INTERDISCIPLINARY AUTOIMMUNE SUMMIT 2017

March 24–26, 2017
New York Marriott Marquis
New York, NY

The only event of its kind bringing together experts from across the autoimmune disease spectrum

EXHIBITOR PROSPECTUS

Sponsored by North American Center for Continuing Medical Education, LLC, an HMP Communications Holdings Company
The Interdisciplinary Autoimmune Summit (IAS) is the ONLY event of its kind to bring together experts and specialists from across the autoimmune disease spectrum to better understand how to collaboratively treat patients with interrelated diseases, including:

**PSORIASIS**

**PSORIATIC ARTHRITIS**

**RHEUMATOID ARTHRITIS**

**INFLAMMATORY BOWEL DISEASE**

**SPONDYLOARTHRITIDES**

**OTHER IMMUNE-MEDIATED INFLAMMATORY DISEASES (IMIDs)**

84.2% attendees said they would be able to implement the education they obtained at IAS into their clinical practice

94.4% attendees would recommend IAS to a friend or colleague

75% of attendees are involved in recommending, influencing, or are the decision maker in the selection of products/services at their practice/organization

Nearly 100% of attendees found the products/services in the exhibit hall to be of value for their work and patient care responsibilities

IAS, a unique conference dedicated to improved understanding of the spectrum of rheumatic autoimmune disease, will be co-hosted by the Coalition of Rheumatology Educators (CORE) and the Dermatologist. In addition to being an established CME/CE leader in regional workshops for rheumatology specialists, CORE offers a Web Resource Center that has become the preferred digital education destination for rheumatologists. The Dermatologist provides practical and clinical insights into today’s general dermatology issues. This award-winning publication offers dermatologists reader-friendly, timely, and informative articles that highlight clinical and practice management advice that can be translated easily into current practice settings.
The North American Center for Continuing Medical Education, LLC (NACCME) is committed to developing and disseminating live, print, and web-based CME/CE activities to provide an educational forum through which healthcare practitioners may examine current medical issues, therapies, and technologies.

IAS is a unique initiative that brings together hundreds of experts and specialists from across the autoimmune disease spectrum to better understand how to treat and collaboratively care for patients with interrelated diseases.

The 3-day scientific conference and exhibition features a variety of CE-accredited educational sessions that provide practical and targeted education on interrelated autoimmune diseases that include, but are not limited to:

- Underlying Microbiome and Genetics
- Common Pathophysiology and MOA
- Safety and Comorbidities
- Biologic Treatment and Adherence
- Cross-Discipline Management Strategies

MARKETING THAT DRIVES ATTENDANCE

Our aggressive marketing campaign reaches more than 42,000 physicians and clinicians, and includes the following channels:

- Extensive direct mail campaign
- Partnerships with leading clinical organizations, including the National Psoriasis Foundation, the American Autoimmune Related Disease Association, the International Foundation for Autoimmune Arthritis, and many more!
- Banner ads on each partnering organization’s website
- Banner ads on The Dermatologist website
- Print advertising in The Dermatologist
- Highly targeted e-marketing campaigns
- Public relations
- Social networking promotion including Facebook and Twitter
- And much more!

WE SUPPORT OUR EXHIBITORS IN A VARIETY OF WAYS:

- Impression-driven sponsorships
- Customized marketing program
- An experienced sales staff to assist with reaching your marketing goals
Sponsorship Opportunities

The Interdisciplinary Autoimmune Summit is dedicated to ensuring that sponsors receive high-quality attention. Available advertising and sponsorship opportunities prominently display your company’s message to draw interest among your intended audience and maximize your return on investment.

INNOVATION THEATERS $42,500
Innovation Theaters are one-hour marketing presentations about your company’s products or services. These sessions are promotional and do not offer CME credit. A total of three slots are available. The cost is $42,500 per 60-minute time slot. Each time slot includes:
• Audiovisual Needs
• Badge Scanner for on-site admission tracking
• Email Promotion to attendees
• Seating for up to 150 attendees (minimum of 100)
• Lead retrieval
• Listing in Exhibition Guide and on the IAS website
• Meals
• Signage

ADVERTISEMENT IN THE EXHIBITION GUIDE $2,500 per page
The IAS Exhibition Guide will be provided to all attendees in their conference tote bag. Get your message in their hands with an advertisement that will be seen as attendees refer to the exhibition guide for important conference information. The sponsoring company will receive a full page, four-color ad.

ATTENDEE REGISTRATION
The below options are reserved for one sponsoring company. The sponsor may elect to brand the columns, the registration desk kick panels, or both.

COLUMN CLINGS $15,000
Promote your company, brand, exhibit, or Innovation Theater at the IAS Registration Desk. Your message will be displayed on two 9’ columns and will be seen by attendees as they check-in and stop by the desk. Electronic artwork must be provided by the sponsor. IAS will manage production and on-site logistics.

REGISTRATION DESK KICK PANEL $12,000
Your branding will appear on the registration desk kick panel to be prominently seen as attendees visit and pass by the registration desk. The panel is 4’ tall and 20’ long. Electronic artwork must be provided by the sponsor. IAS will manage production and on-site placement.

BAG INSERT $2,500 per page
Educate attendees on a specific product or service from your company with a custom insert stuffed into IAS tote bags, which are distributed to registered attendees as they check-in at IAS. Pricing is based on an 8.5”x11” double-sided flyer. Materials must be created and shipped by the sponsor.

COFFEE STATION $5,000 per day
Perk up conference attendees by sponsoring a morning coffee break on one or more days. Coffee will be available each morning for attendees to grab during the CME presentations. The coffee station will include your logo on signage, coffee sleeves, and napkins. Electronic artwork must be submitted by the sponsor; IAS will manage production and on-site logistics. A package discount for multi-day coffee station sponsorship is also available.* Please contact us for full details.

CONTINENTAL BREAKFAST $10,000 per day
Help attendees start the conference day with your branded breakfast. Branded signage will remind participants of your hospitality and sponsorship. In addition, your branded coffee cups and napkins will be displayed on tables for further visibility. Electronic artwork must be submitted by the sponsor; IAS will manage production and onsite logistics. A package discount for multi-day breakfast sponsorship is also available.* Please contact us for full details.

CONFERENCE TOTE BAGS $3,500
Place your company or product logo on conference bags distributed to attendees as they check-in at IAS. One color, one-side imprinting is included.

CYBER CENTER $15,000
The Cyber Center allows attendees to access computer stations with complimentary internet while they are in between sessions. The Cyber Center will be located in a high traffic foyer near the General Session room and refreshment stations. Computers will display the sponsor’s logo and the Cyber Center will be branded with the sponsor’s artwork.

E-BLAST TO ATTENDEES $1,500
Send a custom email to registered IAS attendees. Copy must be provided by the sponsor. IAS will manage the email distributions on the sponsor’s behalf and will provide click-through data and reports.

EXHIBIT HALL BALCONY CLING $4,000
Have your graphics adhered on the balcony that overlooks the entire exhibit hall. Your graphics are sure to grab everyone’s attention high above the crowd. The cling measures 3’ tall by 5’ wide. The cost is per cling. Inquire about discounts for multiple clings.

FLOOR DECALS $10,000
Printed floor ads placed around the sixth floor foyer of the New York Marriott Marquis will be sure to grab the attention of participants as they walk to and from IAS registration and function rooms. Cost includes the production of six 2’ x 2’ stickers and placement. Artwork is provided by the sponsor.
**GLASS CLINGS**
$8,500 North Foyer / $8,500 South Foyer
Display your message on the glass railing that surrounds the foyer of the IAS meeting space. Sponsor’s graphics will face the meeting room floor. Cost of the sponsorship includes two clings placed in highly visible areas of the IAS meeting foyer. Sponsor can elect to have their graphics placed along the North foyer, facing the IAS registration desk or along the South foyer, facing the IAS refreshment stations. Limited to two clients. Sponsor will provide the electronic artwork and IAS will oversee production and on-site logistics.

**GRAND OPENING RECEPTION IN EXHIBIT HALL**
$5,000 per sponsor, up to four sponsors
Welcome attendees with an upscale evening reception on the opening night of the conference. Branded signage and napkins will remind participants of your hospitality and sponsorship. Sponsor also receives one customized mobile application notification (character limits apply). Limited to four sponsors.

**GUEST ROOM KEY CARDS**
$4,000 (without key packets) or $5,500 (with key packets)
Put your message right in an attendee’s hands. Have your company’s message included on the front of the room key card at the New York Marriott Marquis. This puts your company at the top of attendees’ minds throughout the conference. The sponsor can elect to brand the keys alone or to include branding on the key packets for an additional fee. The Marriott’s logo must be included on both the keys and key packets and the key packet must also contain required verbiage regarding the hotel’s safety information. The sponsor will be given specifications on the areas they can customize.

**HOTEL DOOR DROP** $3,000
Hotel room door drops allow you to deliver your own company literature right to the attendee’s hotel door at the New York Marriott Marquis. Materials must be printed and shipped by the sponsor. Cost includes distribution of one double-sided 8.5”x11” flyer. IAS will manage the on-site logistics.

**LANYARDS** $2,500
Place your logo on the IAS lanyard that attendees wear with their required name badge. Electronic artwork must be provided by the sponsor. Price assumes one color imprinting. IAS will manage production and on-site logistics.

**MAILING LIST** $1,500
Rent the mailing list of pre-registered IAS attendees and/or final participants for a one-time use.

**METER BOARD SIGNS** $4,000
Two double-sided vertical signs standing 72.5’ high will display your marketing messaging. Placed in the highly trafficked foyer on the sixth floor of the New York Marriott Marquis, the signs will be viewed by attendees as they walk to educational sessions and the exhibit hall. Sponsor provides electronic artwork and IAS manages production and on-site logistics.

**MOBILE APPLICATION** $15,000
Get your message literally in the hands of your target audience via their smartphones and other mobile devices by sponsoring an easy to use mobile application that provides pertinent conference information including session schedule, daily events, and exhibitor listing. The sponsor will receive two push notifications deployed on the dates/times of their choosing and their logo will be prominently displayed on the home screen of the app. Attendees who download the app will be entered into a prize drawing.

**MOBILE APPLICATION PUSH NOTIFICATION** $1,500
Drive attendees to your booth or innovation theater with a mobile application announcement. Customized messages must be created and provided by the sponsor (character limits apply). Announcements are appropriately timed to maximize your traffic.

**REFRESHMENT BREAK** $5,000 per day
Help attendees keep working through the day with the sponsorship of an afternoon refreshment break that provides hot and cold beverages and snacks. Branded signage, coffee cups, and napkins will remind participants of your hospitality and sponsorship. Electronic artwork must be submitted by the sponsor; IAS will manage production and on-site logistics. A package discount for multi-day break sponsorship is available.* Please contact us for full details.

**TABLETOP STICKERS** $7,500
Your messaging will cover the high top tables in the exhibit hall. Attendees will utilize the tables during receptions, breakfast, and breaks in the hall. Sponsor will provide the artwork and IAS will manage the production and on-site placement. Sponsorship includes 20 tables.

**WI-FI** $20,000
Increase your exposure to IAS attendees by providing free Wi-Fi access. The Wi-Fi sponsorship allows you to customize the login screen and will take attendees directly to your website. Sponsorship recognition will also appear on conference signage. Wi-Fi will be available throughout the sixth floor meeting space at the New York Marriott Marquis where all IAS functions will be hosted.

**OTHER SPONSORSHIP OPPORTUNITIES**
Do you have an idea that is not included on this list? Let us know how we can achieve your goals. For more information, please contact:

**Jeremy Shapses**
Senior National Account Manager
HMP Communications
Mobile: 732-580-9716
jshapses@hmpcommunications.com
Company name ____________________________________________________________

Company address ______________________________________________________________________________________

City ______________________ State _______ Zip code ____________________________

Company telephone __________________________ Company fax __________________________

Company website ________________________________________________________________________________________

CONTACT INFORMATION

Contact name __________________________________ Contact title ________________________________

Contact email __________________________________ Contact telephone ______________________

Authorized Signature __________________________________________________ Date ______________

Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided, which upon acceptance by IAS will become a binding contract between you, as the exhibitor, and IAS.

PAYMENT INFORMATION  We agree to pay the total sponsorship fee for the item(s) we have selected. Make check payable to HMP Communications or provide credit card information below. A 3% surcharge will be applied to all credit card payments.

CANCELLATIONS Notification of intent to cancel must be provided in writing. Cancellations before December 16, 2016 will result in forfeiture of 50% of the total fee; cancellations after this will result in the forfeiture of the total fee.

☐ Charge the entire amount to my credit card at this time.

☐ Check enclosed: Make check payable to HMP Communications and mail with your application to:
HMP Communications, Dept. 1110039, PO Box 150422, Hartford, CT 06115-0422

Credit card type: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on credit card (please print) __________________________________________________________

Credit card number ________________________________

Expiration date __________ Security code ______________ Postal code __________________

SPONSORSHIP OPPORTUNITIES

All sponsorships are EXCLUSIVE to one company unless the item is marked with an asterisk.

☐ Innovation Theater* $42,500
☐ Wi-Fi $20,000
☐ Attendee Registration Column Clings $15,000
☐ Cyber Center $15,000
☐ Mobile Application $15,000
☐ Attendee Registration Kick Panel $12,000
☐ Continental Breakfast* $10,000

Choose one: ☐ Saturday ☐ Sunday

☐ Floor Decals $10,000
☐ Glass Clings* $8,500

Choose one: ☐ North Foyer ☐ South Foyer

☐ Tabletop Stickers $7,500
☑ Morning Coffee Station* $5,000

Choose one: ☐ Friday ☐ Saturday ☐ Sunday

☐ Afternoon Refreshment Break* $5,000

Choose one: ☐ Friday ☐ Saturday ☐ Sunday

☐ Grand Opening Reception* $5,000

☐ Exhibit Hall Balcony Cling $4,000
☐ Meter Board Signs $4,000
☐ Conference Tote Bags $3,500
☐ Hotel Door Drop $3,000
☐ Advertisement in Exhibition Guide* $2,500

☐ Bag Insert* $2,500
☐ Lanyards $2,500
☐ E-blast to Attendees* $1,500
☐ Mailing List Rental* $1,500
☐ Mobile Application Push Notification* $1,500

Contact Jeremy Shapses to inquire about these opportunities.
Reserve your booth space for 2017! The exhibits, an integral part of the IAS experience, complement the program and clinical sessions, letting participants examine and evaluate the latest developments in research, equipment, supplies, and services that are represented for use in the field of autoimmune care. Exhibiting at IAS will give you the opportunity to identify qualified leads on the spot, build and develop new business relationships, and have unprecedented networking opportunities with hundreds of clinicians.

WHO SHOULD EXHIBIT?
Any company that wants to reach physicians and clinicians in the autoimmune field, including rheumatologists, dermatologists, gastroenterologists, nurses, nurse practitioners, physician assistants, and other specialists.

VALUE-ADDED BENEFITS
• Recognition through a comprehensive and innovative promotional campaign of emails, direct mail, and advertising targeted to over 42,000 rheumatologists, dermatologists, gastroenterologists, and other specialists
• Extensive preconference coverage in The Dermatologist and other industry publications
• Hyperlink on the official conference website
• Press opportunities on the official conference website

BOOTH FEES
• 8’ x 10’ booth: $2,700 (Includes 3 badges)
• 8’ x 20’ booth: $5,400 (Includes 5 badges)

INCLUDED IN BOOTH FEES
• Standard 7”x 44” booth identification sign showing exhibitor name and booth number
• Draped 8’ back wall and 3’ side rails
• Exhibitor Company description in the exhibition guide
• Complimentary exhibit badges [quantity based on the size of the booth space]

FURNITURE PACKAGE
Exhibitors may add a draped table, two chairs, and a wastebasket to their exhibit booth for a fee of $500. Orders must be placed by February 15, 2017. Please select the corresponding box on the exhibitor agreement. Additional furniture can be arranged through Freeman Decorators. An exhibit service manual will be sent to exhibitors 60 days in advance.

“PASSPORT TO PRIZES” BOOTH TRAFFIC ENHANCER
The “Passport to Prizes” booth traffic enhancer gives attendees an extra incentive to stop by your booth. For only $500, your company name is printed in the “Passport to Prizes” booklet supplied to all professional attendees in the conference tote bag. Your company listing shows that you are a participating exhibitor and eligible to sign attendees’ passports so they can qualify for a prize drawing, enticing maximum traffic to your booth. Attendees must earn the signature by speaking with your staff about your available offerings. To be included in the “Passport to Prizes” booklet, select the corresponding box on the exhibitor agreement.

EXHIBIT HALL SCHEDULE
Friday, March 24, 2017
Grand Opening Reception

Saturday, March 25, 2017
Continental Breakfast
Morning Coffee Break
Afternoon Refreshment Break
Evening Reception

Exhibit hall hours do not conflict with the CME/CE-accredited educational sessions.

SET-UP HOURS
Friday, March 24, 2017
12:00 p.m. – 5:00 p.m.

MOVE-OUT HOURS
Saturday, March 25, 2017
7:15 p.m. – 9:00 p.m.
POLICY FOR ASSIGNMENT OF SPACE
All applications for space must be submitted on an exhibitor agreement form. Please keep a copy for your records. It is not always possible to assign one of your preferred choices. However, the management company will try to assign a space in your requested area. The primary consideration in the assignment of space to exhibitors shall be in the best interest of the IAS. IAS may, at its discretion, accept or reject any application for space, and reserves the right to relocate or reassign exhibit booths at any time. Space assignments are contingent upon a timely receipt of application, the size of exhibit requested, physical layout and characteristics of the exhibit hall, compatibility of exhibitors, and other factors as determined by the IAS, such as overall support of the meeting.

TERMS OF PAYMENT/CANCELLATION
Prices of exhibit booths are as indicated on the exhibitor agreement. Applications for each exhibit space must be accompanied by a 50% deposit in the form of a credit card payment, check, or money order made payable to HMP Communications, LLC. The balance of the payment shall be due no later than December 16, 2016. Applications submitted after December 16, 2016 must be accompanied by payment in full. Should any contingency prevent the IAS or exhibition from occurring, IAS shall not be held liable for any expenses incurred by exhibitors. If IAS receives written notice of space cancellation prior to December 16, 2016, a 50% refund of the total booth fee will be made. Cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

INSTALLATION/DISMANTLING
The official exhibit contractor, Freeman, will provide an exhibitor services kit containing literature and rates for all labor, services, electrical connections, furniture, and miscellaneous equipment to exhibitors after space assignment has been confirmed. Please check your exhibitor kit for order deadline dates. Freeman will also provide instructions for submitting forms online.

EXHIBIT FLOOR PLAN

Why an Interdisciplinary Autoimmune Summit? Because specialist doctors are too focused in their daily practice, while diseases have no boundaries. We need to share our concepts regarding the origins of these diseases, our strategies to keep them under control in order to limit progression and disability, our successes and our failures with emerging therapies and how to optimize those therapies, and finally our vision regarding how these diseases could be prevented and cured.

Jean-Frederic Colombel, MD
Director of the Suzanne and Leonard Feinstein Inflammatory Bowel Disease Centre, Department of Gastroenterology, Mount Sinai Hospital, Icahn School of Medicine at Mount Sinai, Professor of Medicine, Gastroenterology, Mount Sinai Hospital
NEW YORK MARRIOTT MARQUIS
IAS will be held at the New York Marriott Marquis. Set in the Theater District and a block from Times Square, the New York Marriott Marquis hotel is steps from the best attractions of the city, including Rockefeller Center, Broadway Theaters, Radio City Music Hall, and the Museum of Modern Art.

HOTEL RESERVATION INFORMATION
The Interdisciplinary Autoimmune Summit has secured a limited number of rooms at a special discounted rate of $299 per night plus taxes and fees for standard king or standard double rooms. This special rate will only be available until March 8, 2017 on a first-come, first-served basis. We encourage meeting participants to book rooms early. Phone reservations can be made at 1-877-303-0104. Please be sure to mention IAS or the Interdisciplinary Autoimmune Summit to take advantage of the discount group rate.

Please note that upon booking your reservation, your credit card will be charged a deposit equal to the first night’s room and tax. In the event of cancellation, this deposit is non-refundable.

CHECK-IN AND CHECK OUT
Check-in time is 4:00 p.m. and check out time is 12:00 p.m.

AIRFARE
Delta Airlines is pleased to offer discounts of 2% to 10% off published airfares. Make your reservations by calling Delta’s meeting network desk at 800-328-1111 or online at www.Delta.com.
Click on “advanced search,” choose your flight times, and access your meeting discount by entering NMNWY in the Meeting Event Code box. Discount is valid on travel from March 19, 2017 to March 29, 2017.
You may also book your flights by calling HMP Travel at 800-237-7285 ext. 4218. Tickets booked via phone are subject to a $35 booking fee.

GROUND TRANSPORTATION
Super Shuttle offers shared ride shuttle service and private sedan service. Conference participants will receive a 10% discount using show code HMPCM. Service can be booked in advance. The shared ride shuttle service is approximately $20 each way and the private sedan service is approximately $75 each way.

PARKING
Self-parking at the New York Marriott Marquis is not available. On site valet parking is $90 per day. Valet parking in offsite garages is available for a 24 hour rate with in/out privileges for $65 per car, $75 for an SUV, or $90 for an oversized vehicle.
Parking for the conference is the responsibility of the individual attendee and the availability of parking at the hotel is not guaranteed.

TAXI AND LIMOUSINE INFORMATION

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<thead>
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<th>AIRPORT</th>
<th>TAXI (USD)</th>
<th>PRIVATE SEDAN (USD)</th>
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<tr>
<td>John F. Kennedy</td>
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<td>$95</td>
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<tr>
<td>Newark International</td>
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<td>$105</td>
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</tbody>
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Information for booking hotel reservations will be available at www.joinIAS.com.
Complete this form to reserve exhibit space for the IAS at the New York Marriott Marquis in New York, New York, March 24-26, 2017. Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided on the back of this agreement, which upon acceptance by IAS will become a binding contract between you, as the exhibitor, and IAS.

**EXHIBITING COMPANY INFORMATION** [as it should appear in the Exhibition Guide]

Company/Organization Name
____________________________________________________________________________

Address line 1
____________________________________________________________________________________________

Address line 2
___________________________________________________________________________________________

City ___________________ State ___________ Zip _______________ Country _______________

Phone __________________________________ Fax ___________________________

Website ______________________________________________________________________________________

**CONTACT INFORMATION**

Contact Name __________________________________________ Contact Title ___________________________

Contact Email __________________________________________ Contact Phone ___________________________

**PAYMENT INFORMATION:** We agree to pay the total booth cost as rental for the space allotted to us. We understand that a 50% deposit must accompany the application with the balance due December 16, 2016. After this date, payment in full must accompany all space applications. Make check payable to HMP Communications or provide credit card information below.

**CANCELLATIONS:** Notification of intent to cancel must be provided in writing. Cancellations before December 16, 2016 will result in forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

☐ Only charge the deposit to my credit card at this time and approve automatically charging the balance to this credit card on December 16, 2016.

☐ Charge the entire amount to my credit card at this time.

☐ Check Enclosed: Make check payable to HMP Communications and mail with your application to:  
HMP Communications, Dept. 1110039, PO Box 150422, Hartford, CT 06115-0422  
A 3% surcharge will be applied to all credit card payments.

**METHOD OF PAYMENT** Please choose from the following options:

Credit card [check one]  ☐ MasterCard ☐ Discover ☐ Visa ☐ American Express

Name on Card ________________________________________________

Credit Card Number __________________________________________

Expiration Date __________ Security Code __________ Billing Postal Code __________

Signature of the Cardholder ____________________________ Date __________

**BOOTH SIZES**

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<thead>
<tr>
<th>Preferred booth size: x</th>
<th>Add 1 draped table, 2 chairs, and a wastebasket for $500 (must be ordered by February 15, 2017)</th>
<th>Add booth traffic enhancer Passport to Prizes for $500</th>
<th>Booth Cost: $ ____________________</th>
</tr>
</thead>
</table>
| 8' x 10' booth | $2,700 | 3 | ☐
| 8' x 20' booth | $5,400 | 5 | ☐

**BOOTH LOCATION**

1st choice: ___________ 2nd choice: ___________ 3rd choice: ___________

Authorized Signature __________________________________________ Date ____________

This form indicates the policies and regulations set forth as part of the contract for sponsorship with IAS and its organizing committee, hereinafter referred to as IAS, for the IAS being held at the New York Marriott Marquis. IAS reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to ensure the general success and well-being of the conference. IAS reserves the right to decline, prohibit, and/or deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.
General Exhibit Information: All exhibits must be set up the afternoon of Friday, March 24, 2017 without exception. The exhibits officially close following the evening reception on Saturday, March 25, 2017. No exhibitors may dismantle exhibits until the official closing time. IAS reserves the right to assign booth space. All booths must reflect a uniform image. Each exhibitor will be permitted to display the following items only: literature, logos, company signs, and samples.

Exhibitor Services: The following services will be provided for exhibitors at no additional charge: 7” x 44” identification sign, 8-foot- high back wall, and 3-foot side drape. The official decorating and drayage company of the IAS will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

Ceiling Height: The ceiling height in the exhibit hall is 23 feet. Only island booths are permitted to have hanging signs, and must be approved by Show Management. IAS follows the IAAE Guidelines for Display Rules and Regulations.

Exhibit Coordinator: The official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantle.

Exhibitor’s Information Kit: A complete Exhibitor’s Information Kit containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor at least 60 days prior to the exhibition. The official decorating company of the IAS will also provide instructions within the kit so forms may be processed online.

Photography in the Exhibit Hall: The use of cameras (including but not limited to cellular phones, film, digital video taking, or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from IAS and/or the presenting author.

Subletting of Space: The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

Arrangement of Exhibits: The exhibitor agrees to manage its exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of IAS as to what constitutes such obstruction or interferences will be final.

Care of Space: The exhibitor agrees not to deface, injure, or mar the exhibition hall of the New York Marriott Marquis, any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. All materials used by exhibitors must conform to the requirements of the Fire Department of New York, New York. X-ray equipment is to be disconnected.

Security: IAS will provide security to control access to the exhibit hall during overnight hours beginning at 7:00 p.m. March 24, 2017 and continuing through 7:00 a.m. on March 25, 2017. IAS and the New York Marriott Marquis are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the floor.

Liability: IAS will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the exhibit hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes or other public disorder, impossibility of performance created by lay or any public authority, and/or for any cause beyond its control or the control of the New York Marriott Marquis.

Children: Under no circumstances will children be allowed in the exhibit hall during installation or dismantle. For reasons of insurance, children are not permitted on the show floor. Because of limited seating capacity and the highly technical nature of the programs, children are not invited to attend presentations.

Shipping Instructions: Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company’s own risk and expense.

Conduct for Exhibits: All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of promotional materials outside the exhibitor’s own booth will not be permitted. Any and all educational activities conducted at the booth must be delivered via headsets – no exceptions. IAS reserves the right to monitor and reduce the sound of any system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of IAS. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment, and display at all times. The exhibit hall will be secure during closed hours, but neither IAS nor the New York Marriott Marquis will be held liable for personal injuries or for damage to property owned or controlled by the exhibitor in the rented exhibition space. All of the exhibitor’s property should be deemed to remain under the exhibitor’s custody and control in storage, in transit to or from, or within the confines of IAS or its service contractor. Each exhibiting company should acknowledge that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company that wishes to insure its exhibit and display materials against loss of any kind must do so at its own expense.

Electrical Power and Utilities: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

Telecommunication Services: Rates and data will be provided in the Exhibitor Service Manual from the decorator.

Cancellation Policy: Cancellations before December 16, 2016 will result in forfeiture of 50% of the total booth fee. Cancellations after this date will result in the forfeiture of the total booth fee. Notice of cancellations must be submitted in writing.

Booth Relocation: IAS reserves the right to rearrange the floor plan at any time. IAS reserves the right to relocate exhibitors should it become necessary for causes beyond the control of IAS, or advisable in the best judgement of the IAS. After assignment of space, exhibitor agrees to accept relocation to other comparable space if IAS deems such a relocation to be necessary or appropriate.
BOOK YOUR EXHIBIT AND/OR SPONSORSHIP OPPORTUNITY TODAY!
FOR SPONSORSHIP PRICING, PLEASE CONTACT:

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