOG at ACG2017 - Exhibitor’s Name & Booth Number
C/o Freeman Decorating
10088 General Drive
Orlando, FL 32824

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 Orange County Convention Center will be under the supervision of FREEMAN. Direct shipments should be labeled and consigned as follows, and delivery may begin on Friday, October 13, 2017:

To: Exhibiting Company Name / Booth #
For: WCOG at ACG2017
C/o FREEMAN
Orange County Convention Center
9800 International Drive
Orlando, FL 32819-8111

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 13 from 7:00 a.m. – 5:00 p.m., Saturday, October 14 from 7:00 a.m. – 5:00 p.m., Sunday, October 15 from 7:00 a.m. – 12:00 noon, Monday and Tuesday, October 16 and 17, from 4:30 p.m. – 6:00 p.m., and Wednesday, October 18 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 13 6:00 am – 5:00 pm
Saturday, October 14 7:00 am – 5:15 pm
Sunday, October 15 7:00 am – 6:30 pm
Monday, October 16 6:00 am – 4:45 pm
Tuesday, October 17 6:00 am – 5:00 pm
Wednesday, October 18 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.
We would like to reserve exhibit space for the World Congress of Gastroenterology at ACG2017 of the American College of Gastroenterology and World Gastroenterology Organisation, October 13-18, 2017 at the Orange County Convention Center, Orlando, Florida.

PREFERRED BOOTH SIZE

<table>
<thead>
<tr>
<th>1st Choice</th>
<th>2nd Choice</th>
<th>3rd Choice</th>
<th>4th Choice</th>
<th>5th Choice</th>
<th>6th Choice</th>
</tr>
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FOR ACG USE ONLY

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>BOOTH NUMBER(S)</th>
<th>DIMENSIONS</th>
<th>PRICE</th>
</tr>
</thead>
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<table>
<thead>
<tr>
<th>DEPOSIT</th>
<th>AMOUNT RECEIVED</th>
<th>DATE</th>
<th>BALANCE DUE</th>
<th>DATE</th>
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</table>

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 WEDNESDAY, MARCH 15, 2017. (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, 2017. 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, 2017.
WCOG at ACG2017
worldcongressacg2017.org