AMIA 2017 Annual Symposium
NOVEMBER 4 - 8
WASHINGTON, D.C.

Learning Showcase, Exhibitor, & Sponsorship Prospectus

- 2.5-day exhibition
- 2500 attendees
- 60+ exhibitors
- Sponsorship opportunities
- Exhibit Hall educational programming

amia.org/AMIA2017
#AMIA2017
@AMIAInformatics
The AMIA Learning Showcase and Exhibition

AMIA will be hosting the Learning Showcase in the Annual Symposium Exhibit Hall. This feature is an opportunity for exhibitors to engage more fully with attendees by integrating presentations into the AMIA 2017 program. Exhibitors will describe the informatics innovations and contributions found in their products and services in a learning showcase education track. Learning showcase sessions will introduce attendees to talented informatics professionals participating in the exhibition and drive attendees to discoveries at exhibitor booths. We encourage participants to think beyond the traditional sales presentations and use the learning showcase to cover topics relevant to their products or services, but with educational value to AMIA 2017 attendees.

The Learning Showcase is fully integrated into the annual symposium schedule, and gives exhibitors the opportunity to better reach AMIA’s Annual Symposium attendees using a targeted, exclusive, multimedia approach to present on topics of interest to the attendees that will encourage them to learn more at an exhibitor’s booth. The schedule and topics in the Learning Showcase will appear as part of the program, as they will be integrated into the program.

In 2017, we are offering the Learning Showcase as a complimentary bonus opportunity for exhibitors at the AMIA 2017 Annual Symposium. This offer is exclusive to exhibitors and will be featured in the conference mobile app.

Learning Showcase Exhibitors receive:

- 20-minute time slot
- Theater-style setting
- Prime location in Exhibit Hall
- Listing in AMIA’s conference mobile app
- Signage just outside the Learning Showcase and Exhibition Hall entrance
- Learning Showcase easelback to be displayed at booth
- Announcement of Exhibitor’s Learning Showcase via AMIA’s Twitter account (#AMIA2017) and Facebook page
- Exhibitors may use AMIA 2017 logo on promotional materials relating to the Learning Showcase (AMIA to approve copy)
- AMIA provides the following A/V Equipment:
  - One LCD projector
  - Screen
  - Podium and microphone
  - Sound amplification and mixer system
  - VGA switcher
- Presenters must bring their own laptops

Pictured Above: Simon Beaulah of Linguamatics, presents Learning Showcase presentation titled, “Clinical NLP to support ACOs, Clinical Risk Monitoring and Population Health” at AMIA 2015.

Learning Showcase Exhibitors basic rules:

- Learning Showcase slots are available only to Exhibitors at AMIA 2017.
- Material from CME/CE-approved sessions may not be used in Learning Showcase, although referencing other scientific program sessions that are related is encouraged.
- Learning Showcases are not available for CME/CE; Exhibitor provides promotional materials and signage clearly indicating this fact.
AMIA Learning Showcase and Exhibition

By taking part in the Learning Showcase, you can provide AMIA attendees opportunities to learn about:

▶ Informatics products, services, and innovations
▶ Education and research opportunities within your organization
▶ Your organization’s expertise in informatics and health information technology
▶ Professional opportunities and career enrichment

The titles and abstracts will appear as part of the annual symposium conference materials and must be submitted to Lauren Koleszar by August 17, 2017. Your submitted abstract should not exceed 250 words. Rather than simply providing a marketing presentation, exhibitors are encouraged to create presentations at the Learning Showcase that highlight informatics innovations, novel products, case studies and success stories, opportunities for education and research using these products, or how these products and experiences contribute to the field of informatics. By focusing on materials that will spark the interest of the participants, exhibitors can use the Learning Showcase to attract attendees to spend more time learning about your products in the exhibit booths.

Participation in the Learning Showcase is an added bonus to your exhibit booth – and allows you to highlight the relevance and importance of your organization’s work in the informatics field, and then direct attendees to learn more at your booth.

The Learning Showcase presentations will run on Monday, November 6 (Academic/Work Force Development) and Tuesday, November 7 (Industry), from 10:30 a.m. to 2:00 p.m., and from 4:05 p.m. to 6:30 p.m. Each participant will have a 20 minute time slot for their presentation, which will be assigned by the AMIA staff. Space in one of the 26 time slots is confirmed on a first come first serve basis and confirmed time slots will be sent to exhibitors on August 17.

PLEASE NOTE – Participation in the AMIA 2017 Learning Showcase and Exhibition requires a commitment from supporters to send key personnel to the conference. AMIA’s membership and annual symposium audience is a highly educated and diverse set of health informatics professionals who are analytical and critical in their approach to problem-solving using informatics in the healthcare system. Exhibitors should consider strategic thinkers, innovators, and those involved in research and development activities—in addition to sales and marketing professionals supporting your organization’s presence at the conference—in order to benefit the most through participating in AMIA 2017.

By the end of your 20 minutes on the stage, you will leave attendees with the curiosity to know more, and you get the chance to say, “Visit us at our booth to learn more!”

Please contact Lauren Koleszar, Senior Meetings and Exhibits Coordinator, lauren@amia.org, 301-657-5903, with any questions.
Sponsorship Opportunities

AMIA is recognized across the world of health and healthcare as the leading organization serving professionals and students in informatics. With 5,400 members and growing, AMIA influences the research and practice spanning the informatics field.

Through its scientific meetings AMIA offers educational excellence and high-quality CME-CE-MOC-II credit. This is the one meeting that brings together the entire field of health and healthcare informatics professionals and students.

Whether its name recognition, product sales, presenting innovative technology, recruiting talent, conducting focus group research, cultivating business relationships or networking with the greatest number of informaticians under one roof; AMIA 2017 Annual Symposium is the place to be.

Sponsorship of AMIA 2017 allows your organization to connect with 2,500+ informaticians influencing health and healthcare.

Connect with decision-makers leveraging research, insights and information to improve human health.

Explore science breakthroughs in understanding, preventing and treating diseases.

Share best practice models for managing information and communications to advance patient care.

Discover insights from the vast amounts of data driving the patient-centric approach to healthcare.

Inform healthcare’s future approaches to biomedical research and innovation, healthcare information systems and public policy.
**Premier $50,000**

- Welcome Reception Networking Event
  
  Showcase your organization at the Symposium’s most attended social event reaching 1000+ attendees

- Corporate Roundtable Session (90-minutes)
  
  Customize and host an invitation-only roundtable for up to 25 Symposium attendees on a priority topic or program for your organization

- Booth Exhibit (upon availability)
  
  Facilitate multi-disciplinary dialogues at a dedicated space with attendees about your organization’s latest healthcare innovations

- Sponsorship Acknowledgement
  
  Receive premier branding placement on the Symposium’s lanyards, website, email marketing, and on signage and materials throughout the Symposium, including acknowledgment by AMIA leadership during the opening session

- Seven (7) Symposium Registrations
  
  Grow professionally while networking with peers

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**Major $30,000**

- Corporate Roundtable Session (90-minutes)
  
  Customize and host an invitation-only roundtable for up to 25 Symposium attendees on a priority topic or program for your organization

- Booth Exhibit (upon availability)
  
  Facilitate multidisciplinary dialogues at a dedicated space with attendees about your organization’s latest healthcare innovations

- Sponsorship Acknowledgement
  
  Receive brand placement in the opening session and on signage and materials throughout the Symposium

- Five (5) Symposium Registrations
  
  Grow professionally while networking with peers

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**Partner $15,000**

- Booth Exhibit (upon availability)
  
  Facilitate multidisciplinary dialogues at a dedicated space with attendees about your organization’s latest healthcare innovations

- Three (3) Symposium Registrations
  
  Support your employees’ professional growth by learning from cutting-edge research, innovative technologies and successful care approaches in the field

- Sponsorship Acknowledgement
  
  Receive brand placement in the opening session and on signage and materials throughout the Symposium

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**Sponsor $5,000**

- Two (2) Symposium Registrations
  
  Support your employees’ professional growth by learning from cutting-edge research, innovative technologies and successful care approaches in the field

- Sponsorship Acknowledgement
  
  Receive brand placement in the opening session and on signage and materials throughout the Symposium

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**To secure your sponsorship, please contact:**

**Jenn Novesky**

Director of Corporate Relations, AMIA

e. jenn@amia.org

p. 240-479-2133

Personalized, custom packages are available.
Exhibit Opportunities

Exhibit Opportunities for Academic Institutions

The Exhibition Hall showcases innovations bringing the next generation of information systems in health care, public health, research, and biomedicine. Gain valuable feedback from leading informaticians: AMIA members.

AMIA’s Academic Forum has been established as the formal network of biomedical and health informatics training programs with active participation from well over 50 academic units. The Academic Forum was conceived by recognized leaders to establish a professional home for academic informatics within AMIA and to promote the development of biomedical and health informatics as an academic discipline. The Academic Forum is dedicated to serving the needs of post-baccalaureate biomedical and health informatics training programs.

Not only do Academic Forum members benefit from being part of the membership unit dedicated to biomedical and health informatics training programs, but they are also extended favorable rates on exhibition at AMIA 2017 (see pricing information below). This does not include Affiliate or Emerging Program members of the Academic Forum. All other exhibitors from academic training programs that are not members of AMIA’s Academic Forum must pay the commercial rate $2,900 ($3,100 for corner).

Become a member of AMIA’s Academic Forum and enjoy membership benefits that include:

- Creating an acknowledged professional home for leaders of academic biomedical and health informatics programs and best practices to advance the discipline
- Complimentary attendance to the AMIA InSpire 2017 Conference: Developing the Health Informatics Workforce of the Future
- Special exhibition rates at the AMIA Annual Symposium
- Use of social media to collaborate and network with colleagues who share similar opportunities and challenges

AMIA ACADEMIC FORUM MEMBER BOOTHS

Each 8’ by 10’ booth space includes:
- Five complimentary exhibitor staff badges
- Company description in Conference Mobile App
- Listing on the AMIA 2017 website

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<thead>
<tr>
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<th>Early (Until August 17)</th>
<th>Advance (August 18 – October 12)</th>
<th>Last Call (October 13 – November 3)</th>
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<td>Inline Booth</td>
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<td>Corner Booth</td>
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**Note: Academic Forum Exhibitors do not receive a discounted symposium registration.**
Each 8' by 10' booth space includes:

- Five complimentary exhibitor staff badges
- Company description in Conference Mobile App
- Listing on the AMIA 2017 website
- 1 Discounted full conference registration per 8’x10’ booth. (This discounted registration is not available to Corporate Members or Academic Forum Members; Corporate Members may use credits to purchase discounted registrations).

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Past Exhibitors

3M Health Information Systems
Agency for Healthcare Research & Quality
American Board of Preventive Medicine
American Sentinel University
Aperiva, Inc.
Applied Pathways
Arizona State University
BMJ Group
Booz Allen Hamilton
CAHIIM
CAP Consulting
CareEvolution
CDISC
Center for Disease Control and Prevention
Children’s Hospital of Philadelphia
Clinical Pearl
Columbia University
Deloitte
Department of Veterans Affairs
DiagnosisONE, Inc.
Drexel University, The iSchool at Drexel
Duke Center for Health Informatics
Duke University School of Nursing
EBSCO Health
Elsevier
ESRI
Estenda Solutions, Inc.
FEI Systems
First Databank (FDB)
Florida International University
Geisinger Health System
GeneLab - NASA Ames Research Center
George Washington University
Grand Valley State University
Harvard Medical School
Health Care Dataworks
Health Informatics and Administration, University of Wisconsin-Milwaukee
HealthBreeze Inc.
IBM Research
Icahn School of Medicine at Mount Sinai
IMO - Intelligent Medical Objects
IMS Health
Indiana University, School of Informatics
Intermountain Health Care
IOS Press
JMIR Publications
Johns Hopkins University
Krames
Lexi-Comp, Inc.
Linguamatics
Logan University
Marshfield Clinic Research Foundation
Medicomp Systems, Inc.
MEDITECH, Inc.
Medtronic
MUSC- College of Health Professions
National Cancer Institute
National Library of Medicine
NORC at the University of Chicago
Northeastern University
Northwestern University
Nova Southeastern University
Nuance Communications Inc.
Oak Ridge Associated Universities
Office of the National Coordinator
OneFlorida Clinical Research Consortium
Oracle Corporation
Oregon Health and Science University
Oxford University Press
Penn Medicine Institute for Biomedical Informatics
PEPID
Prometheus Research
Regeneron Pharmaceuticals
Regenstrief Institute
Rochester Institute of Technology
RTI International
Saint Louis University
Salar, Inc.
ScienceTRAX
Semedy
Signet Accel, LLC.
Springer, Medical and Scientific Publishers
Stanford University
Streamline Health
Surescripts
Technical Frontiers, Inc.
The College of St. Scholastica
The Ohio State University
Triax Inc.
U.S. Army
UMBC
University of North Carolina - CHIP
University Alliance
University of Alabama at Birmingham
University of California Davis
University of California, San Diego
University of Chicago Department of Public Health Sciences
University of Cincinnati MS Health Informatics Program
University of Florida
University of Illinois Chicago
University of Maryland School of Nursing
University of Michigan
University of Minnesota Institute for Health Informatics
University of Missouri
University of New Mexico, Health Sciences Lib & Informatics Ctr
University of North Carolina Chapel Hill
University of Ottawa - Telfer School of Management
University of Pennsylvania School of Medicine
University of Pittsburgh
University of San Francisco
University of Utah
University of Virginia
University of Washington Biomedical and Health Informatics
University of West Florida
University of Wisconsin-Milwaukee
UT Health School of Biomedical Informatics
VA Information Resource Center,
Edward Hines, Jr. VA Hospital
Vanderbilt University
Velos
Walden University
Wolters Kluwer Health
Important Dates and Deadlines

- **8/17/2017**: Early Bird Registration and Exhibit Pricing Deadline
- **9/21/2017**: Sponsorship Commitments
- **10/12/2017**: Discounted Hotel Reservations Deadline
- **10/12/2017**: Advance Registration and Exhibit Pricing Deadline

### Exhibit Hours

- **Sunday, November 5**: 5:00 p.m. – 7:00 p.m. (Welcome Reception)
- **Monday, November 6**: 10:00 a.m. – 2:00 p.m. & 4:00 – 6:30 p.m.
- **Tuesday, November 7**: 10:00 a.m. – 2:00 p.m. & 4:00 – 6:30 p.m.

Coffee Breaks will be scheduled in the Hall.

### Dismantling

- **Tuesday, November 7**: 6:30 p.m. – 10:00 p.m.
- **Wednesday, November 8**: 7:00 a.m. – 11:00 a.m.

*Dismantling must not start prior to the close of the Hall on Tuesday, November 15 at 6:30 p.m. and must be completed by 11:00 a.m. on Wednesday, November 8.*

### Installation

- **Sunday, November 5**: 7:00 a.m. – 2:00 p.m.

*All exhibits must be installed during these times. Skilled labor will be available for hire during installation hours. No exhibits may be erected during exhibit hours.*

### Onsite Exhibitor Registration

- **Saturday, November 4**: 9:00 a.m. – 5:00 p.m.
- **Sunday, November 5**: 9:00 a.m. – 5:00 p.m.
- **Monday, November 6**: 9:00 a.m. – 5:00 p.m.
- **Tuesday, November 7**: 9:00 a.m. – 5:00 p.m.
Exhibit Rules and Regulations

Please read the rules and regulations included in this brochure before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

Official General Service Contractor
The Exhibitor Service Manual will be available approximately 60 days prior to the show. Please read all information contained in the service manual. Shipping and handling of show materials, furniture, labor, drayage, electrical signs, and other booth furnishings may be ordered. All charges for additional services are the sole responsibility of the exhibitor.

Install/Design (I&D) Companies
Exhibitors who choose to use booth assembly or dismantle labor other than those provided by the Official General Service Contractor must notify Exhibit Management and the Official General Service Contractor at least 30 days in advance of the first day of move-in and supply the necessary certificates of insurance. Exhibitors using non-official contractors are required to supply such contractors with all necessary information regarding installation and dismantling, material handling, exhibitor rules and regulations. Neither the decorator nor Exhibit Management is required to supply an Exhibitor Service Manual to non-official service contractors. However, I&D companies must comply with all Exhibit Management and facility rules and regulations.

Exhibitor Listing in Conference Mobile App
The conference mobile app will contain a section listing exhibitors highlighting company name, address, contact info, url, booth number(s), and description of company/product/service(s). A request for this information will be included in the exhibitor confirmation email sent to you after AMIA has received payment for your booth.

Accommodations
Reservations should be made directly through the Washington Hilton, 1919 Connecticut Avenue, Washington, DC, 20009, 202-483-3000. Make sure to reference the AMIA block for special rates. For more information, please visit www.amia.org/amia2017/hotel.

Booth Cancellations
- Booth cancellations received on or before August 24, 2017 will be charged a penalty equal to 25% of the total cost of the booth.
- Booth cancellations received between August 25, 2017 and October 1, 2017 will be charged a penalty equal to 50% of the total cost of the booth.
- Booth cancellations received after October 1, 2017 will be charged a penalty equal to 100% of the total cost of the booth.
Booth Space Agreement

Please list the company name as it should appear in all conference materials. The primary contact person will receive all communications related to AMIA 2017. Please notify Lauren Koleszar, should any of this information change.

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Fees

The minimum booth size is 8’x10’. AMIA will make every effort to accommodate your request, but cannot guarantee you will receive one of your requests. If none of your requests are available, AMIA will assign a booth. Please specify booth numbers in the order of preference.

1) 2) 3) 4)

I would prefer not to be placed next to ____________________________________________

☐ YES, my company would like to participate in the Learning Showcase

One Full Conference Registration per 8’x10’ booth - $600

(not available to Corporate Members or Academic Forum Members)

Please complete the following information if you would like to purchase 1 full conference registration at the discounted exhibitor price.

Name ____________________________________________

Degree/Credentials ________________________________________________________

Phone ____________________________

Title ____________________________

Email ____________________________

Address ____________________________________________

|
|----------------------------------|
| Academic Forum Inline | Academic Forum Corner | Commercial Inline | Commercial Corner |
| $950 | $1,150 | $2,900 | $3,100 |
| $1,100 | $1,300 | $3,200 | $3,400 |
| $1,250 | $1,450 | $3,500 | $3,700 |

$ ______ Total Cost for Booth ☐ Charge 50% now, and the remainder 50% on August 24, 2017

$ ______ One Full Conference Registration ($600)

$ ______ Total to charge now $ ______ Remaining balance (due by August 24, 2017)

Conditions of Contract to Exhibit

Exhibitors agree to abide by the conditions of the contract stated in the AMIA 2017 Annual Symposium Exhibitor Prospectus. Exhibitors accept responsibility for informing all of their employees of these conditions and agree that they will abide by them also.

AUTHORIZING SIGNATURES

We hereby apply for space at the AMIA 2017 Conference on the dates shown above. We understand that booth space will be assigned on the basis of application receipt date. If our preferred space is not available, we will accept AMIA’s assignment as close to our choice as possible. We have read, understand, and accept the terms and conditions outlined in this document and agree to abide by all requirements, restrictions, and obligations outlined in the Contract Terms and Conditions that are incorporated herein. Upon acceptance by AMIA, this application becomes firm and binding.

Authorized Person (print name) ____________________________________________

Title ____________________________________________

Signature ____________________________ Date ____________________________

Method of Payment (Purchase orders are not acceptable)

☐ Check (make payable to AMIA)

Credit Card: ☐ AmEx ☐ MC ☐ Visa ☐ Discover

Name that appears on the card ____________________________________________

Card Number ____________________________ Exp. Date ____________________________

Authorized Cardholder Signature ____________________________________________
Booth Space Contract and Conditions

Cancellation Policy
Exhibitor must present a signed letter of cancellation on company letterhead to AMIA. Booth cancellations received on or before August 24, 2017 will be charged a penalty equal to 25% of the total cost of the booth. Booth cancellations received between August 25, 2017 and October 1, 2017 will be charged a penalty equal to 50% of the total cost of the booth. Booth cancellations received after October 1, 2017 will be charged a penalty equal to 100% of the total cost of the booth. AMIA may terminate this contract immediately, withhold from the exhibitor possession of the exhibit space, all related exhibitor benefits, and retain all space rental fees paid if: (a) the exhibitor fails to pay all fees as outlined in the Exhibit Space Payment Schedule or (b) the exhibitor fails to comply with or perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions as well as the AMIA policies as outlined in the service manual. In the event of cancellation because of circumstances beyond the control of AMIA, space rental fees and deposits made to AMIA shall be returned on a pro rata basis after payment of all related show expenses incurred by AMIA through the date of cancellation, plus an administrative fee and overhead charges.

Financial Terms and Conditions
Booth space must be paid as follows: 50% of the total exhibit space costs must accompany this contract with the remaining balance due no later than August 24, 2017. Booth space not paid according to these dates will be released and reassigned at the discretion of AMIA; there will be NO EXCEPTIONS. Payments sent to AMIA for booth space will first be applied to any outstanding balances owed to AMIA for previous exhibit activities or any other amount owed to AMIA. Any exhibitor with an outstanding balance will have their freight refused by the Service Contractor and will not be permitted to move on to the exhibit floor. There will be a $500.00 service charge for any returned check or declined credit card.

Exhibit Show Rules
Companies exhibiting at AMIA 2017 are required to conduct all business within the confines of their exhibit space. Exhibiting companies are required to comply with all rules and regulations as outlined in the Exhibitor Service Manual. Should there be any conflict between these Contract Terms and Conditions and the Exhibitor Service Manual, these Contract Terms and Conditions will prevail. Only exhibiting companies may host any functions in conjunction with AMIA 2017. Exhibitor shall comply with all conditions imposed by the Washington Hilton in its contract with AMIA and with the rules and regulations of the Facility. The exhibitor is liable for any damage caused, directly by Exhibitor or Exhibitor’s employees, agents, and contractors, to building floors, walls, or columns, or to standard booth equipment, or to other exhibitors’ property. The exhibitor may not mark, tack, make holes, and apply paint/lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment. Exhibitors will be responsible for labor charges incurred in connection with the assembly, draping, repairs, and dismantling of their booth(s). All construction materials must conform to standard safety practices. Exhibitors must comply with all provisions outlined in the Americans with Disabilities Act. All display materials, including table, back drapes, textile, paper displays, and decorations, must be flame resistant or flame proof. No combustible decorations may be used at any time. All packaging containers and materials are to be removed from the floor and may not be stored under tables or behind displays. All aisles, corridors, exit areas, and stairways must be maintained at their required width at all times that the exhibition is open. No obstructions will be allowed to protrude into the aisles. Photography or videography of another company’s exhibit is strictly prohibited. Each exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in this exhibition. Compliance with all applicable Federal, State, and local laws and regulations is mandatory for all exhibitors and the sole responsibility is that of the Exhibitor. The violation of any of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Exhibitor Registration and Access
Badges will be required for entry into the exhibit hall at all times. Badges are not transferable and will be confiscated if worn by other than the person to whom issued. Booth personnel will not be permitted access to the exhibit hall earlier than one hour before it opens, later than one hour after it closes, and during scheduled breaks. Only registered exhibitors and their installation personnel may enter the exhibit hall during installation and dismantling hours.

Eligible Exhibits
AMIA shall determine the eligibility of any company, product, or service. AMIA may refuse rental of exhibit space to any company whose display of goods or services is not compatible, in the sole opinion of AMIA, with the character and objectives of the exhibition. In the event this application is not accepted, any paid space rental fees or deposits will be returned.

Installation and Dismantle
Exhibitor agrees to comply with assigned move-in and installation days and hours to be specified in the Exhibitor Service Manual. Exhibits may not be removed from the exhibit hall until the official closing of the show.

Limitation of Liability
AMIA shall not be liable to Exhibitor in any respect for any claims, losses, expenses, injuries, or damages arising out of or related to the event or Exhibitor’s participation in the event due to any act or omission of AMIA, its employees or agents, or any third person, whether based on breach of contract or warranty, negligence or other tort, or strict liability, unless directly and solely caused by the gross negligence or willful misconduct of AMIA. AMIA disclaims all warranties, express or implied, including, without limitation, warranties of merchantability and fitness for a particular purpose. AMIA shall not be liable to Exhibitor for any indirect, special or consequential damages, including lost profits, whether based upon a claim or action of contract, warranty, negligence, strict liability or other tort, even if AMIA is aware of the possibility thereof. Notwithstanding any other provision, the maximum liability of AMIA to Exhibitor will in no event exceed the lesser of (i) the amount of exhibit fees paid by Exhibitor to AMIA or (ii) $5,000; recovery of such amount shall be the exhibitor’s sole and exclusive legal remedy. Any claim against AMIA not submitted to AMIA within thirty (30) days of the close of the event shall be forever waived, and no suit or action shall be brought against AMIA more than one (1) year after the event.

Indemnification
Exhibitor shall indemnify and hold harmless AMIA and the Facility, and their respective officers, directors, agents and employees from and against any and all liabilities, damages, actions, losses, claims, costs, and expenses (including reasonable attorney’s fees) on account of personal injury, death, or damage to or loss of property arising out of or contributed to by any act, omission, negligence, fault, or violation of a law or ordinance by Exhibitor, its employees, agents, contractors, members, exhibitors, patrons, or invitees. The foregoing shall not apply with respect to any liability, damage, or loss directly and solely caused by the gross negligence or willful misconduct of AMIA or the Facility.

Exhibitor Insurance
All property of Exhibitor is understood to remain under its custody and control in transit to and from and/or within the confines of the Facility, AMIA and the Facility do not maintain insurance covering Exhibitor’s property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least $1,000,000 for Personal Injury Liability and $1,000,000 for Property Damage Liability and statutory Worker’s Compensation insurance in full compliance with all federal and state laws and covering all of Exhibitor’s employees with coverage of at least $250,000 per injury. Certificates of insurance shall be furnished if requested by AMIA.
Security

Although security service will be furnished, neither AMIA, the security contractor, nor the Facility can or will be responsible for damage to, loss, or theft of property belonging to any exhibitor, their agents, employees, business invitees, visitors, or guest. Exhibitors are to carry their own insurance.

Force Majeure

In the event that the performance by AMIA or the Facility or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, terrorist acts, curtailment of transportation, or other cause or agency over which AMIA has no control or should AMIA decide that because of any such cause that it is necessary to cancel, postpone, or re-site the event, or reduce the move-in and installation time, show time, or move-out time, AMIA shall not be liable to refund, indemnify, or reimburse the exhibitor in respect of any fees paid, damage or loss, direct or indirect, arising as a result thereof.

Exhibitor Conduct

No person, firm, or organization which has not contracted with AMIA for occupancy of space in the show will be permitted to display or demonstrate any products, processes, or services, to solicit orders, wear any identification other than that of the contracting exhibitor, or to distribute advertising or other materials at the exposition. Any violations of this regulation will result in prompt removal of the offending person from the Facility. Exhibitors may not enter the booths of other exhibitors without invitation; no exhibitor may call or invite a visitor out of one exhibit and into his own. Exhibitors must remain within their own exhibit space in conducting demonstrations or distributing literature, products, samples, or other materials; the aisles may not be used for this purpose.

Printed Matter

Circulars/advertising matter of any description may be used or distributed only within the booth assigned to the exhibitor for presenting such material.

Objectionable Practices

Use of noisemakers, promotions, and presentations that may be not in good taste, lacking in dignity, unduly distracting, disruptive, or not in keeping with the purpose of AMIA are prohibited.

Subletting

Exhibitors may not assign, sublet, or share their exhibit space with another business or firm unless approval has been obtained in writing from AMIA. Exhibitors must show goods or services manufactured or dealt with by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplates, imprint, or trademark under which same is sold in the general course of business.

Booth Transfers

Exhibitors that wish to transfer their booth, in whole or in part, to another company shall be subject to the cancellation policy.

Sound Level/Photography

Use of audio and visual equipment will be permitted, where appropriate to the display. Sound must be maintained at not more than a level of 75 decibels. AMIA reserves the right to restrict exhibitors’ use of sound and other devices which exceed 75 decibels and interferes with the best interests of the exhibition as a whole. Exhibitors may not, under any circumstance, photograph another company’s exhibit for any reason. Violation of these rules is grounds for dismissal from the exhibit hall and forfeiture of all associated monies.

Interpretations and Rulings

Any and all matters not specifically covered herein or in the Exhibitor Service Manual are subject to the decision of AMIA. AMIA shall have the full and exclusive power to interpret and enforce these Contract Terms and Conditions. Decisions of AMIA are final, and Exhibitor agrees to abide by the same.

Applicable Law

This agreement shall be governed in accordance with the laws of the State of Maryland, without regard to conflicts principles. Any and all litigation arising from, or as a result of this Agreement, will be conducted in a State or Federal court in Montgomery County, MD.

Industry Guidelines

The purpose of AMIA Annual Symposium is to allow companies an opportunity to complement the educational sessions by informing and educating the course participants on the latest developments in equipment, supplies, and services that are available.

Adherence to the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support is mandatory. Standard 4.1 states, 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. Standard 4.2 further states that Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

a) Exhibit fees are separate and distinct from educational grants (they are not considered commercial support).

b) Exhibit fees are set by AMIA for each activity prior to solicitation and are standardized for that activity; AMIA may set different fees for industry, not-for-profit organizations/foundations and publishers; potential exhibitors will have equal access to purchasing exhibit space (first-come, first-served basis).

c) All exhibitors will be situated in a room or area separate from educational activities, and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.

d) Commercial interest (pharmaceutical/industry) representatives may attend CME/CE activities at the discretion of AMIA for the direct purpose of the representatives’ own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Complimentary attendance will not be linked to offering commercial support. See ACCME Standard for Commercial Support 4.1.

Exhibitors are reminded of the Food and Drug Administration (FDA) regulations on the promotion of investigational and preapproved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Exhibitors must comply with the standards established by the Accreditation Council for Continuing Medical Education (www.accme.org), the American Medical Association’s Ethical Opinions on Continuing Medical Education and Gifts to Physicians (www.ama-assn.org), the Food and Drug Administration regulations regarding industry-supported scientific and educational activities (www.fda.gov), the revised PhRMA Code on Interactions with Healthcare Professionals (www.phrma.org), and the revised AdvaMed Code (www.adamed.org).

These contract terms and conditions are nonnegotiable and may not be changed, added to, taken away from, or modified in any way.