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**Booth Rental Terms & Conditions**

*The following terms are agreed to by EXHIBITOR at time of application submission.*

## PRIORITY POINTS AND ON-SITE SPACE SELECTION

As a benefit of exhibiting at ASHG 2019, exhibitors were invited to select exhibit space for 2020 while on-site in Houston. Exhibit space was assigned in priority point order for the Top 30 Exhibitors in advance of 2019 meeting. Remaining 2019 exhibitors came to the Exhibits Management office in Houston and chose their 2020 booth space. An assignment was made onsite and then confirmed after the close of ASHG 2019.

ASHG used data from the last three years (2017-2019) to calculate priority points:

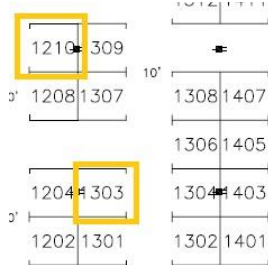
- 1 point per 10x10 booth; no maximum
- 1 point for exhibiting two years in a row; maximum of 3 points
- 1 point per \$1,000 in advertising; maximum of 5 points
- 1 point per \$1,000 in sponsorship; maximum of 10 points
- 1 point per pre-show or post-show mailing list ordered
- 1 point per exhibitor education event; maximum of 3 points
- 1 point per CoLab session, maximum of 2 points (2018 only)

In the case of company mergers, ASHG used the highest number of priority points.

## ASSIGNMENT OF SPACE AND LOCATION

Remaining booth space for ASHG 2020 can be selected and reserved via online application. Booths are assigned in date received order: companies whose applications are received first will be the first to be assigned space.

For exhibitors requesting to avoid competitors, this may affect your booth space selection. For example, if your first choice in booth space is located near a competitor already assigned, you will be assigned the next best available space. You may only list four competitors on the contract. The larger number of competitors listed, the more your booth assignment may be affected.



ASHG considers booths facing opposite directions and in the next aisle sufficient in avoiding a competitor. For example, the two highlighted booths in the figure (left) would not be considered competing booth space. If you object to this distance, please email Carrie Morin at [cmorin@ashg.org](mailto:cmorin@ashg.org) prior to booth assignment. Note also that the next best booth space may not be as favorable.

After booth space has been assigned and confirmed, exhibitors may log into their account anytime to view booth space assignments and manage aspects of their booth online such as assigning badges to booth staff, submission of company description, product categories, and more.

## BOOTH FEES

Booth Type per 10' x 10'	Fee
--------------------------	-----

Prime Space	\$4,080
Corner Space	\$3,860
Inline/Aisle Space	\$3,750
First-Time Pavilion*	\$3,300
Non-Profit Organization**	\$2,890
Advocacy Organization**	\$1,050

\*See Pavilion Kiosk for eligibility

\*\*See Non-Profit/Advocacy section for eligibility.

<u>Island Booth Size</u>	<u>Fee</u>
<i>Island booths rates are \$40.80 per square foot.</i>	
20' x 20'	\$16,320
20' x 30'	\$24,480
20' x 40'	\$32,640

## TERMS OF PAYMENT

Until December 5, 2020, companies reserving exhibit space must pay 10% of their total balance. After December 5, exhibiting company must give a **deposit** of 50% of total sale for **each space** requested. Payment is accepted either by a valid credit card number, pay by check, or a wire transfer sent within 10 days of confirming space. Non-profit and advocacy groups must pay the full amount of their booth space at the time of contract submission. **The exhibitor agrees that upon assignment of booths and receipt of booth confirmation email, the balance is due by credit card, check or wire transfer no later than June 5, 2020.** It is the exhibitor's responsibility to submit payment via the exhibitor contract, accessible by username and password. After June 5<sup>th</sup>, the full amount of the booth will be due at the time of application.

## INCLUDED WITH BOOTH FEES

Included in the price of exhibit space is:

- Company name and booth number printed in the Program-at-a-Glance;
- Full company description and products/services listed on Mobile App and meeting website (upgraded digital packages also available);
- Exclusive opportunity to host exhibitor and/or social events for meeting attendees during specified times throughout the meeting;
- Exclusive access to promotional opportunities to further your brand at the meeting;
- Exhibitor registration for up to six (6) company representatives for each 10' x 10' space rented;
- Two complimentary full meeting registrations for each exhibiting company;
- Complimentary badges for guests of exhibitors for admission to show floor (up to six passes per 10' x 10' booth; passes good for one day only);

- Exclusive opportunity to rent exhibitor suites in the Convention Center for private meeting space with clients or exhibitor business meetings;
- Identification sign for company name: 7" x 44" (name will appear exactly as entered on contract);
- 8-foot high back drape and side rails 36 inches high in show colors for each 10' x 10' booth;
- Aisle carpeting in show colors;
- Exhibit floor perimeter security when exhibits are closed; and
- Complimentary booth cleaning the night before the show opens.

## **NON-PROFIT AND ADVOCACY RATE ELIGIBILITY**

There will be a dedicated portion of the Exhibit Hall at ASHG for advocacy groups and non-profit organizations only, for reduced fees with booth furnishing included. Both non-profits and advocacy groups may choose a 10' x 10' space that includes carpet, table, two chairs, and a wastebasket;

A **non-profit organization** must have one of the following characteristics and may be asked to furnish proof of status:

- A 501 (c) 3 organization
- Federal (U.S.) or Canadian government agency
- Not-for-profit entity that sells a product or service to professional attendees or institutions
- Membership and/or professional association
- Hosts a scientific meeting or conference relevant to ASHG attendees

**NOTE: Academic labs owned and managed by for-profit organizations must pay the Commercial rate.**

An **advocacy group** is defined as a group that exists to promote advocacy/awareness of genetic disorders and/or relevant causes. These groups do not have membership or annual meetings.

Exhibit Space at the non-profit or advocacy rate is limited and **each organization is limited to one 10' x 10' booth space at this special rate and must be in the Non-Profit/Advocacy Rows.** Organizations contracting for more than one 10' x 10' must pay the full exhibit rate for all spaces.

Non-profit exhibitors must abide by all terms and rules in the Exhibitor Prospectus.

## **NEW EXHIBITOR PAVILION AND ELIGIBILITY**

There will be turnkey booths available for exhibitors who have exhibited with ASHG fewer than 3 times. [More info is available here](#); please email us if you are interested. [exhibits@ashg.org](mailto:exhibits@ashg.org)

## **SPACE CANCELLATION OR REDUCTION**

- Cancellation and downsizing notices must be submitted in writing to Associate Director, Exhibits, Carrie Morin, at [cmorin@ashg.org](mailto:cmorin@ashg.org).
- A 50% refund of cancelled booth fees is available until **Friday, June 5, 2020**. After this date, there are no refunds and the full balance is due.
- ASHG reserves the right to resell any cancelled booth spaces and the right to relocate the exhibiting company after downsizing.
- ASHG may sell cancelled or downsized space to another exhibitor without any rebate or permission.

**No refunds will be made for written notices received after June 5, 2020.**

## **ELIGIBILITY TO EXHIBIT**

The purpose of the American Society of Human Genetics (ASHG) exhibit program is to further the education of individuals working in the field of human genetics. Therefore, the exhibits must be of an educational character or practical application that emphasize instruments, products, or services for use in teaching, research, treatment, or diagnosis, and books or other publications in scientific fields of relevance to the interest of registrants, or that directly convey scientific research findings in those areas of science represented by ASHG. License will not be granted for exhibits that principally express a point of view. ASHG reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

ASHG reserves the right, without refund, to refuse to allow the placement or maintenance at the convention of any exhibit that does not in good faith substantially conform to the company description submitted for publication or which contains unrelated material(s).

The character of exhibits is subject to the approval of ASHG Exhibits Management. Exhibits Management reserves the right to refuse applications of concerns not meeting standards required or expected. ASHG Management also reserves the right to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc.

## **MERGERS**

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the seniority accumulated by either company (which is higher) will be used. ASHG must be notified in writing of such changes, including a public announcement of the transaction.

## **SUBLETTING OF EXHIBIT SPACE**

Subletting or sharing of contracted exhibit space is not allowed at any time. All signs, advertisements, publications, materials, products, and company representatives' badges must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate removal of the booth and materials in violation.

# Registration, Housing, and Events

## EXHIBITOR REGISTRATION

All booth personnel working in rented exhibit space must be registered. A commercial exhibitor will be permitted to register up to six (6) company employees for each 10' x 10' booth space reserved. It is the responsibility of the authorized individual signing the application for space to inform all company personnel of the rules and regulations contained in this prospectus. Additional exhibitor badges may be purchased at \$50 each.

Exhibitor badges are made out in the name of the company shown on the exhibit reservation and application form only. Exhibitors may register personnel and make changes anytime via ASHG's online registration with assigned exhibitor log-in and password created when submitting a Contract for Space.

## COMPLIMENTARY SCIENTIFIC REGISTRATION ALLOTMENT

Each exhibiting company is entitled to two complimentary full conference registrations. The complimentary registration must be in the name of a specific company employee. They also grant access to the Exhibit Hall as exhibit staff.

## GUESTS OF EXHIBITORS

To maintain the professional value of the exhibition and ensure focus on the exhibits, access to the Exhibit Hall is limited to registered attendees.

However, ASHG is pleased to provide guest badges to exhibitors to encourage customers and other visitors. Each rented booth receives six (6) passes per day per 10' x 10' booth for exhibitor guests, defined as customers/individuals you wish to invite to view your display who would not otherwise register for the meeting.

An Exhibitor Guest badge permits entry into the commercial exhibits area only and does not authorize your guest entry into ASHG scientific sessions or the scientific poster areas. It is the responsibility of the exhibiting company to inform all guests of the rules and regulations in this prospectus, particularly the rules regarding General Conduct of Exhibitors and non-exhibiting companies.

Individuals who should pay a registration fee to attend the ASHG Annual Meeting include:

- exhibiting company personnel who are presenting posters or at sessions
- company employees either full or part time
- potential exhibitors

Persons wanting access for the purpose of making contacts cannot be designated as guests.



## ON-SITE EXHIBITOR REGISTRATION DESK

The Exhibitor Registration Desk will be open during installation, exhibit hours, and dismantling of exhibits. Exhibitors must have a badge to enter the Exhibit Hall during installation and dismantle, as well as prior to each day's opening. **All badges must be picked up onsite. Picture ID will be required to pick-up pre-assigned badges and to register new badges.**

Exhibitor badges do not allow or authorize attendance at ASHG Annual Meeting scientific sessions or social events. If an exhibitor's representatives or booth personnel wish to attend scientific sessions above and beyond the two complimentary full meeting registrations, they are required to register as a regular scientific registrant and pay the standard registration fee.

## HOTEL SCAM ALERT

Please be aware that you may be contacted by telephone by companies or hotels claiming to be the official ASHG 2020 Annual Meeting housing providers. **Neither ASHG nor onPeak will call you to solicit reservations.** You may receive emails regarding housing, but note that the only official emails will come from an email address ending in ASHG.org or onpeak.co. All lodging for the ASHG Annual Meeting should be arranged using the links provided or by calling the phone numbers on the ASHG 2020 Annual Meeting page. If you are unsure of who has contacted you regarding your hotel reservations or if one of these scammers contacts you please notify ASHG as soon as possible by emailing [cmorin@ashg.org](mailto:cmorin@ashg.org).

## HOUSING

onPeak has been designated as the official housing bureau for ASHG 2020. The co-headquarters hotels in San Diego are the Marriott Marquis San Diego and Hilton San Diego Bayfront.

Rooms may be booked in blocks or singularly via the Annual Meeting website: [www.ashg.org/2020meeting](http://www.ashg.org/2020meeting) in early spring 2020. When exhibitors and attendees book within the official block, it gives ASHG negotiating power in future cities for better rates from convention center rental to hotel rates. Your loyalty and cooperation is greatly appreciated!

Please note that exhibitor blocks over 10 rooms will likely need to be occupied at more than one hotel and we will review your company's room block history.

## INDUSTRY EDUCATIONAL EVENTS, ANCILLARY, SATELLITE, AND OTHER EVENTS

The American Society of Human Genetics recognizes that meeting attendees seek to maximize their networking opportunities and fulfill their professional responsibilities while at a location with so many of their colleagues. Space will be available for commercial companies to host educational events in official ASHG hotels.

**Industry Education Events**, available to both exhibiting and non-exhibiting organizations, are non-ASHG sponsored events held during the official Annual Meeting dates: Tuesday, October 27 through Friday,

October 30. All Industry Education Events will be held at co-HQ hotels and the Convention Center. Due to limited space during the lunch period, ASHG will only program one lunch event per exhibitor. Exhibitors may also request events during the breakfast period. There is a \$3,000\* fee per Industry Education Event, which covers the room rental fee, a hyperlink on the Schedule of Events, and ASHG's administrative cost.

**CoLab Theater Sessions** are 30-45 minute sessions in a theater setting on the Exhibit Hall floor, during breaks, the lunch period, and during posters. These sessions are product theaters, demos, patient perspectives, Q&A sessions, and panels. Exhibitors plan the content of each session. These sessions are turnkey, meaning you show up with your speaker and present!

**Satellite Symposia** are commercially-sponsored, accredited educational events in the morning or evening during meeting dates, Tuesday, October 27 through Saturday, October 31. A satellite symposium may take place on Tuesday before 4:00 pm or Wednesday-Friday before or after sessions and are typically scheduled in a headquarter hotel. There is a \$3,000\* fee per Satellite Symposium, which covers a hyperlink on the Schedule of Events and ASHG's administrative cost. Satellite Symposia may not be held during the lunch period.

**Ancillary Events** are non-ASHG sponsored events held during the official Annual Meeting dates: Tuesday, October 27 through Saturday, October 31. Examples include business meetings, social gatherings, receptions, or committee meetings.

**Exhibiting companies receive preference** for scheduling events and they also pay lower fees. Commercial companies not exhibiting at the Annual Meeting may schedule the above events at a higher fee, to be available in early 2020.

ASHG accepts no financial or organizational responsibility for these events (except CoLab A/V). Room rental, catering, a/v equipment, labor, and other charges are the sole responsibility of the organizer.

For full rules and guidelines, visit <https://www.ashg.org/2020meeting/pages/ancillary.shtml>.

\*Price subject to change. Final pricing will be determined in early 2020.

## Code of Conduct and Exhibitor Policies

*The following terms are agreed to by EXHIBITOR at time of application submission.*

### ASHG CODE OF CONDUCT FOR ANNUAL MEETING PARTICIPANTS

ASHG introduced a comprehensive Code of Conduct in 2018 that applies to all meeting stakeholders and covers all events associated with the Annual Meeting.

The American Society of Human Genetics is committed to fostering a welcoming environment that is safe, collaborative, and productive for supporting dialogue and discovery for all attendees at ASHG-sponsored events and values the participation of all attendees and participants in its events. All who register to participate, attend, speak at, or exhibit at an ASHG event agree to comply with this Policy.

ASHG expects that all attendees, media, speakers, organizers, staff, and exhibitors associated with any official ASHG-sponsored event will adhere to the following principles:

- Respect common-sense rules for public behavior, personal interaction, courtesy, and respect for private property.
- Be considerate and respectful of differing perspectives during the meeting.
- Respect the rules and policies of the Society, the meeting venue, hotels, and city.

ASHG also prohibits any form of harassment, sexual or otherwise. Accordingly, some behaviors are specifically prohibited, whether directed at other attendees, ASHG staff, speakers, exhibitors, or event venue staff:

- Intimidation, stalking, harassment, inappropriate physical contact, unwelcome sexual attention, or discrimination towards fellow attendees, Society staff, and others.
- Abusive, harassing, or threatening behavior towards any other attendee, volunteer, or staff. This behavior will not be tolerated and may result in expulsion from the event.
- Yelling at, threatening, or personally insulting participants or presenters (verbally or physically).

Participants asked to stop engaging in hostile or harassing behavior are expected to comply immediately.

The conduct rules apply to all ASHG venues, including official ASHG-sponsored events and related ASHG-sponsored social events, as well as the annual meeting and Society online presence (i.e., ASHG Society and meeting hashtags, Facebook pages, and other social media). All participants are expected to treat others with respect and consideration, follow venue rules, and alert staff or security of any dangerous situations, violations of this Conduct Policy, or of anyone in distress.

For how to report and other procedures, see full text at <https://www.ashg.org/2020meeting/pages/policies.shtml>.

## GENERAL CONDUCT OF EXHIBITORS

Exhibiting companies are **required to staff their exhibit booths at all times** when the Exhibit Hall is officially open.

Exhibitors and their agents and representatives are expected to act in a professional manner. Any disruptions or unacceptable conduct may result in loss of priority points or ejection from the Exhibit Hall with no refund of space rental fees.

The following practices are **prohibited** at the ASHG Annual Meeting:

- Noisy electrical or mechanical apparatus interfering with other exhibitors.
- Playing music in the Exhibit Hall.
- Soliciting booth traffic in the aisles or otherwise harassing registrants.
- Loitering by competing company's exhibit space or otherwise harassing other exhibitors.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the exhibit hours or scientific session hours of the meeting.
- Entry into another exhibitor's booth without their express permission, nor should exhibit personnel block access to another exhibitor's booth space.
- Photography of other exhibitors' booths and/or products without express permission.
- The use of entertainers such magicians, fortune-tellers, dancers, puppets that may disrupt the professional atmosphere of the meeting.
- Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space
- Obstruction of aisle space due to any activity in and around an exhibitor's booth.
- Unwrapped food of any kind (note that any catering **MUST** be approved by Exhibits Management).
- Using information gathered by lead retrieval for anything other than business contact.
- Packing and/or dismantling of exhibits before the official close of the show.
- Exhibitors may not attend workshops given by other exhibitors unless the organizer of the workshop provides written permission. This includes scientific attendees who are employees.
- Exhibit personnel are also discouraged from partaking of other exhibitors' food and beverage activities out of professional courtesy.

## GIVEAWAYS, RAFFLES, AND DRAWINGS

Giveaways, prize contests, raffles, lotteries, drawings, and games of chance are permitted during exhibit hours. **All drawings must be held off the Exhibit Hall floor and be approved by Exhibits Management.** Prizes must be educational in nature or must be appropriate for use in the attendees' place of work, the meeting, or travel. See "Industry Regulations and Guidelines" to ensure compliance for any outside agencies.

All requests must be submitted via the Booth Promotion Form to ASHG Exhibit Management for approval by September 18, 2020. Any exhibitor found conducting prize contests, giveaway contests, raffles, lotteries, drawings, and/or games of chance that have not been approved by Exhibits Management will be required to cease immediately.

## **DISTRIBUTION OF MATERIALS/ADVERTISEMENTS OUTSIDE OF EXHIBIT BOOTH IS PROHIBITED**

Exhibitors shall not, without the written consent of ASHG, distribute or permit to be distributed, any advertising matter, literature, souvenir items or promotional material in or about the exhibit areas or convention center, except from its own allotted exhibit space. Exhibitors shall not post or exhibit any signs, advertisements, show bills, lithograph posters, cards or stickers of any description on any part of the premises of the convention center or ASHG hotels, except within the exhibitor's exhibit space. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and ASHG hotels are prohibited during conference hours regardless of permits.

## **ENFORCEMENT OF RULES**

By applying for exhibit space, exhibitor agrees to adhere to all conditions and regulations outlined in this Exhibitor Prospectus on the ASHG website. Exhibits Management will monitor conformity with these rules and regulations for the ASHG Meeting. Each exhibitor is granted a terminable license to exhibit, subject to all the rules herein and the general control of ASHG Exhibits Management. If ASHG Exhibits Management determines that any exhibitor has failed to comply with any rules herein or any directive issued to the exhibitor by Exhibits Management, the license may be terminated and the exhibit closed without notice.

ASHG shall have full authority to interpret or amend these rules and its decision is final.

Exhibitors agree to abide by rules and regulations that hereafter may be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of ASHG.

These rules and regulations have been formulated in the best interest of the exhibitors and ASHG. The exhibitor understands and agrees that the information contained in the Exhibit Prospectus, Exhibitor Service Kit and the ASHG Rules and Regulations are an integral and binding part of the Exhibit Space Contract, and that providing a digital signature on the online Exhibit Space Application/Contract indicates understanding and agreement to comply with all policies, rules, regulations, terms and conditions in the prospectus, and any others issued by ASHG regarding the ASHG Annual Meeting; willingness to abide by the payment policy; acknowledgment of reading ASHG Rules and Regulations; and agreement to distribute them for proper execution to those individuals involved with your company's exhibit.

## **INTERPRETATION AND AMENDMENT**

Exhibits Management shall have full power to interpret or amend these rules and its decision is final. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted by Exhibits Management. Exhibits Management promises its full cooperation for a successful show and will be pleased to work with the exhibitors toward this end.

## **USE OF ASHG NAME AND LOGO**

The use of ASHG 2020, the 70<sup>th</sup> Annual Meeting of the American Society of Human Genetics (ASHG) name, and logo may be requested for use by exhibitors for mailers or other meeting-related literature. Please note that use of the logo does not imply endorsement of your company, publication, event, etc. The Annual Meeting logo can be used in exhibitor's promotional material by requesting permission from Carrie Morin, [cmorin@ashg.org](mailto:cmorin@ashg.org). Please be prepared to share a sample of the material for which you are requesting the logo.

## **NON-EXHIBITING COMPANIES**

Companies that are not contracted to exhibit and their personnel, agents, and contractors will not be permitted in the Exhibit Hall at any time for the purpose of "suitcasing" either exhibitors or attendees. Non-exhibiting companies and their representatives will not be allowed to display or demonstrate any services or products in the convention center or any hotel in the ASHG housing block.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution on-site on in the meeting hotel blocks.

## **ATTIRE**

Representatives, models, employees, contractors, and agents of exhibitors must be attired in an appropriate business or business casual fashion to maintain the professional atmosphere of the meeting.

# Technical Rules and Regulations

## **AMERICANS WITH DISABILITIES ACT (ADA)**

The San Diego Convention Center is ADA compliant.

## **CANCELLATION OF EVENT**

It is mutually agreed that in the event the ASHG Annual Meeting is cancelled in whole or in part, or the scheduled opening is cancelled or delayed, due to causes that are beyond the reasonable control of ASHG, such as disasters, strikes, earthquakes, flood, civil disturbances, acts of God, acts of terrorism, health warning, advisory or directive, epidemic, pandemic, governmental regulations or any other circumstance beyond the control of ASHG or the convention center that make it impossible or impractical to open or continue the event, then and thereupon the contract between the exhibiting company and the ASHG will automatically be terminated and the exhibiting company hereby waives any and all claims against ASHG for damages, reimbursement, refunds or compensation.

## **COMPLIANCE WITH LAWS**

Per ASHG's agreement with the Convention Center: all contractors, exhibitors, patrons, and invitees must promptly comply with all laws, ordinances, orders, rules, regulations and requirements of all federal, provincial, municipal and local governments, departments, commissions, boards and officers and to conform in all respects with the Fire Department Management Plan for the Facilities.

## **DISPLAY LABOR/INSTALLATION OF BOOTH**

Local **IATSE Union** are providing labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from these locals. Labor can be ordered in advance by returning the Installation & Dismantle Labor Order Form, or on show site, at the Freeman service desk.

## **ELECTRICAL EQUIPMENT**

All equipment regardless of source of power must comply with the National Electrical Code, and all Federal, State, and Local Safety Codes. Electrical equipment shall be installed, operated and maintained in a manner that does not create a hazard to life or property.

Electrical services can be ordered from Freeman via the online Service Kit, available June 2020.

## **EXCLUSIVE SERVICES**

The convention center is the exclusive provider of the following services: food & beverage (Centerplate), house sound system (PSAV), and rigging. Technology services are exclusive to Smart City, including: telephone, internet, forklift, and plumbing. Freeman provides electrical services and cleaning.

## **EXITS**

Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators and aiseways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times. The convention center requires a number of freight-free aisles and egress aisles within the Exhibit Hall. They are marked clearly on the floor plan.

## **HAND-CARRY POLICY**

Exhibits or displays, equipment, stock or supplies will not be allowed to enter or leave by way of the front entrances of the Convention Center. The loading/unloading of equipment and/or freight from the main guest exterior entrance areas in front of either building is strictly prohibited.

Exhibitors may hand-carry some materials into the exhibit facility through the front doors. The use of dollies, pump trucks and other mechanical equipment is not permitted. Freeman will control access to the loading docks to provide for a safe and orderly move-in/move-out.

## **INDIVIDUALS UNDER THE AGE OF 18**

No one under the age of 18 years old is permitted in the Exhibit Hall during installation and dismantle hours, including show days when equipment might be on the show floor prior to open or after the close of official hours. Minors may be in the Exhibit Hall during official hours.

## **INDUSTRY REGULATIONS AND GUIDELINES**

ASHG's Annual Meeting offers CME credit to its attendees who request them, and as such, must maintain appropriate delineation between commercial and educational endeavors.

It is the responsibility of exhibitors to ensure adherence to applicable guidelines and regulations such as PhRMA's Code on Interactions with Healthcare Professionals. With a few exceptions, ASHG leaves the practice of giveaways and booth content/display to each exhibitor's discretion, based on the determinations of their legal and regulatory departments. See the following links for additional information on current specialty codes:

### **Advanced Medical Technology Association (AdvaMed)**

Code of Ethics on Interactions with Health Care Professionals

<http://www.advamed.org/MemberPortal/About/code/>

### **American Medical Association (AMA)**

Opinion 8.061 Gifts to Physicians from Industry

<http://www.pharmacomplianceforum.org/docs/resources/AMA-Physicians.pdf>

### **Council of Medical Specialty Societies (CMSS)**

Code for Interactions with Companies



<https://cmss.org/wp-content/uploads/2016/02/CMSS-Code-for-Interactions-with-Companies-Approved-Revised-Version-4.13.15-with-Annotations.pdf>

### **Food and Drug Administration (FDA)**

Guidance Documents for FDA-Regulated Products

<http://www.fda.gov/RegulatoryInformation/Guidances/default.htm>

### **Department of Health and Human Services – Office of Inspector General (OIG)**

Compliance Program Guidance for Pharmaceutical Manufacturers

<https://oig.hhs.gov/fraud/docs/complianceguidance/042803pharmacymfgnonfr.pdf>

### **Pharmaceutical Research and Manufacturers of America (PhRMA)**

Code on Interactions with Healthcare Professionals

<http://www.phrma.org/code-on-interactions-with-healthcare-professionals>

## **FIRE AND SAFETY REQUIREMENTS**

Exhibitors, general service contractors, and event promoters must comply with all federal, state, and local fire regulations and building codes that apply to places of public assembly (City of San Diego Fire Rescue Department). All curtains, bunting, draping, etc., must be made of flame retardant materials. All exhibitors and their service contractors must comply with all applicable Federal, State, and municipal laws, operating guidelines and all other rules and requirements of City of San Diego Fire and Rescue departments or any other municipal authorities, including local fire and building codes that apply to public assembly facilities. It is the exhibiting company's responsibility and duty to be aware of all fire and safety requirements during your tenure as an exhibitor. All pertinent policies will be included in the Service Kit.

All display materials must be flame retardant according to Convention Center's fire codes. If smoke detectors are required for exhibit enclosures, multi-level exhibit booths, or if the fire marshal deems necessary, special fire watch coverage will be in effect and billable when the exhibit or show is closed for business.

## **FIRE FIGHTING EQUIPMENT**

Fire extinguishers shall not be removed or temporarily relocated. Anyone found responsible for moving, removing or blocking fire safety equipment is subject to a fine.

## **FLAMMABLE MATERIALS, LIQUIDS, AND COMPRESSED GAS**

No flammable materials, such as bunting, tissue paper, crepe papers, etc., will be permitted to be used for decorations and all materials used for decorative purposes must be treated with flame-proofing and be in accordance with the Operator's Fire and Safety Rules and Regulations.

The use or storage of any flammable or combustible liquids, propane or liquefied petroleum gas cylinders, dangerous chemicals or hazardous materials are strictly prohibited. All appliances fired by natural gas shall be approved by the appropriate authorities. No open flame devices, lanterns or candles are permitted. Spray paint or aerosol containers are prohibited.

Explosives, including the performance of live pyrotechnic or fireworks displays are prohibited.

### **FOOD AND BEVERAGE IN EXHIBIT BOOTHS**

Exhibitors may have food and beverage on the Exhibit Hall floor, provided that the items being distributed are appropriate for the space and do not block aisles or neighboring exhibits. All food and beverage must be approved by Exhibits Management via the Booth Promotion Form, and all food and beverage must be ordered through Centerplate, the exclusive caterer for the convention center. Forms can be found in the Service Kit, beginning June 2020.

Fun-size and individual candy distribution is permitted without written approval.

### **HELIUM BALLOONS**

At no time are exhibitors allowed to bring helium balloons into the facility, including mylar.

### **LIABILITY AND INSURANCE**

It is the sole responsibility of the exhibitor for any damages, claims, losses, liabilities or expenses arising from any injury to any person or property that arises out of or is in any manner connected with the exhibitor's participation in the ASHG Annual Meeting, including its indemnity obligations herein.

Exhibitor acknowledges that American Society of Human Genetics, Exhibits Management, Freeman, and the convention center do not maintain insurance covering Exhibitor's property or activities and that it is the sole responsibility of Exhibitor to obtain insurance covering all risks and perils.

Exhibitors are required to maintain general public liability insurance in an amount sufficient to cover such obligations, including show cancellation insurance. Exhibitor acknowledges and agrees that it will obtain, at its own expense, any and all licenses or permits to comply with all local, provincial, and federal laws, ordinances and regulations for any of its activities in connection with the ASHG Meeting. Execution by exhibitor of the online Exhibit Space Application is the agreement of exhibitor to protect, indemnify, defend and hold harmless the American Society of Human Genetics, Exhibits Management, Freeman, the convention center, and their respective employees and agents against all claims, losses, and damages to persons or property, governmental charges or fines, and attorneys' fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the parties referred to above.

In no event shall the American Society of Human Genetics be liable to exhibitor for any loss of business, business opportunities, or for any other type of direct or consequential damages alleged to be due under any claim. Exhibitors do not need to provide a copy of such liability to ASHG unless requested.

In general, exhibitors are expected to leave the convention center in the same condition in which they found it and should not make or attempt alterations of any kind without express written permission of Exhibits Management and the convention center. Exhibitor assumes entire responsibility for its property and activities while participating in the ASHG Annual Meeting.

## **LIGHTING**

Flashing lights, strobes, and other distracting elements are not permitted regardless of booth size.

## **PHOTOGRAPHY/VIDEO POLICY**

Photographing or videotaping any exhibit booth other than one's own contracted booth is strictly prohibited. An exhibit booth and/or product(s) may be photographed or videotaped only with the expressed permission of the contracted exhibitor of that booth.

Attendees may take photos of posters if the poster author agrees. Authors who do not want their posters to be photographed will have to indicate as such on their posters, using an image file supplied by ASHG. See the ASHG meeting website for additional information.

Official photographs will be taken at the ASHG 2020 Annual Meeting. By registering for this meeting, you agree to allow ASHG to use your photo in any ASHG-related publications, including the ASHG website.

## **SECURITY**

ASHG hires security personnel to check badges of individuals entering the Exhibit Hall and to guard the Exhibit Hall during non-exhibiting hours. However, ASHG, the convention center, Freeman, and the security company will not be liable for any losses of any materials or items taken from the Exhibit Hall or from the convention center.

Exhibitors are encouraged to take all appropriate measures to safeguard their displays and equipment.

### Security Tips

- Have a booth representative check your freight as soon as it arrives to verify the condition of the freight and receipt of complete shipment.
- During setup, do not unwrap expensive items and giveaways and leave for lunch or extended periods of time. Secure all items if you leave the area.
- Remember you can hire additional security for your booth for exhibit hours and non-exhibit hours.
- The second highest number of thefts occurs during move-out. When the show closes, secure your valuables and label your shipping containers correctly. Shrink wrap small boxes and containers together.

- Stay with your freight until it is removed by the service contractor.

Theft is a crime of opportunity! If you have it, chances are, someone else wants it!

During the Show and Exhibitor Education Event (if applicable)

- Please secure all laptop computers, mobile phones, and any other small electronic equipment in a way that will prevent theft. Never leave these items unattended, even for a moment.
- Please report anything missing or out of the ordinary to security or show management in the Exhibit Management Office.
- Any losses from your booth space are the liability of the exhibiting company and its representatives.
- Please wear your badge at all times. Badges will be checked by the security guards.
- Please request badges for any additional representatives at the Exhibit Registration desk. No one is allowed to enter the exhibit floor without a badge. Everyone without a badge will be stopped by the guards until someone from your company can verify that they know the person in question.

## **SOUND RESTRICTIONS**

The use of open audio systems is discouraged. Requests to use an open audio system must be approved in advance of the meeting by ASHG Exhibit Management. Noise must not disturb other exhibitors. Computers and television screens using audio/visual may be placed in booth provided that screens and receivers are placed in the rear of inline booths and the center of island booths to eliminate noise and congestion in the aisles and provided the sound is held at a low level. Speakers and other sound devices must be positioned so sound is directed into the booth rather than into the aisle.

ASHG reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

## **SMOKING**

The convention center is a non-smoking facility. By state law, and in the interest of public health, the SDCC has adopted a non-smoking policy. There are designated areas outside the building where smoking is permitted.

## **STORAGE OF CRATES AND BOXES**

Empty crates, boxes and cartons must be removed, or ready to be removed, from the exhibit area at 5:00 pm, Tuesday, October 27, 2020. Cartons, crates and packing materials should be nested as much as possible. Do not store anything of value in crates going into storage. "Empty" stickers, which must be placed on all containers to be stored and returned at the close of the exhibit, will be available at the Freeman Exhibitor Service Desk in the Exhibit Hall. Containers or skids without "Empty" stickers will be considered refuse and disposed of. Access to storage will be available through Freeman and arrangements may be made at the Exhibitor Service Desk in advance of containers being sent into empty storage.

Crates, boxes and cartons may not be stored behind booth drapes or backgrounds. If your booth has items behind your drapes and backgrounds, an end cap drape will be ordered by ASHG Exhibits Management and charged to your account by Freeman.

## **USE OF ANIMALS**

The use of live animals, photographs, videotapes, or any other form, including visual display of surgery being performed, is not permitted in exhibit booths.

## **USE OF EXHIBITOR APPOINTED CONTRACTORS AND RESPONSIBILITY**

Exhibitors are permitted to designate exhibitor appointed contractors (EACs) for booth labor. Exhibitors must provide contractor information, including contact information on-site, by September 2020 via the EAC Appointment Form available online and in the Service Kit.

ASHG holds the exhibitor responsible for the management of their designees. To reduce the probability of infractions, designees should be knowledgeable of the policies in the Exhibit Prospectus. Agents should be aware that sanctions for violations will be assessed against the exhibiting company and the agent, including, but not limited to, loss of the exhibitor's priority points.

EACs must provide an original insurance certificate to ASHG showing required Workers Compensation coverage and liability coverage to include property damage in the amount of \$1 million, naming ASHG and Freeman as additional insured.

## **VIOLATIONS**

As a condition of participation in the ASHG exhibition, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in the Exhibitor Prospectus, Exhibitor Service Kit, and all other correspondence of ASHG, its contractors/agents, and the convention center.

Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy the contracted booth space and such exhibit will forfeit to ASHG management all monies, which may have been paid. ASHG will neither refund the booth fee(s) paid nor pay for exhibitor losses of any kind.

In the event of a violation, Management may shut down and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which Management may incur in the process. ASHG reserves the right to remove any exhibit or exclude from future exhibition participation if, in ASHG's opinion, the exhibitor disregards or refuses to observe ASHG policies or instructions.

## **X-RAY EQUIPMENT**

Operation of X-ray equipment is prohibited.

# Booth Construction Guidelines, Use of Contractors, and Labor Regulations

The following terms were/will be agreed to by EXHIBITOR at time of application submission.

Please note that in all cases without exception, **children under the age of 18 are prohibited on the event floor during move-in and move-out.** Scooters, in-line skates, bicycles, skateboards and similar items are not permitted for use inside the facility.

## BOOTH CONSTRUCTION AND USE OF EXHIBIT SPACE

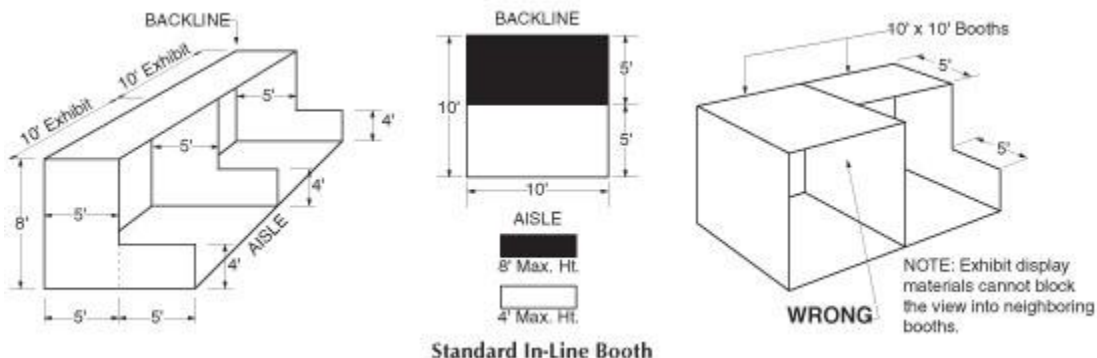
Island booth diagrams due September 18, 2020

ASHG requires all the exhibits to comply with the following basic standards:

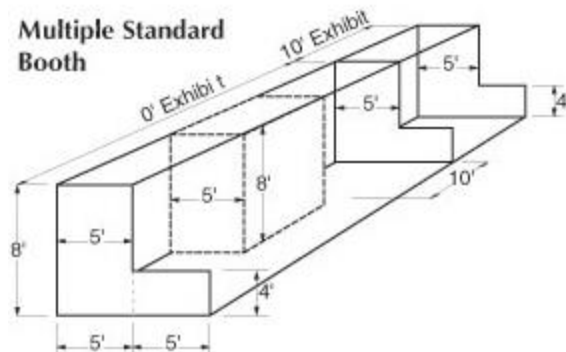
- Booths must be completely set and show ready by 5:00 pm, Tuesday, October 27;
- Exhibitors are responsible for ensuring proper flow of traffic throughout booths;
- Booths must have sufficient see-through areas (line-of-sight) to permit the unobstructed view of adjacent exhibits;
- Displays may not span an aisle by roofing, signage, or floor covering;
- Booths must be safely constructed;
- The floor of the booth must be fully covered;
- Exposed or unfinished sides, especially the ends of pop-up displays must be draped to present an attractive appearance. If this is not completed by the exhibitor, ASHG will instruct Freeman to correct the condition at the expense of the exhibitor;
- Exhibitors must provide space within the booth to accommodate spectators. If spectators interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, **Exhibits Management has the right to discontinue the activity.**

Additional standards and guidelines apply depending on booth type, see below.

**Standard Inline (linear) Booth:** The back wall of the display is limited to 8' in height with a depth of 5' from the back wall. All display fixtures and accessories (including but not limited to book racks, instruments, and foliage) over 4' in height must be confined to that area of the exhibitor's space that is within 5' of the back line. Display material in the remaining 5' of booth space must not exceed 4' in height.



**Corner (linear) Booths:** The back wall of the display is limited to 8' in height and a depth of 5'. All display fixtures and accessories (including but not limited to book racks, instruments, and foliage) over 4' in height must be confined to that area of the exhibitor's space that is within 5' of the back line. Display material within 5' of the back wall may not exceed 8' in height. Side railing and drapes on the side open to the aisle may be removed at the request of the exhibitor with discretionary approval of ASHG Exhibits Management. Exhibits Management will determine approval based on the finished and consistent appearance of the open side.



Inline booths may not have hanging signs nor place any signage above 10' in booths.

**Multiple Standard Booths:** In an exhibit that contains more than two in-line booths (30' or more) the interior booths are permitted to contain display up to 8' in height but must be confined to that area of the exhibitor's space that is within 5' of the back line of the booth. And, the end booths of such an exhibit must conform to the 8' height limit of Standard Booth restrictions within 5' from the back line of the booth.

Inline booths may not have hanging signs nor place any signage above 10' in booths.

**Island Booths:** In island configurations (bounded on four sides by aisles) the full cubic content of the space may be used. In addition, for island configurations only:

- May extend up to, but not exceed 20' in height;
- Sufficient, or 50%, see-through or walk-through area must be provided for the first 8' in height, measured from the Exhibit Hall floor, so as not to block the view of adjacent exhibits;
- Demonstration areas may not be on or close to the aisle line of your exhibit;
- Booth space with furnishings, equipment, etc. must be large enough to accommodate all activities;
- Any activity besides regular demonstrations and display must be approved by Exhibits Management;
- The booth must accommodate everything that its giveaways generate, including giveaways, trash, or emptied boxes. During exhibit hours the aisles are for traffic only and may not be used for trash, collapsed boxes, loading or unloading, pallets of giveaways, or trash collection;
- Exhibitors must submit a detailed diagram of the booth to ASHG for approval no later than **September 18, 2020**. Booth diagram must include: heights and dimensions on all structures (including hanging signs), and clear labels for structures in booth. Dimensions must be in feet/inches.

**Island Booth Hanging Signs:** Hanging signs are permitted up to 20' for the top of the sign and cannot block ASHG signs. All signs must have approved rigging points. All hanging signs must conform to any facility limitations, which will be included in the Service Kit.

All hanging signs must be installed and removed by the appropriate rigging company, designated in the Exhibitor Service Kit. Details and the Hanging Sign order form will also be found in the Exhibitor Service Kit.

## **DECORATIONS ON BOOTHS AND NEARBY STRUCTURES**

- No merchandise, materials, or signs shall be attached to, hung, or draped over fire-resistant side and rear divider of booths, or attached to table skirting facing aisles.
- Decorations and signage may not be taped, nailed or otherwise fastened to any permanent surface.
- No glitter or confetti may be used in any areas of the building.
- Adhesive backed decals/stickers (except for name tags) may not be used or distributed on the premises.

See Technical Rules and Regulations section for additional guidelines.

## **DISPLAY LABOR/INSTALLATION OF BOOTH**

**ASHG's official expo contractor, Freeman, has an agreement with the Local IATSE Union to provide labor for display and dismantling.** Full time employees of the exhibiting companies however, may set their own exhibits without assistance from these locals. Labor can be ordered in advance by returning the Installation & Dismantle Labor Order Form, or on show site, at the Freeman service desk.

## **LITERATURE IN BOOTHS**

Literature on display shall be limited to a one day supply. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. **Storage of any kind is prohibited behind the back drapes or display walls or inside display areas.** ASHG Exhibits Management will inspect all exhibits to ensure compliance, and instruct Freeman to hang drape over the unsightly area, at the exhibitor's sole expense.

## **MATERIAL HANDLING**

The **Teamsters Union** claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. ***The use of fork trucks, pallet jacks and lift gates are permitted only by personnel of Freeman.***

## **EXPOSED OR UNFINISHED BOOTHS**

Exposed/unfinished sides of inline and corner booths must be draped. In the event the exhibitor is not present, the decorator, with the approval of ASHG will provide the necessary draping. If not, Freeman is instructed to erect the end cap at a charge of (typically) \$75 per end cap, payable by the exhibitor. See example, next page.



**Corner Booth Do** – Using a vertical sign to block line of sight behind booth in back half of booth



**Corner Booth Do** – Clean area behind booth on left; drape on right.



**End Cap Don't** – boxes and storage behind booth



**End Cap Don't** – Luggage and trash behind booth



## **USE OF EXHIBITOR APPOINTED CONTRACTORS AND RESPONSIBILITY**

Exhibitors are permitted to designate exhibitor appointed contractors (EACs) for booth labor. Exhibitors must provide contractor information, including contact information on-site, by September 18, 2020 via the EAC Appointment Form available online and in the Service Kit.

ASHG holds the exhibitor responsible for the management of their designees. To reduce the probability of infractions, designees should be knowledgeable of the policies in the Exhibit Prospectus. Agents should be aware that sanctions for violations will be assessed against the exhibiting company and the agent, including, but not limited to, loss of the exhibitor's priority points.

EACs must provide an original insurance certificate to ASHG showing required Workers Compensation coverage and liability coverage to include property damage in the amount of \$1 million, naming ASHG and Freeman as additional insured.

***See complete Technical Rules and Guidelines section to ensure compliance.***

## Installation & Dismantle Guidelines, Dates, and Times

*The following terms were/will be agreed to by EXHIBITOR at time of application submission.*

### INSTALLATION OF EXHIBITS

Exhibitor installation will be Monday, October 26 12:00 pm – 5:00 pm and Tuesday, October 27, 2020 from 8:00 am until 5:00 pm. Please note the following:

- Freight shipped in advance to the Freeman warehouse will be in booths by 12:00 pm on Monday, October 26. **Direct to show site deliveries should be scheduled starting 11:00 am Monday, October 26.**
- **All exhibit material must be unpacked and empty containers tagged by Tuesday, October 27** at 5:00 pm to permit the removal of empty crates and cartons from the exhibit area. Any exhibit not unpacked by this time will be placed in storage and can be returned only after the exhibits close on the first day of exhibits, or may be ordered set up by ASHG Exhibit Management and the cost charged to the exhibitor.
- **No refuse, such as empty cartons, may be placed in the aisles after the final cleaning in the exhibit area.** Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning since there will be no vacuuming of booths or aisles on opening morning. See above sections, “Storage of Crates and Boxes” and “Literature” for instructions and guidelines.
- **Floor Covering and Furnishings:** The Convention Center is NOT carpeted. Exhibitors must have floor covering in their booth. The floor covering must cover the entire net square footage of the contracted exhibit space. Additionally, no furniture is included with the booth rental (except for non-profit/advocacy booths). Exhibitors may use their own floor coverings/furnishings or order them from Freeman. Order forms will be included in the Exhibitor Service Kit which will be available online in June 2020. Place your orders early to take advantage of the discounted pricing.
- **Unfinished Exhibits – Including Sides and Behind Booths:** Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during set-up, and the general contractor, at the direction of show management, will provide draping with official colors deemed necessary and submit the charges to the exhibitor.
- **One-time booth space cleaning is provided immediately following installation and is included in the cost of the booth for October 27, 2020.** Booth cleaning for the remainder of the show should be ordered in advance. A form will be available in the Exhibitor Service Kit.

### Work Late Passes

Special after hours-work permits are available on-site at the Exhibitor Registration Desk. Requests for after-hours work permits can be made during regular exhibit installation hours before the hall closes at 5:00 pm. Security guards cannot authorize after-hours permits or late work in the exhibit area.

ASHG Exhibits Management will monitor all booth equipment and space during and following installation to ascertain that all exhibits conform to the rules for setup. In all interpretations of the rules and regulations, ASHG Exhibits Management's decision is final.

## **DISMANTLING OF EXHIBITS**

Friday, October 30, 2020: 4:30 pm – 10:00 pm  
Saturday October 31, 2020: 8:00 am – 11:00 am (Freight Pickup)

**Exhibitors must clear the floor and all freight must be picked up by 11:00 am on Saturday, October 31, 2020.**

**No packing of equipment, literature, etc., or dismantling of exhibits is permitted until the official closing time of 4:30 pm.** Delivery of crates will begin just after this time.

To avoid any damage to your equipment, remain with your exhibit booth until crates are delivered and labor is available. Security will be on duty; however, the American Society of Human Genetics, Exhibits Management, Freeman, and the Convention Center cannot assume any responsibility for any loss or damage to exhibits, equipment, personal belongings, etc., that are left unattended.

## **SHOW HOURS**

Please note 2020 exhibit hours:

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October 28, 2020 (Wednesday)	Exhibit Hall open	10:00 am – 4:30 pm
October 29, 2020 (Thursday)	Exhibit Hall open	10:00 am – 4:30 pm
October 30, 2020 (Friday)	Exhibit Hall open Exhibit dismantling	10:00 am – 4:30 pm 4:30 pm – 10:00 pm