



SSC 2010
Cairo
May 22-25, 2010

EXHIBITION RULES AND REGULATIONS

The exhibition stand is a major forum for the pharmaceutical and medical equipment companies to create opportunities where they may talk to ISTH meeting delegates about their company and their products. Exhibition stands should therefore create the opportunity for the company to display and discuss information relevant to the company and its products as well as other educational and scientific information it may choose. Activities not related to the practice of medicine or scientific endeavors within the scope and programs of the International Society on Thrombosis and Haemostasis (ISTH) are inappropriate.

ISTH is committed to providing an excellent meeting experience to delegates and corporate partners. To this end, it is agreed and understood that the submission of an application for exhibit space includes a mutual agreement between the applicant and ISTH that the Exhibitor will abide by ISTH regulations, along with any policies and guidelines of the meeting venue and those contained within the *Exhibitors' Technical Manual*. The exhibiting company is responsible for ensuring that booth staff is aware of and adhere to all ISTH and venue rules and conduct themselves professionally.

Definitions

In these Regulations the term "Exhibition" in all cases refers to the Trade Exhibition being held in conjunction with the *56th Annual Meeting of the Scientific & Standardization Committee of the ISTH*. The term "Exhibitor" includes any entity or person to whom space has been allocated for the purpose of exhibiting at this meeting and its employees, vendors and agents. The term "Organizers" means ISTH Headquarters, Pioneer Events on behalf of ISTH and the Organizing Committee of this SSC meeting. The term "ISTH" refers to the International Society on Thrombosis and Haemostasis. The term "Premises" refers to those portions of the Grand Hyatt Cairo licensed to ISTH.

Application

The Organizers reserve the right at their sole discretion to refuse an application or prohibit an exhibit without assigning a reason for such refusal or prohibition.

Written notice of any amendments or interpretations shall be given to all contracted exhibitors. All amendments that are made shall be equally binding (upon publication) on all parties as if contained in the original regulation.

The Organizers reserve the right at their sole discretion to change the exhibition floor layout if necessary. The Organizers also reserve the right in unforeseen circumstances to amend or alter the exact location of a stand, and the Exhibitor agrees to any alteration to the site or the space re-allocated by the Organizers.

Failure to occupy a space by **Saturday, May 22, 2010** will cause forfeiture of the space by the Exhibitor. The space may be reassigned or used by ISTH without a refund. Exhibitors who anticipate delays in setting up their booths must receive prior approval from the Organizers regarding such delays.

No Exhibitor shall occupy its stand space in the Exhibition until all space rental monies owed to the ISTH are paid in full to the Organizers. **Failure to pay invoices for space rental and/or scheme fees prior to the mantling date of the meeting carries the penalty of forfeiting the space for reassignment or use by ISTH without refund.**

Exhibitors are not permitted to share or sub-let any portion of any booth space allotted to them with others without prior written consent from the Organizers.

All stands must be manned during proscribed exhibition hours.



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Exhibition Stand Layout

Exhibitors occupying space-only stands are required to submit a detailed plan of their stand, as well as a 3D plan, to the Organizers for approval. This plan must be received before but no later than **March 15, 2010**. **Only one-level stands are permitted and must adhere to all height and space requirements indicated.**

The Organizers may require reasonable modifications in any exhibit which must be performed by the Exhibitor in such manner and within such time as the Organizers may require, and upon default the Organizers may remove any non-complying exhibit at the expense of the Exhibitor and without refund.

Booth Installation and Dismantling

Exhibitors will be advised when they may begin installation of exhibits. Exhibitors are prohibited from beginning installation until the time assigned to them. The Organizers will use their reasonable best efforts to adhere to the assigned date for the commencement of Exhibitor's work, but will accept no responsibility for any costs, claims or expenses arising from any variation of such date.

All exhibits, displays, stand fittings, and materials must be removed from the Premises by the time and date stated by the Organizers. Removal of exhibits and dismantling may not commence until after the official closing time of the meeting and must adhere to Grand Hyatt directives.

Early dismantling is expressly prohibited. Any special arrangements for installation or removal of exhibits must be made in consultation with the Organizers.

Shipping

All shipments to the SSC 2010 Annual Meeting must be received and processed through the official forwarding and customs agent: Egyptian International Shipping Agencies & Services CO at info@eisas.com.eg

Information on shipping methods, target scheduling, and rates will be provided by this agent whose full contact details are included in the *Exhibitors' Technical Manual*. To ensure proper handling and receiving, advance freight and other shipments should not be sent directly to the Grand Hyatt prior to the assigned target date.

Booth Usage and Construction

Exhibitor's use and branding of space may not exceed the rented surface in three dimensions. To maintain an open exhibition area, Exhibitors must maintain sides of stands adjacent to aisles wide open. Island stands must be accessible from all 4 sides. Nothing may impede the free flow of delegates in the aisles. Nor may furniture or equipment be placed in aisles.

Height Limitations

Height limitations are imposed by the Grand Hyatt Cairo and must be followed for both physical and visual devices (e.g. lasers, gobos, etc.).

The maximum height for any part of any stand may not exceed the allowable height limit for the hall in which the stand is located. Stands and maximum stand building heights are as follows:

- Stands 1, 2: Maximum height is 2.20 meters**
- Stands 3 to 10 & 17 to 30: Maximum height is 2.40 meters**
- Stands 11 to 16: Maximum height is 3.00 meters**

A dividing wall may be constructed between adjacent stands. The wall's maximum height must not be higher than the height applicable to the stand based on its location within the Hyatt. It is the exhibiting company's responsibility to build its own adjacent wall.

It is the responsibility of the Exhibitors to notify their respective contractors and agents of any height restrictions.



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Signs

No part of any exhibitor signs shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its fixtures.

Lighting

All island booths may utilize special lighting. Lighting must be directly over or in the Exhibitor's booth and cannot affect other Exhibitors or aisles.

Obstructions

Exhibitors will not be permitted to display exhibits in such manner as to obstruct the light or impede or project into aisles or over gangways, or affect the displays of neighboring exhibitors. Aisles and gangways must be kept clear and free for passage at all times. All emergency exits and access to service areas are to be kept clear at all times, and must not be restricted or rendered unrecognizable.

Storage

Under no circumstances may packing materials of any kind be left in the aisles or on the stands. Exhibitors may store a limited supply of literature or product appropriately within the booth area so long as these do not impede access to utility services, create a safety problem, or appear unsightly.

Cleaning

The Organizers will arrange for the daily cleaning of the aisles outside the Exhibition open hours.

Food and Beverage

Permission to serve food and beverages in exhibit booths must be requested in writing and approved by the Grand Hyatt's Events Department. *All food and beverages must be purchased through the Grand Hyatt's Events Department.* Companies wishing to serve food and beverages within their stands should contact the Events Department for details and to customize orders by writing to jelena.kocijasevic@hyatt.com.

Cups and/or napkins with an exhibiting company's logo and/or product name on them may be used to serve food and beverages. However, these items may be distributed only within the exhibit booth. ISTH prohibits the distribution of alcoholic beverages within the Exhibit stand borders.

Conduct of Exhibitors and Representatives

The Organizers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other exhibitors, delegates or visitors. Business must be conducted only from the Exhibitor's own stand and under no circumstances may this be carried beyond the stand border.

Noise of any kind and/or amplification of music and/or voice which may be heard outside an Exhibitor's assigned space that interferes with or is felt to be objectionable to attendees or other Exhibitors is not permitted. The use of microphones is not permitted within the Grand Hyatt. Audio visual equipment is permitted but the volume must not exceed 70dB (A) at the stand boundaries. The Organizers reserve the right to require Exhibitors to discontinue any such activity.

Music

ISTH does not obtain ASCAP or BMI music licensing that will allow the use of copyrighted recorded music in the booths. Exhibitors interested in playing copyrighted music must obtain the proper licensing from ASCAP or BMI.

Live presentations at the stand are not permitted without prior approval from the Organizers.



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Meet the Expert sessions or press briefings at the stand may not be held during the SSC's official scientific program. A round-table discussion for a maximum of 10 participants during coffee breaks is permitted upon approval by the Organizers. Submit requests in writing to ISTH to margo_prc@isth.org.

Laser shows are not allowed.

Recording in the form of photographing, taping, filming or audio-recording in the exhibition hall is not allowed. Exhibitors may take pictures of their own stands but not of the stands of other exhibitors.

Giveaways and Printed Material may only be distributed in the space rented by the Exhibitor in the exhibition hall, in the Exhibitor company's hospitality suite, or at the company's sponsored symposia. All items distributed must be useful to the participants at the meeting and/or in their professional activities. Items must be small in size and made available to all SSC attendees, regardless of registration type or demographics, as long as the supplies last. No such material may be distributed in any hotel designated to be an ISTH meeting hotel or in public areas of the Grand Hyatt.

Door drops are not permitted.

Contests, Lotteries, Raffles and Games of Chance are subject to approval by the Organizers. All requests should be submitted in writing to ISTH to margo_price@isth.org. Even though the meeting is held outside the U.S., all requests must comply with the guidelines of the American Medical Association (AMA) that state: "The contest must be open to all meeting attendees and be conducted in a professional manner." Prizes must be educational in nature and moderate in value. Notification of winners, semi-finalists, and runners-up etc., must take place after the conclusion of the SSC 2010 Annual Meeting.

Limitations and Liability

Each Exhibitor agrees to protect, indemnify, save, and keep harmless ISTH, the Organizers, the occupied hotels, the Grand Hyatt Cairo and their respective officers, employees and agents against and from any damage or charges imposed for violation of any law or ordinance by the Exhibitor, its employees or agents. The Exhibitor also agrees to strictly comply with applicable terms, rules, regulations and conditions of ISTH, the Organizers, the occupied hotels, the Grand Hyatt Cairo, and regarding the exhibition premises.

Further, each Exhibitor shall at all times protect, indemnify, save, and keep harmless ISTH, the Organizers, the occupied hotels, the Grand Hyatt Cairo, and their respective officers, employees and agents against and from any and all loss, cost, damage, liability, or expense which arises out of, from, or by reason of any act or omission of the Exhibitor, its employees, or its agents.

Insurance

- Exhibitors must provide written acknowledgement that neither the International Society on Thrombosis and Haemostasis (ISTH), nor Pioneer Events, nor the Organizing Committee, nor the Grand Hyatt Cairo is obligated to maintain property, liability, auto, workers compensation, or business interruption insurance covering the exhibitor. It is the sole responsibility of the exhibitor to obtain such insurance at its own expense.
- Exhibitors shall also maintain workers' compensation and employers' liability insurance in commercially reasonable amounts and as otherwise promulgated by law according to those where their Headquarters exist or otherwise designated by their company Headquarters.
- Exhibitors shall further maintain commercial automobile insurance, including hired and non-owned liability coverage.
- All insurance policies must cover for the time period from move-in through move-out.



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Security

The Grand Hyatt Cairo will provide protection for the perimeter area of the exhibit hall on a 24-hour basis during the entire exhibit period, including move-in and move-out. Neither ISTH, nor the Organizers, nor the Grand Hyatt Cairo, is liable for any of the Exhibitor's property. It is recommended that each Exhibitor purchase a portal-to-portal rider available on the Exhibitor's own insurance policy as protection against loss, theft, fire, damage, etc.

Regulatory Guidelines

Exhibitors who have questions regarding drug promotion should familiarize themselves with guidelines relevant to Egypt and/or regulatory bodies whose guidelines they adhere to. Each Exhibitor is solely responsible for interpretation of and compliance with rules and regulations that pertain either to Egypt or to any regulatory body the company is responsible to.

Investigational Products

Abiding by the Healthcare Convention Exhibitors Association, any investigational product that is graphically depicted on a commercial exhibit should:

- Contain only objective statements about the product
- Contain no claims of safety, effectiveness, or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of responsibilities
- Contain the statement, "Caution: Investigational Device — Limited to Investigational Use" (or a similar statement), in a prominent size and placement.

Persons with Disabilities

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities. Regardless of the meeting location, ISTH requires access adhere to guidelines outlined by the Americans with Disabilities Act.

Health and Safety at Work Regulations

It is the responsibility of the Exhibitor to ensure that its contractors, employees, displays and exhibits comply with the latest legislation regarding Health and Safety at Work regulations in the country in which the meeting is held.

Product Disclaimer

The acceptance of a product or service for exhibition does not in any manner constitute an endorsement by ISTH or the Organizers.

Cancellation of Exhibition

It is mutually agreed that in the event of cancellation of the 56th Annual Meeting of the Scientific & Standardization Committee of the ISTH as a result of strikes, acts of God, war, terrorism, disaster, curtailment of transportation facilities, governmental regulations, or other causes that would prevent its scheduled opening or continuance, the agreement between ISTH and each Exhibitor will be terminated immediately.

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