



# ASHG 2022 Annual Meeting Exhibitor Rules and Regulations

*Updated August 12, 2022*

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# Booth Rental Terms and Conditions

*The following terms are agreed to by each company at the time of application submission.*

## **EXHIBITOR AGREEMENT AND ENFORCEMENT OF RULES**

By applying for exhibit space or purchasing advertising or sponsorship opportunities, each company and its representatives, agents, and outside vendors (regardless of company type, booth size, booth space rate, etc.) agrees to adhere to all terms, conditions, rules, and regulations outlined in the 2022 Exhibit Prospectus, these 2022 Exhibitor Rules and Regulations, and the 2022 Freeman Exhibitor Service Manual (hereafter “ESM”). 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 prospectus, the rules and regulations, and the Freeman ESM are an integral and binding part of the exhibit space contract. The prospectus serves as the Statement of Work (SOW) from ASHG for all contract purposes.

The exhibitor also agrees 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, the rules and regulations, and the Freeman ESM, and any others issued by the ASHG regarding the ASHG Annual Meeting; willingness to abide by the payment policy; acknowledgment of reading the rules and regulations; and agreement to distribute them for proper execution to those individuals involved with the company’s exhibit.

ASHG Exhibits Management will monitor conformity with these rules and regulations for the meeting. Each exhibitor is granted a terminable license to exhibit, subject to all the rules herein and the general control of Exhibits Management. If 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 without refund, rebate, or compensation, and the exhibit closed and the exhibitor’s display, materials, and representatives removed as necessary. The exhibitor shall pay all expenses and damages which ASHG may incur in the process.

## **INTERPRETATION AND AMENDMENT**

ASHG shall have full authority 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 or amended, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of ASHG. Exhibits Management promises its full cooperation for a successful show and will be pleased to work with all exhibitors toward this end.

## **ELIGIBILITY TO EXHIBIT**

The purpose of the ASHG exhibit program is to further the education of individuals working in the field of human genetics. Therefore, all exhibits, advertising, and sponsorships must be of an educational character or practical application that emphasize instruments, publications, 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 Annual Meeting of any exhibit, advertising, or sponsorship 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 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.

## **PAYMENT TERMS AND SCHEDULE**

Each company applying for exhibit space or purchasing advertising or sponsorship opportunities must pay a nonrefundable deposit of 10% of their total balance to reserve their space(s).

- For companies reserving space during the priority pre-sale, **the 10% nonrefundable deposit must be received by Monday Feb. 28, 2022**, or the space will be released. (See subsection “Priority Points and Onsite Space Selection” for details on how space may be reserved.)
- After Feb. 28, 2022, a deposit of **50% of total sale for each space requested must be received by Monday May 2, 2022**.
  - For exhibitors reserving space after the priority pre-sale, a 50% deposit of total sale is due at the time of application.
- Upon assignment of booth, advertising, or sponsorship space and receipt of booth confirmation email, **the total balance is due no later than Monday August 15, 2022**.
  - After August 15, 2022, the full amount of the booth reservation will be due at the time of application.

It is each exhibitor’s responsibility to submit credit card payment through the online exhibit portal, accessible by username and password, or to inform ASHG that a check, wire transfer, or ACH payment will be coming for payment due within 10 days of confirming space. Nonprofit and advocacy groups must pay the full amount of their booth space at the time of contract submission. Exhibitors are responsible for paying any payment processing fees (e.g. wire transfer fees) in addition to their balance due to ASHG.

All outstanding balances must be paid in full prior to the start of the Annual Meeting's setup and Exhibit & Poster Hall (Exhibit Hall) installation dates. Any exhibitors with outstanding balances will be barred from exhibiting and related events and promotions until the balance is paid in full. No credits, rebates, or refunds will be made if an exhibitor is barred from participating in the Annual Meeting due to outstanding balances, and the outstanding balance will still be due to ASHG.

## SPACE CANCELLATION OR REDUCTION

All cancellation and downsizing notices must be submitted in writing to ASHG Exhibits at [exhibits@ashg.org](mailto:exhibits@ashg.org).

- If notice is received by **Monday June 13, 2022**, the company will be eligible for a **50% refund** of eligible fees, less the 10% nonrefundable deposit paid when reserving space. Any remaining fees paid will be applied towards other existing orders or refunded as necessary.
  - For example, if a company reserved a 10' x 10' inline space for \$40.15/sf and submitted notice to cancel before June 13, the refund would be calculated as follows:

Contracted fee:	\$ 4,015.00
10% non-refundable deposit:	\$ 401.50
Eligible balance:	\$ 3,613.50
50% retained from the eligible balance:	\$ 1,806.75
Total refund:	\$ 1,806.75

- If notice is received between Tuesday June 14, 2022, and **Monday August 15, 2022**, the company will be eligible for a 25% refund of eligible fees, less the 10% nonrefundable deposit paid when reserving space. Any remaining fees paid will be applied towards other existing orders or refunded as necessary.
  - For example, if a company reserved an email banner ad for \$7,500 and submitted notice to cancel between June 14 and August 15, the refund would be calculated as follows:

Contracted fee:	\$ 7,500.00
10% non-refundable deposit:	\$ 750.00
Eligible balance:	\$ 6,750.00
75% retained from the eligible balance:	\$ 5,062.50
Total refund:	\$ 1,678.50

- No credits, rebates, or refunds for space reserved will be made after Monday August 15, 2022, with or without formal cancellation notice.

ASHG reserves the right to resell any cancelled or downsized booth space, advertisement, or sponsorship item to another company without rebate or additional permissions, and ASHG reserves the right to relocate the exhibiting company's booth after downsizing. Advertising or sponsorship benefits executed prior to receiving notice (such as banner ads in ASHG-produced emails, company logo or branding on ASHG webpages, etc.) will not be eligible for refunds.

## 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, materials, and exhibit staff in violation.

## **FORCE MAJEURE AND CANCELLATION, MODIFICATION, OR DELAY OF EVENT**

It is mutually agreed that ASHG will not be held responsible in the event that the ASHG Annual Meeting is modified or 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 (“force majeure”), such as disasters, strikes, lockouts, acts of nature (earthquakes, floods, etc.), civil disturbances, acts of terrorism, health warnings, advisories or directives, epidemics, pandemics, governmental regulations or shutdowns, major transportation or supply chain disruptions affecting the event, or any other circumstance beyond the control of ASHG or the convention center that make it impossible or inadvisable to open or continue the event. Evidence that it is impractical to open or continue the event may include that 30% of expected attendees are unable, unwilling, or reluctant to attend due to such causes, which may be shown through surveying ASHG’s members.

In the event of a force majeure delay or cancellation, then and thereupon the contract between the exhibitor and ASHG will automatically be terminated, and the exhibitor hereby waives any and all claims against ASHG for damages, reimbursement, refunds, rebates, or compensation.

ASHG in its sole discretion may transition the Annual Meeting to a hybrid meeting (conducted partly in person and partly on virtual/online platforms), a fully virtual meeting, or other alternative meeting format. Modification of the event by transition to an alternative meeting format shall not be deemed to be cancellation of the Annual Meeting, in which case this Agreement and all applicable policies shall continue in full force.

## **EVENT FORMAT TRANSITION**

In the event ASHG transitions from our standard in-person meeting to an alternative meeting format, companies that reserved exhibit space, advertising, or sponsorship items will have the following options:

- Companies will have no more than 21 calendar days (from the date of the official transition announcement) to provide notice to ASHG whether they would like to downgrade or cancel their reservations. If a company does not communicate their intention within the 21 calendar days provided, the company is thus agreeing that they will continue to participate in the new format for all previously contracted fees, in which case this Agreement and all applicable policies shall continue in full force.
- Exhibit Space: If a company elects to downgrade or cancel their exhibit space, the company will be eligible for a maximum 80% refund of eligible exhibit fees, less the nonrefundable 10% deposit fee paid when reserving space. (See subsection “Space Cancellation or Reduction” for examples on calculating eligible refunds.)
- Advertising/Sponsorship: If a company elects to downgrade or cancel advertising or sponsorship benefits not already executed by the time the transition is officially announced, the company will be eligible for a maximum 90% refund of eligible advertising and sponsorship fees, less the nonrefundable 10% deposit fee paid when reserving space. (See subsection “Space Cancellation or Reduction” for examples on calculating eligible refunds.)

- Advertising or sponsorship benefits executed prior to the official announcement (such as banner ads in ASHG-produced emails, company logo or branding on ASHG webpages, etc.) will not be eligible for refunds.

All downgrading and cancellation notices must be submitted in writing to ASHG Exhibits at [exhibits@ashg.org](mailto:exhibits@ashg.org).

ASHG Exhibits Management will strive to provide updated exhibit, advertising, and/or sponsorship opportunities that are in proportion to the offerings previously sold. ASHG is open to reallocating eligible retained fees towards new purchases for the current meeting year only. ASHG assumes no responsibility for any orders placed or fees incurred by exhibitors through third-party providers such as Freeman, etc.

Please note the following **payment due dates** will remain in effect unless ASHG transitions to an alternative meeting format:

- 10% pre-sale reservations deposit due: Monday Feb. 28, 2022 (any reserved exhibit space will be released if the deposit is not paid by this date)
- 50% payment due: Monday May 2, 2022
- 100% payment due: Monday August 15, 2022

The following **cancellation refund dates** will remain in effect unless ASHG transitions to an alternative meeting format:

- 50% refund: Monday, June 13, 2022
- 25% refund: Monday August 15, 2022
- No refunds after August 15, 2022

## **HEALTH AND SAFETY ADHERENCE**

Exhibitor representatives, agents, and outside contractors are expected to comply with all applicable health policies and protocols, screening practices, and vaccination requirements established by the convention center or by local, state, or federal law. The exhibitor will not be entitled to any credits, refunds, or compensation if its representatives, agents, or outside contractors are removed from or barred entry to the convention center due to noncompliance with such policies and protocols.



## Booth Rental Pricing, Inclusions, and Assignments

The following terms are agreed to by each company at the time of application submission.

### BOOTH FEES AND CONFIGURATION GUIDELINES

ASHG is pleased to offer interested and eligible companies the following rates for exhibit space:

Booth Type	2022 Rate per square foot (sf)	Sample 10' x 10' Fee
Prime Space	\$43.65/sf	\$4,365
Corner Space	\$41.30/sf	\$4,130
Inline/Aisle Space	\$40.15/sf	\$4,015
New Exhibitor Pavilion*	\$3,500	
Nonprofit Organization**	\$3,090	
Advocacy Organization**	\$1,125	
Career Fair 10' x 6'		
Exhibitor	\$750	
Non-Exhibitor	\$1,500	

\*See subsection "New Exhibitor Pavilion and Eligibility" for details.

\*\*See subsection "Nonprofit and Advocacy Rate Eligibility" for details.

ASHG does not permit booth sales in endcap or peninsula configurations, where a booth would span two rows of booths at the end of an aisle.

Island booths (bounded on all sides by aisles) are \$43.65/sf and are available at a minimum dimension of 20' x 20'. A few sample totals for various island booth sizes are below:

Island Booth Size	2022 Fee
20' x 20'	\$17,460
20' x 30'	\$26,190
20' x 40'	\$34,920

### INCLUDED WITH BOOTH FEES

The following benefits are included in the price of each exhibit space:

- Company name, booth number, URL, and description on the ASHG 2022 website and mobile app (upgraded digital packages also available);
- Opportunities to host exhibitor and/or social events for meeting attendees during specified times throughout the ASHG Annual Meeting for exclusive rates;
- Exclusive access to promotional and advertising opportunities that reach ASHG meeting attendees;
- Exhibitor registration for up to six (6) company representatives for each 10' x 10' space reserved;

- Exhibiting companies also reserving a career fair booth will receive two (2) additional exhibitor registration badges for each career fair space reserved.
- Non-exhibiting companies reserving only a career fair booth will receive three (3) exhibitor registration badges for each career fair space reserved.
- Two (2) complimentary full meeting registrations for each exhibiting company (excluding companies participating in the career fair only);
- Six (6) complimentary single-day badges for guests of exhibitors for admission to show floor for each 10' x 10' space reserved;
- 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' high back drape and 36" high side rails in show colors for each 10' x 10' booth;
- Aisle carpeting in show colors (if applicable);
- Exhibit floor perimeter security when exhibits are closed; and
- One (1) complimentary booth cleaning the night before the show.

### **NONPROFIT AND ADVOCACY RATE ELIGIBILITY**

There will be a dedicated portion of the Exhibit Hall at ASHG for advocacy groups and nonprofit organizations only, for reduced fees with booth furnishing included. Both nonprofits and advocacy groups may purchase (1) 10' x 10' space that includes the following pre-selected furnishings (final furnishings to be determined with Freeman and are subject to change):

- Standard booth carpet in show colors (padding sold separately);
- One (1) table;
- Two (2) chairs; and
- One (1) waste basket.

Any additional furnishings or furnishings other than the pre-selected items must be ordered/procured by the exhibitor.

A **nonprofit 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 applicable commercial exhibit rate for all spaces.

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 nonprofit or advocacy rate is limited. Each eligible organization is limited to one (1) 10' x 10' booth space at this special rate and will be assigned a position in the Nonprofit/Advocacy Row. Organizations contracting for more than one (1) 10' x 10' booth space or requesting space outside of the Nonprofit/Advocacy Row must pay the applicable commercial rate for all spaces reserved.

### **NEW EXHIBITOR PAVILION RATE ELIGIBILITY**

There will be dedicated portion of the Exhibit Hall for companies who have exhibited with ASHG fewer than three (3) times. New exhibitors may purchase (1) booth space that includes the following pre-selected furnishings (final booth size and furnishings to be determined with Freeman and are subject to change):

- Standard booth carpet in show colors (padding sold separately);
- One (1) 1M counter with your company logo (logo only);
- Two (2) bar stools; and
- One (1) waste basket.

Any additional furnishings or furnishings other than the pre-selected items must be ordered/procured by the exhibitor.

Each eligible company is limited to one (1) booth space at this special rate and will be assigned a position in the New Exhibitor Pavilion. Companies contracting for more than one booth space or requesting space outside of the New Exhibitor Pavilion must pay the applicable commercial rate for all spaces reserved.

### **PRIORITY POINTS AND ONSITE SPACE SELECTION**

As a benefit of exhibiting at the American Society of Human Genetics (ASHG) 2021 Annual Meeting, exhibitors who registered for 2021 with priority 2022 incentives were offered first selection of exhibit space in the ASHG Exhibit & Poster Hall for 2022. Exhibit space was then offered to all other 2021 exhibitors, followed by any exhibitors who participated in or had remaining rollover funds available from the 2020 Annual Meeting. **This priority pre-sale process is unique to the return to in-person exhibiting and is applicable for the 2022 Annual Meeting only.**

In standard in-person meeting years, current exhibitors are invited to select exhibit space for the next year's meeting while onsite. Exhibit space in the Exhibit Hall is assigned in priority point order for the top 30 ASHG exhibitors in advance of the following year's meeting. Remaining exhibitors come to the Exhibits Management office onsite and choose their booth space for next year. Assignments are made onsite and then confirmed after the close of the current Annual Meeting.

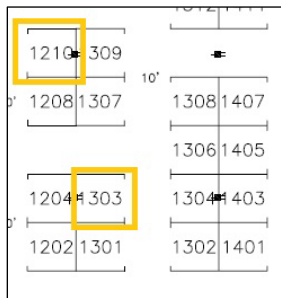
ASHG normally uses data from the previous three years to calculate priority points. For the 2023 Annual Meeting and beyond, priority points will be calculated using the following scale:

- 1 point per 10' x 10' booth space reserved, no maximum (in-person meetings)  
--OR--  
1 point per \$5,000 in exhibitor/partner packages reserved, maximum of 8 points per year, rounded up to the nearest whole point (alternative format meetings)
- 1 point for exhibiting two years in a row, maximum of 3 points
- 1 point per \$1,000 in advertising with ASHG or approved media partners, maximum of 5 points
- 1 point per \$1,000 in sponsorship, maximum of 10 points
- 1 point per industry education event, maximum of 3 points
- 1 point per CoLab session, maximum of 2 points (purchased sessions only, CoLabs included as part of an exhibitor/partner package are not applicable)

### ASSIGNMENT OF SPACE AND LOCATION

Remaining booth space for ASHG 2022 can be selected and reserved via online application. Booths are assigned in the order in which applications are received.

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 [exhibits@ashg.org](mailto:exhibits@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 and updating of company description and contact information, product categories, and more.

### MERGERS

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

## Registration and Housing

*The following terms are agreed to by each company at the time of application submission.*

### **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 an exhibitor badge 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 the prospectus. Additional exhibitor badges may be purchased through the official ASHG registration portal.

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 login and password created when submitting a contract for space.

### **ONSITE 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. Photo 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 (2) complimentary full scientific registrations, they are required to register as a regular scientific registrant and pay the standard registration fee.

### **COMPLIMENTARY SCIENTIFIC REGISTRATION ALLOTMENT**

Each exhibiting company is entitled to two (2) complimentary full scientific meeting 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. There are no exhibitor discounts on additional scientific registrations.

### **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 a total of six (6) single-day guest badges 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 for one (1) day 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 the prospectus, particularly the rules regarding general conduct of exhibitors and non-exhibiting companies.

If the same guest wishes to attend for more than one day or to attend any scientific sessions, they will need to purchase a scientific attendee registration.

Individuals who must 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, not already registered with an exhibitor badge
- Potential exhibitors

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

## **HOUSING**

The headquarter hotel for the ASHG 2022 Annual Meeting in Los Angeles is the J.W. Marriott Los Angeles L.A. LIVE. Overflow hotels will be listed on the ASHG Annual Meeting page as they are confirmed.

When exhibitors and attendees book at official ASHG hotels, 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!

## **SCAM ALERTS**

Please be aware that you may be contacted by companies or hotels claiming to be the official ASHG Annual Meeting housing providers. ASHG will never call you to solicit reservations. You may receive emails regarding housing, but the only official emails will come from an email address ending in ASHG.org. All lodging for the Annual Meeting should be arranged using the links provided by ASHG or by calling the phone numbers on the ASHG 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 [meetings@ashg.org](mailto:meetings@ashg.org).

You may also be contacted by companies claiming to sell official ASHG Annual Meeting registration or contact lists. ASHG does not sell mailing lists of any kind; any solicitations for ASHG mailing lists are scams and are in no way endorsed, promoted, or protected by ASHG. Please report any such scam as soon as possible by emailing [exhibits@ashg.org](mailto:exhibits@ashg.org).

## Exhibitor Events, Promotions, and Catering

*The following terms are agreed to by each company at the time of application submission.*

### **EXHIBITOR EDUCATION SESSIONS, SATELLITE SYMPOSIA, AND OTHER EVENTS**

ASHG 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 at either the convention center and/or official ASHG hotels. Exhibitors plan the content of each session, subject to application and approval by ASHG. Full rules and guidelines may be found on the ASHG 2022 meeting website. Applications to host exhibitor events must be submitted by Monday June 27, 2022.

**Industry Education Sessions** are non-ASHG sponsored events held during the official Annual Meeting dates: Tuesday October 25 through Friday October 28, 2022. All Industry Education Events will be held at either the convention center or host hotels. Due to limited space during the lunch periods, ASHG will only program one lunch event per exhibitor. Exhibitors may also request events during the breakfast period. The Industry Education session fee includes the room rental fee, a listing on the online planner/schedule of events and mobile app, and ASHG's administrative cost.

**CoLab Sessions** are 30-45 minute sessions held in theater-style setups on the Exhibit Hall floor during scientific session breaks, the lunch period, and during poster presentations. Examples of these sessions include product theaters, demonstrations, patient perspectives, Q&A sessions, and panels. The CoLab fee covers a portion of the total CoLab Theaters' setups and A/V equipment rental, a listing on the online planner/schedule of events and mobile app, and ASHG's administrative cost. 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 25 through Friday October 28, 2022. A Satellite Symposium is typically scheduled in the headquarter hotel and may take place on Tuesday before 1:00 pm or Wednesday-Friday before or after sessions. The Satellite Symposium fee covers a listing on the online planner/schedule of events and mobile app and ASHG's administrative cost. Satellite Symposia may not be held during lunch periods.

**Ancillary Events** are non-ASHG sponsored events held during meeting dates: Tuesday October 25 through Saturday October 29, 2022. Examples include business meetings, committee meetings, industry meet-and-greets, networking/social gatherings, or receptions. Ancillary events are not permitted to overlap scientific programming.

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 per event type.

ASHG accepts no financial or organizational responsibility for these events, except for the CoLab Theater setups and A/V equipment rental noted above. Room and equipment rentals, catering, and other charges are the sole responsibility of the organizer. ASHG does not provide any marketing in relation to

these events other than a basic listing in the online planner/schedule of events and mobile app; for advertising options, please contact [exhibits@ashg.org](mailto:exhibits@ashg.org) for pricing and availability.

### **GIVEAWAYS, RAFFLES, AND DRAWINGS**

Giveaways, prize contests, raffles, lotteries, drawings, and games of chance are permitted during exhibit hours only. All drawings must be held off the Exhibit Hall floor and be approved by Exhibits Management. Live drawings are not permitted at any time and attendees do not have to be present to win. Prizes must be educational in nature or must be appropriate for use in the attendees' place of work, the meeting, or travel. In-booth giveaways of pens, company branded bags/totes, educational materials/brochures, stationary items (such as sticky notes, notebooks), stress balls, USB drives, fun-size candy and individual candy bars (in their wrappers), and water bottles (empty) are automatically approved.

All requests must be submitted via the booth promotion form to ASHG Exhibits Management for approval by Monday September 26, 2022. 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.

With limited exceptions, ASHG generally does not restrict the number, type, or value of promotional items or giveaways and 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 subsection "Industry Regulations and Guidelines" to ensure compliance for any outside agencies.

Approval of any promotional material or giveaway does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made. ASHG is not responsible for sourcing, procuring, marketing, shipping, or distributing any promotional or giveaway materials, or emailing any links to promotional items or giveaways. ASHG does not sell mailing lists of any kind; ASHG exhibitors and sponsors are thus expected to secure email and mailing addresses in an ethical manner, and compliant with GDPR guidelines where applicable. For advertising options, please contact [exhibits@ashg.org](mailto:exhibits@ashg.org) for pricing and availability.

### **CATERING / 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 Taste Los Angeles/Levy, the exclusive caterer for the convention center. Catering can be ordered in advance via the Freeman ESM online or with Taste Los Angeles. Due to the tight scheduling, exhibitors may not order food and beverage for any sessions held in CoLab Theaters. Fun-size candy and individual candy bars (in their wrappers) may be distributed at an exhibitor's booth without written approval.



## Code of Conduct and Exhibitor Policies

*The following terms are agreed to by each company at the 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.

ASHG 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 the full text at <https://www.ashg.org/about/code-of-conduct/>.

## **GENERAL CONDUCT OF EXHIBITORS**

Exhibiting companies are required to staff their booths at all times during the Exhibit Hall's open hours.

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 removal from the convention center 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, or blocking 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, etc. 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, other than fun-size candy or individual candy bars in their wrappers).
- 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.

## **INDUSTRY REGULATIONS AND GUIDELINES**

The ASHG 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. ASHG is not responsible for violations of any applicable code by any exhibiting or sponsoring company.

Visit 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.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.shtml>

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

Code for Interactions with Companies

[http://www.cmss.org/uploadedFiles/Site/CMSS\\_Policies/CMSS%20Code%20for%20Interactions%20with%20Companies%204-19-10.pdf](http://www.cmss.org/uploadedFiles/Site/CMSS_Policies/CMSS%20Code%20for%20Interactions%20with%20Companies%204-19-10.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

<http://oig.hhs.gov/authorities/docs/03/050503FRCPGPharmac.pdf>

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

Code on Interactions with Healthcare Professionals

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

**ATTIRE**

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

**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 provide any additional draping in show colors deemed necessary over the unsightly area and submit the charges to the exhibitor.

**DISTRIBUTION OF MATERIALS/ADVERTISEMENTS OUTSIDE OF EXHIBIT BOOTH**

Exhibitors shall not, without the written consent of the 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. Exhibitor 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.

### **NON-EXHIBITING COMPANIES**

Companies that are not contracted to exhibit and their representatives, 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 ASHG hotels.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution onsite at the convention center or ASHG hotels.

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

The use of the ASHG 2022 logo, the 72nd Annual Meeting of the American Society of Human Genetics (ASHG) name, the American Society of Human Genetics (ASHG) name, and the standard ASHG logo may be requested for use by exhibitors for mailers or other meeting-related literature, subject to approval. Please note that use of the logo does not imply endorsement of your company, publication, event, etc. The ASHG Annual Meeting logo may be used in exhibitors’ promotional material by requesting permission from ASHG at [exhibits@ashg.org](mailto:exhibits@ashg.org). Please be prepared to share a sample of the material for which you are requesting the logo. Companies approved to use the ASHG Annual Meeting logo are expected to adhere to the ASHG Brand Guidelines regarding its use and placement.

## Installation and Dismantle Guidelines, Dates, and Times

*The following terms are agreed to by each company at the time of application submission.*

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

### SHOW HOURS

Please note the official 2022 Exhibit & Poster Hall hours below, subject to change. ASHG strives to maximize time for attendees to be in the Exhibit Hall while respecting programming schedule needs.

Date	Times
Wednesday October 26, 2022	10:00 am – 5:00 pm
Thursday October 27, 2022	10:00 am – 5:00 pm
Friday October 28, 2022	10:00 am – 2:00 pm

### INSTALLATION OF EXHIBITS

Exhibit installation will be Monday October 24, 2022, from 12:00 pm - 5:00 pm, and Tuesday October 25, 2022, from 8:00 am - 5:00 pm.

Please note the following:

- **Shipping:** Freight shipped in advance to the Freeman warehouse will be delivered to booths by 12:00 pm on Monday October 24. Direct-to-show-site deliveries should be scheduled to arrive at the convention center starting at 12:00 pm on Monday October 24.
- **Floor Covering and Furnishings:** The convention center is not carpeted. Exhibitors must have floor covering in their booth that covers the entire net square footage of the contracted exhibit space. Additionally, no floor coverings or furnishings are included with the booth rental (except for booths in the Nonprofit/Advocacy Row and New Exhibitor Pavilion). Exhibitors may use their own floor coverings or furnishings or order them from Freeman. Orders can be placed in advance via the Freeman ESM online or on show site at the Freeman service desk.
- **Unfinished Exhibits, Including Sides and Behind Booths:** Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during setup and Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to the exhibitor. See subsection "Exposed or Unfinished Booth Sides" for examples of acceptable and unacceptable booths.
- **Installation Completion:** All exhibit material must be unpacked, and empty containers tagged for removal and storage, by Tuesday October 25 at 5:00 pm to permit the removal of empty crates, cartons, and pallets/skids from the Exhibit Hall. Any exhibit not unpacked by this time will be placed in storage and can be returned only after the Exhibit Hall closes on the first day of

exhibits, Wednesday October 26, or may be ordered set up by ASHG Exhibits Management and the cost charged to the exhibitor.

- **Post-Installation Cleaning:** One-time booth space cleaning is provided immediately following installation and is included in the cost of the booth for Tuesday October 25. Booth cleaning for the remainder of the show is the responsibility of the exhibitor. Cleaning can be ordered in advance via the Freeman ESM online or on show site at the Freeman service desk. No refuse, such as empty cartons, boxes, or literature wrappings, may be placed in the aisles after the final cleaning in the Exhibit Hall. 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 subsections “Storage of Crates and Boxes” and “Literature” for instructions and guidelines.

## **WORK LATE PASSES**

Special after-hours work permits are available onsite 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 Hall.

## **DISMANTLING OF EXHIBITS**

Exhibit dismantle will be Friday October 28, 2022, from 2:00 pm - 10:00 pm, and Saturday October 29, 2022, from 8:00 am - 11:00 am.

Please note the following:

- No packing of equipment, literature, etc., or dismantling of exhibits is permitted until the official Exhibit Hall closing time of 2:00 pm. Delivery of crates will begin just after this time; please plan your dismantle labor and activities accordingly.
- Any exhibitor found to have vacated their booth early will lose 50% of their total accumulated priority points.
- Exhibitors must clear the floor and all freight must be picked up by 11:00 am on Saturday October 29, 2022.
- 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, 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. Any losses from booth spaces are the liability of the exhibiting company and its representatives.

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

The following terms are agreed to by each company at the time of application submission.

See the complete “Technical Rules and Guidelines” section to ensure compliance.

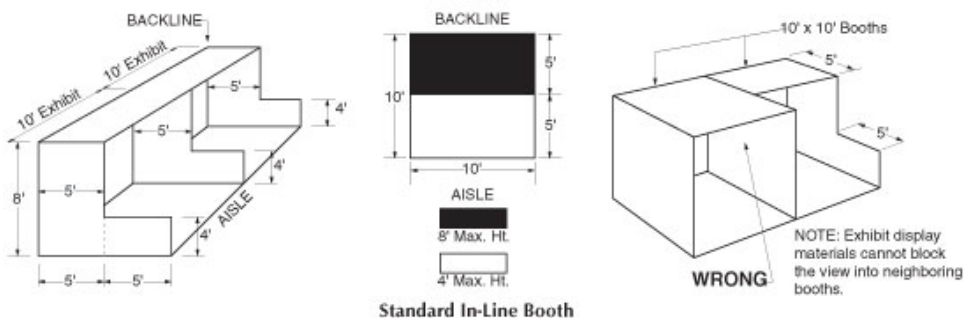
## BOOTH CONSTRUCTION AND USE OF EXHIBIT SPACE

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

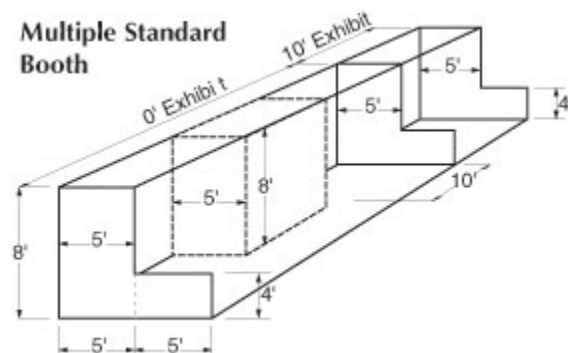
- Booths must be completely set and show ready by 5:00 pm, Tuesday October 25, 2022.
- Exhibitors are responsible for ensuring proper flow of traffic throughout booths.
- Booths must have sufficient see-through areas (line-of-sight) to permit the unobstructed view of adjacent exhibits.
- Displays may not span an aisle by roofing, signage, or floor covering.
- Booths must be safely constructed.
- Exhibitors must have floor covering in their booth that covers the entire net square footage of the contracted exhibit space.
- 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, then Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to 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.
- Hanging signs and two-story (“double-decker”) booths are permitted for island booths only and at the discretion and approval of ASHG and the convention center, as space allows.

Additional standards and guidelines apply depending on booth type, as follows.

**Standard Inline/Aisle (linear) Booths:** 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. Also, 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.

**Island Booths:** In island configurations, the full cubic content of the space may be used. In addition, for island configurations only:

- Structures may extend up to, but not exceed, 20' in height (including hanging signs).
- Sufficient, or 50%, see-through or walk-through area must be provided for the first 8' in height, measured from the booth perimeter, 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, including demonstrations.
- Any activity besides regular demonstrations and display must be approved by Exhibits Management.
- The booth must accommodate everything that its activities 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 Monday August 22, 2022. Booth diagrams must include heights and dimensions on all structures (including hanging signs) and clear labels for all structures in the booth. Dimensions must be in feet/inches.

**Hanging signs** are permitted in island booths only, reaching up to 20' at the top-most point of the sign. Exhibitor hanging signs cannot block ASHG signs. All signs must have approved rigging points and must conform to any facility requirements or limitations, which will be included in the Freeman ESM. All



hanging signs must be installed and removed by the approved onsite rigging company, designated in the Freeman ESM. Details and order forms can be found in the Freeman ESM online.

**Two-story (“double-decker”) booths** are permitted in island booths only, reaching up to 20’ at the top-most point of the display. Two-story booths may not be constructed within a 100’ radius of the ASHG Central booth. Requests to construct two-story booths must be submitted by Monday June 20, 2022, along with detailed booth diagrams. Requests are subject to ASHG and convention center approval, as well as additional building, fire escape, and safety regulations and guidelines from the convention center, Freeman, and/or city ordinances as applicable.

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

ASHG requires all exhibits and exhibitor signage to comply with the following standards:

- No merchandise, materials, or signs shall be attached to, hung from, 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 convention center.
- Adhesive-backed decals/stickers (except for name tags) may not be used or distributed on the premises.
- Decorations and signage may not be applied or fastened to any columns unless purchased as approved advertising through ASHG and installed/removed by approved vendors. All column decorations must be secured flatly and may not protrude, dangle loosely, or hang off from the side of the columns at any height.

See the complete “Technical Rules and Regulations” section for additional guidelines.

## **EXPOSED OR UNFINISHED BOOTH SIDES**

Exposed or unfinished sides, especially the ends of pop-up displays, must be clear of trash, boxes, and other items and draped to present an attractive appearance. If this is not completed by the exhibitor, then Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to the exhibitor.

This first pair of example photos below show corner booths that comply with this requirement.

**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.



This second pair of example photos below show corner booths that do not comply with this requirement by storing boxes, crates, luggage, etc. behind their display. In these examples, the exhibitors would be charged for draping. Electrical cables and power strips do not constitute a violation on their own but are expected to be installed safely and neatly.

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



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



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

Freeman, the official services contractor for the 2022 Annual Meeting, has an agreement with local unions to provide labor for display and dismantling. Full-time employees of the exhibiting companies, however, may set their own exhibits without assistance from these groups, with the exception of items required by law to be installed by authorized/certified professionals (i.e. electrical) or by exclusive vendors designated by the convention center. Labor can be ordered in advance via the Freeman ESM online or on show site at the Freeman service desk, or exhibitors may designate an EAC for booth labor.

## **USE OF EXHIBITOR APPOINTED CONTRACTORS (EACs) AND RESPONSIBILITY**

Exhibitors are permitted to designate exhibitor appointed contractors (EACs) for booth labor. If designating an EAC, exhibitors must provide contractor information, including contact information onsite, by Monday September 19, 2022, via the EAC Appointment Form or in the Freeman ESM.

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 prospectus, the rules and regulations, and the Freeman ESM. 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 and removal of the exhibitor's display, materials, and staff from the convention center.

EACs must provide a current, valid certificate of insurance (COI) 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.

## **MATERIAL HANDLING / DRAYAGE**

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, lift gates, and similar equipment are permitted only by Freeman personnel.

## **HAND-CARRY POLICY**

Exhibits, 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 Hall 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.

# Technical Rules and Regulations

*The following terms are agreed to by each company at the time of application submission.*

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

The Los Angeles Convention Center is ADA compliant.

## **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.

## **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 in advance via the Freeman ESM online or on show site at the Freeman service desk.

## **EXCLUSIVE SERVICES**

The following services are provided exclusively by the vendors noted below at the convention center for the 2022 Annual Meeting. No outside contractor may provide these services at the convention center, and violations are subject to fines and/or removal of the offending materials, services, or staff.

- Catering / Food & Beverage: Taste Los Angeles, Powered by Levy
- Electrical and Utilities (compressed air, water/drainage, etc.): Freeman
- Lead Retrieval: Convention Data Services (CDS)
- Rigging (Exhibit Hall): Freeman
- Rigging (all other halls and rooms): Encore Global
- TV and Telecommunications: Smart City (internet, wifi, cable TV, etc.)

Services can be ordered in advance via the Freeman ESM online or with the respective vendors.

## **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.

## **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 Los Angeles Fire 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 local municipal laws, operating guidelines, and all other rules and requirements of City of Los Angeles 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 Freeman ESM.

All display materials must be flame retardant according to the convention center's fire codes. If smoke detectors are required for exhibit enclosures, two-story exhibit booths, or if the fire marshal deems necessary, special fire watch coverage will be in effect and billable to the exhibitor 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.

### **HELIUM BALLOONS**

Helium balloons are expressly prohibited inside the facility, including mylar.

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

In all cases without exception, 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. Supervised minors may be in the Exhibit Hall during official hours.

### **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.

The exhibitor acknowledges that ASHG, Freeman, and the convention center do not maintain insurance covering the exhibitor's property or activities or covering its employees, representatives, or agents. It is the sole responsibility of the 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. Exhibitors do not need to provide a copy of such liability to ASHG unless requested.

The 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 the exhibitor of the online exhibit space application is the agreement of the exhibitor to protect, indemnify, defend, and hold harmless ASHG, Exhibits Management, Freeman, the convention center, and their respective employees, officers, 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 ASHG be liable to the 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.

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 ASHG Exhibits Management and the convention center. The exhibitor assumes entire responsibility for its property and activities while participating in the ASHG Annual Meeting.

## **LIGHTING**

Flashing lights, strobes, and other distracting lighting elements are not permitted in the Exhibit Hall, 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 only 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. Visit the ASHG meeting website for additional information.

Official photos will be taken at the ASHG 2022 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. Any losses from booth spaces are the liability of the exhibiting company and its representatives.

Exhibitors are encouraged to take all appropriate measures to safeguard their displays and equipment. Theft is a crime of opportunity! If you have it, chances are, someone else wants it! ASHG offers the following security advice:

- 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.
- Additional security may be hired 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.
- 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.
- Report anything missing or out of the ordinary to security or Exhibits Management.
- Wear your meeting badge at all times. Badges will be checked by the security guards.
- Request badges for any additional representatives at the exhibitor registration desk. No one is allowed to enter the Exhibit Hall without a badge. Anyone without a badge will be stopped by the guards until someone from your company can verify that they know the person in question and can provide a badge for their entrance into the Exhibit Hall.

## **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 Exhibits 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 Los Angeles Convention Center is a non-smoking facility. In accordance with Los Angeles Municipal Code section 41.50, smoking is prohibited at the Los Angeles Convention Center. This includes “smoking and vaporizing of any tobacco and non-tobacco products. This extends to, but not limited to, the use of hookahs, electronic cigarettes, and vape pens.” (Los Angeles Convention Center Facility Guidelines)

## **STORAGE OF CRATES AND BOXES**

Empty crates, boxes, and cartons must be removed, or be ready to be removed, from the exhibit area at 5:00 pm, Tuesday October 25, 2022. 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 or pallets/skids intended 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 visible behind your drapes and backgrounds, then Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary over the unsightly area and submit the charges to the exhibitor.

## **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.

## **VIOLATIONS**

As a condition of participation in the ASHG Exhibit Hall, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in the prospectus, the rules and regulations, the Freeman ESM, 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, its employees, or agents shall annul the right to occupy the contracted booth space and such exhibit will forfeit to ASHG all monies, which may have been paid. ASHG will not refund the booth fee(s) paid, provide any rebates or credits, or pay for exhibitor losses of any kind.

In the event of a violation, ASHG Exhibits 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 ASHG 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.



**WHEELED ACCESSORIES**

Scooters, in-line skates, wheeled or “heely” shoes, bicycles, skateboards, and similar items are not permitted for use inside the facility at any time, whether during show hours or installation/dismantle.

**X-RAY EQUIPMENT**

Operation of X-ray equipment is prohibited.