

Exhibitor Rules & REGULATIONS



American
Urological
Association



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Thank You for reading the Exhibitor Rules and Regulations for AUA2020.

By signing the AUA2020 Application and Contract for Exhibit Space (Contract), Exhibitors agree to abide by all requirements of the Terms, Conditions and Rules (Terms) of the Contract, Exhibitor Prospectus (Prospectus), Exhibitor Rules and Regulations (Rules) enclosed herewith and any regulations for exhibits by the Walter E Washington Convention Center (WEWCC) for the AUA2020 Annual Meeting in Washington, DC, over the dates of May 15-18, 2020 (Show). Exhibitors must at all times have one or more responsible individuals present in their booth who are knowledgeable about the Contract Terms, Exhibitor Prospectus, Exhibitor Rules and Regulations and the Walter E Washington Convention Center exhibition regulations to ensure compliance. The signer of the Contract also agrees to share the Terms, Prospectus and Rules, enclosed herewith, with all representatives who will staff the exhibit space in Washington, DC.

All requirements of the Terms, Prospectus and Rules will be enforced without exception. Any violations of these exhibit requirements will be addressed by AUA Show Management (Show Management).

All AUA rules, regulations and policies, as well as any matters not specifically covered in published exhibitor rules, regulations and policies, are subject to final interpretive review by AUA Show Management. The decision of AUA Show Management in all matters shall be final and binding on all Exhibitors. Failure to comply with any AUA rules will result in a loss of priority points for the year and may include closing of the exhibit and/or expulsion from the Show.

Exhibitors are obliged to comply with any additional rules established by the AUA, at any time, in order to manage the Show.

Visit AUA2020.org for the latest updates on the meeting. Contents of the Prospectus and Rules may be downloaded from the Exhibits area of the site.

Call our exhibitor hotline 410-689-3758 with questions or email the Exhibitor Help Desk at Exhibits@AUAnet.org. We look forward to a successful show with you in Washington, DC.

APPLICATION AND SPACE ASSIGNMENT

SPACE ASSIGNMENT

An on-site space selection was conducted in Chicago on May 3-5, 2019, for AUA2019 Exhibitors based on priority points earned. The most updated floor plan includes those selections and is available at AUA2020.org, in the Exhibits area of the site.

After on-site space selection prospective Exhibitors will be reviewed by Show Management for suitability of products or services to the attendees at the Show. A completed Contract for Exhibit Space with full payment must be received before space will be assigned.

Booth confirmations will be emailed to approved Exhibitors automatically once an application is accepted.

The exhibitor shall not assign or sub-license or apportion, the whole or any part of assigned exhibit space to a third party, its rights to the exhibit space, or any portion thereof, without the written consent of the AUA, which the AUA may withhold at its sole discretion. If such consent is given, the exhibitor shall assume full responsibility for the conduct of the assignee or sub-licensee and all its representatives, including any costs, penalties or fees assumed by the assignee or third party.

The AUA makes no definitive advance representations or warranties with respect to the demographic nature of attendees and/or traffic volume at exhibits and/or numbers of attendees at the Show.

EXHIBIT ELIGIBILITY

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Eligibility to exhibit at the AUA Annual Meeting is determined solely by the AUA and generally restricted to companies directly related to

the urological/medical field. **Any medical device, pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees.** The AUA reserves the right to require information from companies before booth assignment is finalized. When an exhibitor is found to be ineligible or in violation of any exhibit rule or regulation, in whole or in part, the AUA may deny space assignment or, when the exhibitor is on show site, close the exhibit, at its sole discretion, and remove it from the Show.

AUA exhibits are held primarily for the education of urologists and allied health professionals. The exhibitor may take orders for products and services at its own exhibit space; however, in keeping with the educational character of the Show, products or services, for which orders are taken, must be delivered by the exhibitor to the purchaser at the close of the Show and not during the Show. Exceptions to this regulation must be requested in writing to the AUA prior to the Show.

ExpoSuites and Skills Workshops are only available to confirmed Exhibitors. An exception may be made to permit a company that is not a confirmed exhibitor to contract an ExpoSuite if that company does not currently offer a product to U.S. urologists.

RETAIL SALES

See diagrams on page 7.

Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of contract. Any exhibitor not providing the AUA with advance written notice of the intent to conduct Retail Sales at AUA2020 may have

their booth closed by AUA Show Management at any time.

Exhibitors must purchase booth space of sufficient size to accommodate their customer volume. The AUA reserves the right to require retail exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

Any type booth can be involved in retail sales and the guidelines for each booth design type are applicable (see Exhibit Booth Design and Configuration for additional information about design types).

Any booth involved in retail sales shall submit booth designs for pre-approval by the AUA before April 10, 2020.

- All displays, tables, show cases, signs and booth materials must be placed a minimum of 2' (two feet) inside the booth from any aisle. This set back requirement is the minimum distance required for submitted designs to ensure that all business is conducted within the booth space.
- Design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth.
- Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included. Plans must clearly illustrate the exhibitor's adherence to all audio-visual, demonstration and presentation rules and regulations, as well as the "transparency" concept. (See Exhibit Booth Design and Configuration for additional information)
- All decisions concerning booth design by AUA Show Management will be binding upon the exhibitor and are final.

All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Rope and stanchion to form orderly waiting lines inside exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by the AUA for the exhibitor to participate in future AUA exhibitions.

Note: The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval (prior to April 10, 2020). The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

CASH PRODUCT (RETAIL) SALES

- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA2020.
- Booth designs of all cash sale (retail) Exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space.
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, then shipping arrangements must be made.

- AUA attendees will not be allowed in the exhibit hall prior to or after official exhibit hours. Therefore, all retail transactions must occur during official exhibit hall hours.

SALES TAX AND LICENSES

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the District of Columbia.

PRIORITY POINTS

Priority points are calculated based on a five-year (2016-2020) history of exhibiting and are the basis for determining on-site placement of exhibit booths. A listing of current priority points for exhibitors and a complete priority point policy may be requested from the AUA. Each year points are awarded as follows:

1 point for each 100 square feet of exhibit space

1 point for each year of exhibiting

3 points for exhibiting for five consecutive years

Exhibitors may also earn annually:

5 points for utilizing official housing service of the AUA, onPeak*

5 points for utilizing 90% of reserved housing block (based on 90% total room nights with a minimum of 10 rooms on the peak night)*

***Note: Due to verification requirements, priority points for housing will be awarded during the selection process for the Annual Meeting two years after they are earned.**

Priority points can also be earned by supporting Exhibit Hall opportunities. Sponsorship points will be awarded for the current meeting and applied forward to the next year's point total. Priority points for support of Science & Technology Hall sponsorships will be awarded as follows:

5 points per day for Skills Workshops

5 points per program in the Industry Clinical Update Theater

5 points for participation in Skills Challenge

5 points for a Business Bistro Series

MERGERS & ACQUISITIONS

Exhibiting organizations undergoing mergers are required to inform the AUA in writing of their exhibitor status and intentions regarding consideration of combining priority points of the new exhibiting entity. AUA exhibitors are permitted to combine all accumulated AUA priority points of all merging organizations if the total net square feet of exhibit space leased by the merging exhibitors remains the same or exceeds that space leased by the merged individual exhibitors at the most recent Annual Meeting and if that merged total remains consistent for three consecutive years. Failure to maintain this combined total net square feet level for the three year duration will result in a loss of combined points and the exhibitor (merged) will revert back to the highest priority point total earned from one company, plus any points earned since the merger.

LOSS OF PRIORITY POINTS

Priority points may be taken away from Exhibitors for violations of exhibitor rules. All decisions about the loss of priority points are made at the sole discretion of the AUA.

TERMINATION OF AGREEMENT TO EXHIBIT

The AUA shall be entitled to terminate this agreement forthwith, close the exhibit and remove the exhibitor's property from the exhibit space at any time for failure by the exhibitor or its duly authorized assignee or any of its officers, agents, employees or other representatives to perform, meet or observe any Terms set forth in the Contract or any conditions set forth in the Prospectus or Rules or any rule or policy instituted by the AUA subsequent

to the aforementioned published rules and policies or any show site decisions regarding enforcement of rules and policies by Show Management. When time and circumstances permit, Show Management will issue notice and provide a reasonable opportunity to correct any violation. However, Show Management will have absolute authority in the enforcement of AUA rules, including closing booths, moving booths, expelling exhibitor's personnel and the removal of exhibitor.

MOVE IN/MOVE OUT

MOVE IN

A targeted move-in schedule for AUA2020 will be developed and distributed in the online Exhibitor Service Manual in December 2019. Exhibitor booth installation times (targeted and general) are tentatively scheduled for Tuesday, May 12, through Thursday, May 14, from 8 a.m. – 4:30 p.m. for all exhibits and Friday, May 15, from 8 – 10 a.m. for pre-approved small, hand-carried booths. Installation of all exhibits, except small booths with pre-approved authorization, must be completed by Thursday, May 14, 2020, at 5 p.m. for inspection by the AUA. Booths designated last-in/first-out (LIFO) will not be able to begin installation until Thursday, May 14 at 1 p.m. (LIFO schedule and time subject to change based upon final floorplan locations).

In the event that an exhibiting company has not arrived on the exhibit floor by 5 p.m. on Thursday, May 14, 2020, and has not been granted pre-approval for late set-up, the AUA reserves the right to use the vacant exhibit space as it sees fit, with no obligation to issue a refund. Any exhibit materials, either in the vacant booth or on the loading dock, for that exhibit space, will be placed in storage at the exhibitor's expense. Substitute booth space will be available at the discretion of the AUA. The exhibitor is responsible for all fees associated with removing freight from storage property from the Walter E. Washington Convention Center (WEWCC) and

the Show. Such exhibitor shall not be entitled to a refund of any payment.

RULES INTERPRETATION AUTHORITY

All AUA rules, regulations and policies, as well as any matters not specifically covered in published exhibitor rules, regulations and policies, are subject to final interpretive review by AUA Show Management. The decision of AUA Show Management in all matters shall be final and binding on all Exhibitors.

MOVE OUT

Dismantling and packing of exhibits will not be permitted before 4:00 p. m. on Sunday, May 17, 2020. Failure to comply with this regulation will result in the forfeiture of priority points earned at the Show. Booths designated last-in/first-out (LIFO) will be required to dismantle their exhibit by 4:30 p.m. on May 17. All other Exhibitors must be completely dismantled and packed, all appropriate shipping paperwork filed at the GES Service Desk and carriers called by 12:00 p.m. on Tuesday, May 19, 2020. It is the exhibitor's responsibility to arrange for exhibit material shipment, installation and return shipment. Any freight left on the exhibit floor without proper documentation after 12:00 p.m. on Tuesday, May 19, 2020, will be shipped via GES at the exhibitor's expense.

EXHIBIT BOOTH CONFIGURATIONS AND FEES

All exhibitor floor spaces must be carpeted or covered with an approved material (unfinished floors in booths are not allowed). Exhibits cannot extend beyond their leased dimensions into aisles, air spaces above aisles or above other exhibit booths. Show Management shall have absolute authority to interpret, amend and enforce all Annual Meeting policies and rules regarding exhibits.

IN-LINES, CORNERS AND PERIMETERS

IN-LINES

- In-line booths have a maximum of three sides exposed to an aisle and are generally arranged in a series along a straight line. The back side of in-line booths will be bordered by drape that is 8' high.
- The back wall height of an in-line booth may not exceed eight feet three inches (8'3") including a sign and no booth display item or feature may exceed eight feet three inches (8'3") in height.
- Booth display items or features over four feet (4') in height may not be placed closer than five feet (5') to the front aisle.

- No exhibit materials in the front five foot (5') portion of the booth may exceed the height of four feet (4') (see Diagram A) to maintain clear visibility from one booth into the next.
- Signs or any exhibit material hanging above in-line booths are prohibited.
- Hardwall enclosed spaces require an UL approved battery operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.
- Audio visual presentation designs must be submitted to the AUA for pre-approval by April 10, 2020.

Note: When three or more in-line booths are used in combination as a single exhibit booth, the four foot (4') height limitation is applied only to that portion of the exhibit booth which is ten feet (10') from an adjoining booth or aisle (see Diagram B).

CORNERS

A corner booth is an in-line booth exposed to aisles on two sides (or three sides). All in-line booth rules (as stated above) apply to corner booths.

PERIMETERS

A perimeter booth is an in-line booth that backs to a facility wall, not to another booth or space within the exhibit hall. If building ceiling heights allow, display height can be twelve feet (12') and extend from the rear borderline of the booth into the booth no more than five feet (5') (see Diagram C). All other in-line booth rules (as stated above) apply to perimeter booths.

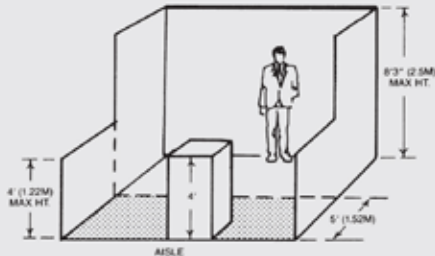
ISLANDS

- An island booth is defined as twenty feet (20') x twenty feet (20') or larger with aisles on all four sides.
- Island booths are to be constructed to allow a contiguous five foot (5') wide access path into the booth from all sides (aisles).
- Interactive booth components and counters are to be a minimum of two feet (2') inside the booth's perimeter. Interactive

components are generally defined as kiosks, video terminals, interactive video screens, etc. that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time.

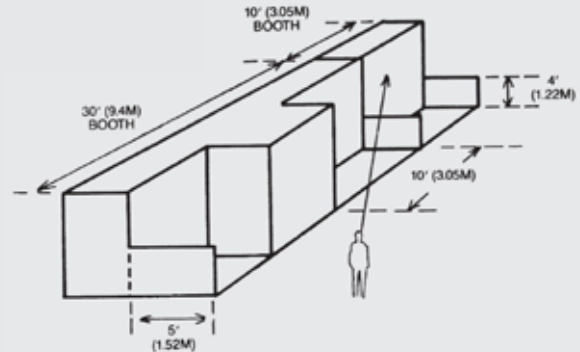
- Demonstration/theater areas must be set a minimum of five feet (5') into the booth from any aisle, including seating, to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations.
- Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval by April 10, 2020 (Multi-level or Covered Booth designs must be approved no later than March 16, 2020 by AUA, the WEWCC and the DC Fire Department Fire Prevention Division).
Note: No island booth will be allowed to set up at AUA2020 without a pre-approved design.
- The maximum height of an island booth at AUA2020 in the WEWCC is twenty-five feet (25'), when ceiling height and rigging

DIAGRAM A



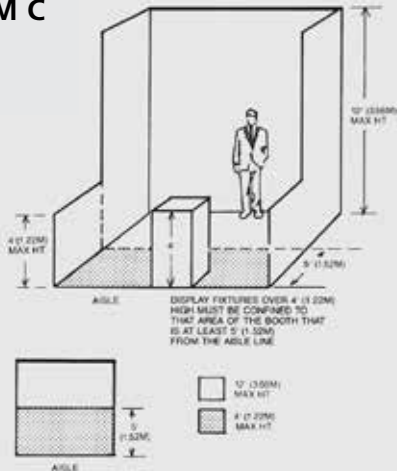
Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line. Reprinted with expressed consent of IAEE from May 1995 Guidelines for Display Rules and Regulations

DIAGRAM B



Display fixtures over 4' (1.22M) high must be confined to that area of the booth that is at least 5' (1.52M) from the aisle line. Reprinted with expressed consent of IAEE from May 1995 Guidelines for Display Rules and Regulations

DIAGRAM C



permit (25' from the floor to the top of any booth components and signs). If the exhibit booth is located in an area of the exhibit hall with a limited or reduced ceiling height, the maximum booth height (including any overhead hanging signs) will vary based on ceiling height and fire regulations. Consult GES for exact maximum dimensions. Suspended truss or rigging hardware used to support signs or lighting is not considered part of the booth and is not factored into the maximum booth height.

END-CAPS

This type of booth configuration is not allowed at the 2020 Annual Meeting.

PENINSULAS

- This type of booth backs to another peninsula booth and can extend more than ten feet (10') in depth.
- The maximum back wall height and maximum height of booth components is eight feet, three inches (8'3"). The back wall will extend the entire length of the common border between peninsula booths.
- Peninsula booths are to be constructed to allow access into the booth from three sides (aisles). Interactive booth components and counters are to be a minimum of two feet (2') inside the booth's perimeter. Interactive components are generally defined as kiosks, video terminals, interactive video screens, etc. that require an attendee and /or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time.
- Booth designs, showing scaled elevations from two perpendicular aisles and a plan view, with audio visual presentation plans included, must be submitted to the AUA for pre-approval by April 10, 2020.

Note: No peninsula booth will be allowed into the exhibit hall at AUA2020 without a pre-approved design.

- Demonstration/theater areas must be set a minimum of five feet (5') into the booth from any aisle, including seating, to prevent congestion in the aisles. The elimination of aisle congestion must also be factored into the design of video screen presentations, as attendees will not be permitted to stand in the aisles while viewing booth demonstrations.
- Hanging signs or suspending booth components above peninsula booths are prohibited.
- Hardwall enclosed spaces within a booth require an UL approved battery-operated smoke detector and at least one mounted 2-A 40BC fire extinguisher. Enclosed spaces over 200 square feet in size require a minimum of two (2) exit doors.

RETAIL BOOTHS

REQUIREMENTS FOR RETAIL SALES AT AUA2020

- Retail sales of exhibitor goods must be requested and approved in writing by the AUA at the time of contract. Any exhibitor not providing the AUA with advance written notice of the intent to conduct Retail Sales at AUA2020 may have their booth closed by AUA Show Management at any time.
- Exhibitors must purchase booth space of sufficient size to accommodate their customer volume. AUA reserves the right

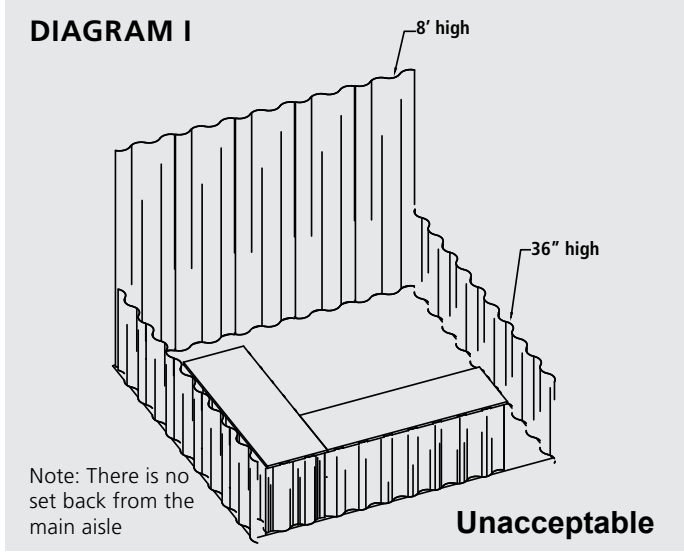
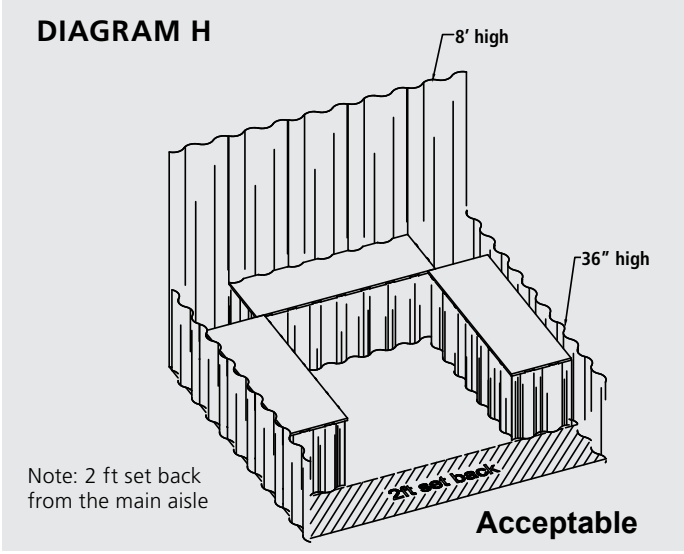
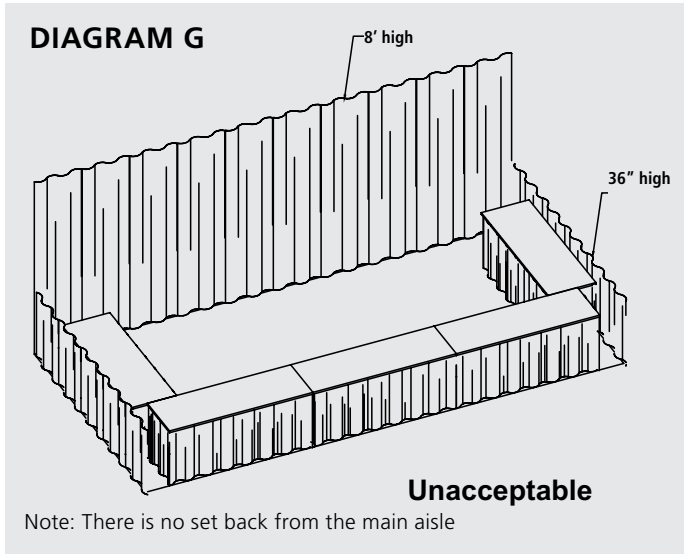
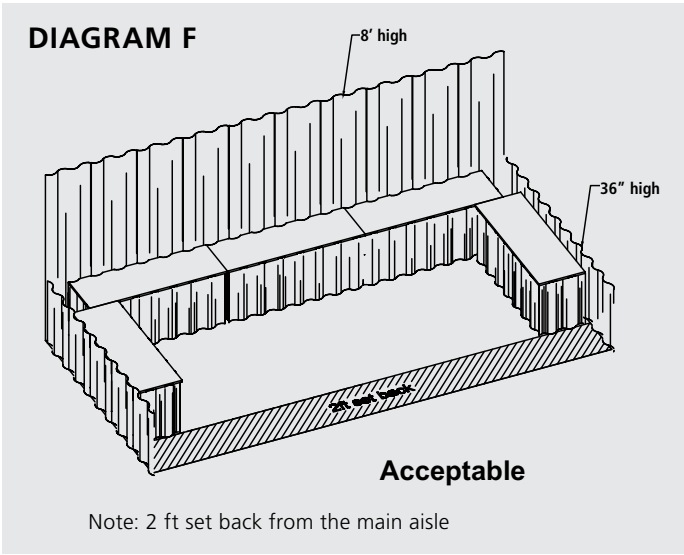
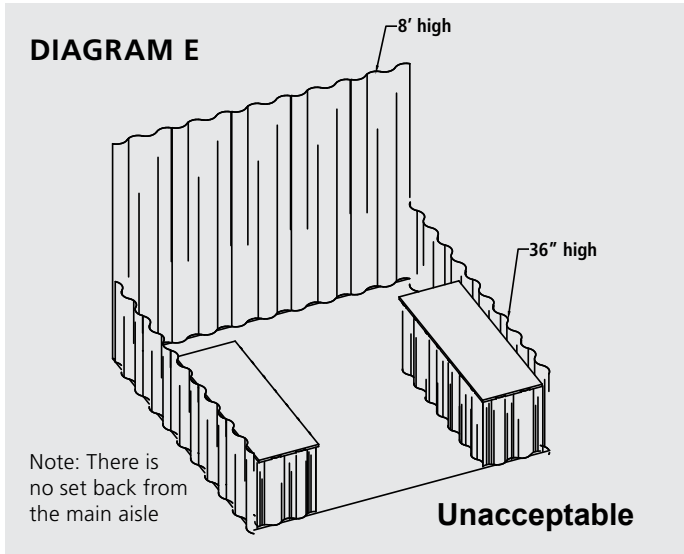
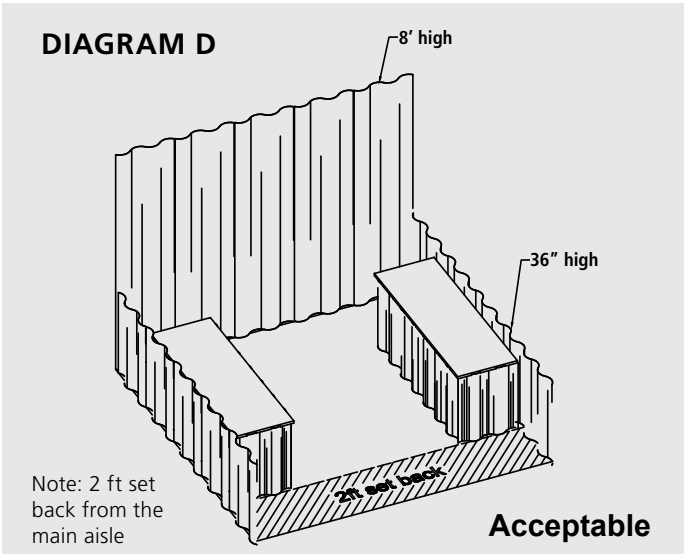
to require retail Exhibitors to maintain a minimum booth size to ensure that all attendee interactions and commercial transactions occur within the perimeter boundaries of the exhibit booth.

- Any type booth can be involved in retail sales and the guidelines for each booth design type are applicable.
- Any booth involved in retail sales shall submit booth designs for pre-approval by AUA before April 10, 2020. (See diagram on page 7)
 - o All displays, tables, show cases, signs and booth materials must be placed a minimum of 2' (two feet) inside the booth from any aisle. This set back requirement is the minimum distance required for submitted designs to ensure that all business is conducted within the booth space.
 - o Design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth.
 - o Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included. Plans must clearly illustrate the exhibitor's adherence to all audio-visual, demonstration and presentation rules and regulations, as well as the "transparency" concept. (See Exhibit Booth Design and Configuration for additional information)
 - o All decisions concerning booth design by AUA Show Management will be binding upon the exhibitor and are final.
- All Exhibitors should have plans to prevent congesting the aisles and disrupting neighboring exhibits. All attendees visiting booths should be inside booth boundaries at all times. Rope and stanchion to form orderly waiting lines inside exhibitor booth space are required for large gatherings and will be ordered and installed, if necessary, at the exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by AUA for the exhibitor to participate in future AUA exhibitions.

Note: The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval (prior to April 10, 2020). The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

CASH PRODUCT (RETAIL) SALES

- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA2020.
- Booth designs of all cash sale (retail) Exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space.
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made.
- AUA attendees will not be allowed in the exhibit hall prior to or after official exhibit hours, therefore all retail transactions must occur during official exhibit hall hours.



SALES TAX AND LICENSES

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the District of Columbia.

RETAIL, ISLAND AND PENINSULA BOOTH DESIGN

Companies with Retail, Island and Peninsula booths must submit scaled floor plans and elevation diagrams, from two perpendicular aisles, to the AUA for pre-approval by April 10, 2020 (Multi-level or Covered Booth designs are due no later than March 16, 2020). These design plans must include vehicle staging, hanging signs, rigging components, enclosed spaces and any audio-visual systems (theaters, video screens, audio systems, etc.) included in the booth. Design plans must be drawn to scale, indicating the scale used. All exhibit components and their dimensions must be included. Plans must clearly illustrate the exhibitor's adherence to all audio-visual, demonstration and presentation rules and regulations, as well as the "transparency" concept. All decisions concerning booth design by Show Management will be binding upon the exhibitor and are final.

EXHIBIT FEES

IN-LINE BOOTH FEES

\$37 per square foot Onsite/\$38 after May 5, 2019

Minimum 100 square feet (10' x 10')

Includes complimentary 8' high back wall drape, 33" high side rails with drape and an 11" x 17" booth sign, identifying the company name and booth number. **Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.**

Nonprofits: The nonprofit rate applies to groups that promote special interest causes. All groups are required to provide documentation of nonprofit status. Hospitals (and clinics) are eligible for nonprofit rate with documentation of nonprofit status. Any organization that intends to recruit a physician for a hospital, clinic or group practice at AUA is not eligible for the nonprofit status and will need to reserve space at the full booth rate.

ISLAND BOOTH FEES

\$37 per square foot Onsite/\$38 after May 5, 2019

Minimum 400 square feet (20' x 20')

Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

PENINSULA FEES

\$37 per square foot Onsite/\$38 after May 5, 2019

Minimum 400 square feet (20' x 2')

Includes 8' high back wall drape

Exhibitors are responsible for supplying all booth carpet, furniture and booth displays.

Note: No Retail, Island or Peninsula booths will be allowed into the exhibit hall at AUA2020 without a pre-approved design.

SKILLS WORKSHOPS AND EXPOSUITES

These exhibit areas are enclosed, hard wall structures with adequate exits. Locations are determined by the AUA and designs are pre-approved.

AMERICANS WITH DISABILITIES ACT (ADA) COMPLIANCE

Each exhibiting company is responsible for compliance with the ADA in their exhibit. The International Association of Exhibitions and Events (IAEE) publish a guide with instructions for ADA compliant booths. Contact the IAEE for more information at 972-458-8002 or www.iaee.com/pdf/ADA.pdf. Failure to comply with the ADA is a serious matter and can involve litigation and/or fines. The WEWCC is accessible to the physically challenged, and includes these accommodations: wheelchair ramps, elevator standards, permanent seating accessibility, door width standards and rest room accessibility. Under provisions of the ADA, exhibitions are considered "public accommodations."

SKILLS WORKSHOPS FEES

Skills Workshops are now offered by the day during exhibit hours. Contact Exhibits Manager for a quote. Exhibits@AUAnet.org or 410-689-3758.

EXPOSUITES FEES

ExpoSuites are offered for the show during exhibit hours.

Contact Exhibits Manager for a quote.

Exhibits@AUAnet.org or 410-689-3758.

CANCELLATIONS

Exhibitors must inform the AUA in writing of booth cancellations. The AUA shall have the right to use canceled space to suit its own convenience, including the reselling of space to another exhibitor without any rebate to the original exhibiting company. Please reference your AUA2020 contract for the full cancellation policy.

DOWNSIZING

Exhibitors must inform the AUA in writing of booth downsizing. The AUA shall have sole discretion to use downsized booth space, including reselling the space, without any rebate or refund to the original exhibiting company. Please reference your AUA2020 contract for the full downsizing policy.

RELOCATION

The AUA reserves the right to reassign booth space as necessary. All actions by the AUA regarding relocated space will be communicated to the primary exhibit contact.

PAYMENT

All booth space must be paid in full before any exhibitor is allowed into the AUA exhibit hall. Full payment for exhibit space must be received prior to space assignment. Any company

in violation of this policy will not be allowed on the Show floor until complete payment is received. Any costs associated with the storage, movement and shipping of exhibitor freight, due to late payment of space fees, will be the responsibility of the exhibitor.

CONTRACTORS, LABOR AND SECURITY

BOOTH LABOR

GLOBAL EXPERIENCE SPECIALIST (GES), the AUA General Services Contractor, and qualified display contractors (Exhibitor Designated Contractors) at WEWCC will use unionized labor to install and dismantle displays and decorations.

The installation and dismantle of prefabricated displays comes under the jurisdiction of the Carpenter's Union. This includes signs and laying of carpet.

However, two full time exhibitor employees may work without Carpenter labor for one hour on the move-in and one hour on the move out. For booths, 100 sq. ft. or less, exhibitors may work to install or assemble prefabricated displays without the use of Union Labor. Furthermore, there are no restrictions or requirements to use union labor for the unpacking and placement of your merchandise or product and equipment tuning or calibrating, provided exhibitors use full time permanent employees.

The use of power tools is not permitted.

To provide an enhanced level of security for tradeshow organizers and exhibitors, WEWCC has introduced a mandatory badge policy. This includes personnel from general service WEWCC contractors, event designated contractors (EDC) and the union labor they hire. Everyone accessing the show floor from these labor pools must possess a WEWCC identification badge. This badge provides a picture ID as well as a name. This badge must be worn so that it is easily seen and identifiable, during move-in, operation and move-out. Labor without badges or possessing badges not easily seen and identifiable will be removed from the exhibit hall and brought to WEWCC Security for badge processing.

In addition, exhibit hall labor must wear appropriate Show badges or wrist bands, possess company photo identification, Union identification and register through AUA security in order to enter the halls. Labor will be required to report to a specific access area of WEWCC before work can be started. All Exhibitor Designated Contractors must comply with WEWCC contractor security regulations, as well as AUA security regulations.

For more Information, contact GES at the GES National Service Center at 1-800-801-7648.

FREIGHT HANDLING

Access to the loading docks will be controlled by GES in order to provide and maintain a safe and efficient move-in and move-out schedule. GES will provide and operate all material handling equipment with appropriate labor within the convention center to move freight to and from trucks to the exhibit booths. All unloading, reloading and handling of empty containers will be performed by GES labor.

Exhibitors delivering booth components with a Personally Operated

Vehicle (POV) must check in at the marshaling yard to obtain a POV dock pass. Drivers will display the GES distributed POV dock pass to WEWCC security at the loading dock access check point and will be directed to their designated unloading area. GES will have equipment and personnel available to assist exhibitors to keep the loading and unloading of freight orderly and on schedule.

An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

EXHIBIT RIGGING AND HANGING SIGNS

GES provides supervision, assembly and disassembly of hanging signs that do not require electrical rigging, motor(s), or truss.

If your sign requires a motor, electrical rigging, and /or truss, please contact the exclusive Rigging vendor at the WEWCC, HiTech/GLP. All chain motors for rigging must be ordered through HiTech/GLP. HiTech/GLP only hangs structures over 200 lbs. unless the hanging item is a speaker, light or piece of special equipment. Please email dcexhibitorservices@hi-techelectric.com for a quote.

Rigging points at the WEWCC can vary considerably. Rigging of exhibit components, trusses and hanging signs are allowed above island booths, ExpoSuites (400 sq. ft. and larger), and Skills Workshops only. No hanging or rigging components can exceed the outer boundaries of the exhibit booth's perimeter or the safe loading of the facility ceiling. All rigging and hanging at the Show is performed either by GES or HiTech/GLP, as the exclusive service providers for this service.

Booth rigging components, including truss, lighting and signs, must conform to the rules, regulations and facility limitations of WEWCC and the AUA. Booth rigging designs must be submitted to AUA and GES with the booth design, due by April 10, 2020. Information concerning rigging and loading can be obtained by contacting the GES National Service Center at 1-800-801-7648.

ELECTRICITY AND PLUMBING

Electricity and plumbing in the exhibit hall are supplied exclusively by Hi-Tech Electric, <https://hi-techelectric.com/services/>. Additional information will be supplied in the online Exhibitor Service Manual.

CLEANING SERVICES

The AUA will provide cleaning service for all aisles. Cleaning service for individual booths should be ordered through GES as the exclusive service provider for all vacuuming and porter services. Booths must be kept clean during exhibit hours. Debris must not be allowed to collect on the floor or display area. Exhibitors serving food and/or beverage must have adequate trash receptacles and porter/cleaning personnel to keep their activity from interfering with neighboring booths. The AUA reserves the right to order

cleaning services at the exhibitor's expense for a booth not in good order. Additional information will be supplied in the online Exhibitor Service Manual.

EXHIBITOR DESIGNATED CONTRACTORS (EDC)

Exhibitors not using GES, the official Show contractor, for general booth labor must notify the AUA and GES of all EDC services well in advance of the Show. Note that EDC services are governed by the union work partnership rules that are in place at WEWCC. EDC companies and labor must also comply with WEWCC registration requirements to be able to work at the WEWCC.

Official Notification of EDC Forms will be in the Exhibitor Services Manual, located on the AUA Annual Meeting website AUA2020.org, and are due by April 24, 2020.

All EDC are required to provide proof of insurance, as outlined in the insurance section of these Rules, in the form of a Certificate of Insurance by April 24, 2020.

Failure to provide these documents to the AUA by the indicated due dates will be cause to exclude EDC from participation at the Show.

Exhibit hall labor must wear appropriate AUA Show badges or wrist bands, wear appropriate WEWCC required identity badges, possess personal government-issued photo identification, company photo identification and register through AUA security in order to enter the halls.

All EDC must comply with the WEWCC contractor security regulations.

Labor will be required to report to the WEWCC designated labor entrance area prior to starting work.

EDC must abide by GES rules and onsite guidelines for the use of staging spaces for equipment and personnel service desks (EDC staging areas). AUA Show Management shall have authority to remove any EDC from any staging areas that are not inside its exhibitor's leased booth space.

EDC may not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EDC and all exhibitor rules apply to this sub-contractor of the exhibitor. Please be reminded that the exhibiting company is fully responsible for coordination of the EDC. In the interest of clear communication, the AUA will not engage in any non-contractual working relationships with any non-official contractors including decorators, contractors, public relations agencies, advertising agencies and housing or travel agencies.

BUILDING REQUIREMENTS: WALTER E. WASHINGTON CONVENTION CENTER

Exhibitors and their agents must comply with all federal, local and WEWCC building fire and public safety codes that apply to places of public assembly. Firefighting and emergency equipment may not be hidden or obstructed, including fire extinguishers, strobes, fire hose cabinets, Public Emergency Reporting System (PERS) stations and standpipes. Booth construction shall not block access to any fire/life safety equipment and shall not impede exit access,

EDC must send names of workers for each day at the exhibit hall in advance to AUA security and check in at the AUA security check point upon arrival to receive installation/dismantle passes allowing access to the exhibit hall. These passes are typically in the form of wrist bands that must be worn on the wrist, for security reasons. Workers without properly displayed exhibit hall access passes will be prohibited from work during the Show on the first occurrence and at the sole discretion of AUA Show Management. EDC and their workers are not permitted to wear AUA Exhibitor Badges. All EDC must comply with AUA security regulations.

EDC must cooperate fully with the AUA, the official AUA security organization for the Annual Meeting and GES to ensure an on-time opening of the exhibit hall and an orderly, timely move-out.

All EDC personnel must have photo identification at all times. The AUA reserves the right to remove any EDC or its employees who do not comply with AUA exhibitor rules or the operating policies of the WEWCC. The AUA reserves the right to prohibit EDC participation at the AUA Annual Meeting, both at the WEWCC and at future exhibit locations, and to assess priority points penalties to exhibitors when, at the sole discretion of the AUA, such actions are necessary.

For more information concerning GES EDC regulations contact the GES National Service Center at 1-800-801-7648 or for more information concerning WEWCC labor guidelines contact the WEWCC, www.dconvention.com.

SECURITY

Security guards will be stationed in the exhibit hall from Tuesday, May 12, to Tuesday, May 19, 2020, to provide general security for the overall exhibit area. However, exhibitors are responsible for safeguarding their material and equipment against theft. The AUA, GES and WEWCC are not responsible for any loss, theft or damage to exhibitor property.

LABOR DISPUTES - CLOSING OF EXHIBIT

If the exhibitor or their Exhibitor Designated Contractor (EDC), affiliates, agents or other contractors is the subject of a labor or similar dispute resulting in picketing or overt demonstration in or near the Show building or is involved in any way with the organizing of labor or the aggravation of labor to cause disruption to the Show, the AUA reserves the right to terminate the contract for exhibit privileges forthwith, close the exhibit and remove the exhibitor's property from the Exhibit Space.

exit doors or aisles. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be flame-retardant to meet with District of Columbia Fire Code requirements and have flameproof certificate or tags prominently attached to the material used so they may be easily seen by the facility Fire Marshal. Exhibit contents or product and decorations provided by the official service contractor are under the same guidelines, but may have detached

flameproof certificates or tags. Additional information will be supplied in the online Exhibitor Service Manual. Contact WEWCC, www.DCCConvention.com, with questions regarding public safety requirements at WEWCC.

TELEPHONES AND INTERNET

Telephones and internet service in the exhibit hall is supplied exclusively by the WEWCC. Additional information will be supplied in the online Exhibitor Service Manual.

Due to the increased use of exhibitor installed wireless internet networks in the exhibit hall, radio frequency interference has become a concern. The AUA wishes to protect all Exhibitors and itself from the loss of business connectivity and commercial activity caused by wireless radio frequency interference in the Exhibit Hall and throughout the Convention Center. All devices utilizing wireless technology inside the Exhibit Hall or the Show building should avoid utilizing devices manufactured in accordance with the Institute of Electrical and Electronics Engineers (IEEE) 802.112.4 GHz band spectrum as interference and channel overlap might cause loss of signal and disrupt connectivity. The AUA, in order to protect itself and its Exhibitors against signal disruption, reserves the right to terminate or otherwise restrict the use of any wireless device that causes interference to the AUA or any other Exhibitors because it operates in the 802.112.4 GHz band or any other RF band spectrum.

Radio frequency interference can also be caused by machinery, audio visual/computer equipment and other types of electrically powered equipment. Exhibitors are responsible to maintain radio frequency emissions caused by their participation at the Show to within the purchased perimeter dimensions and height limitation of their booth. Exhibitors with equipment radiating radio frequency interference beyond the boundaries of their booth are subject to disconnection of the radio frequency emitting device or equipment by AUA Show Management.

FOOD AND BEVERAGE

All food and beverage is supplied by ARAMARK, the exclusive provider at the WEWCC. Dispensing of small food and beverage samples or other consumable products by Exhibitors or the use of EDC services for the provision of food and beverage requires the written approval of ARAMARK. No alcoholic beverages or containers are allowed at the Show except during the Saturday Afternoon Networking Event or during other AUA Show Management authorized Exhibit Hall special events. Only alcoholic beverages procured through ARAMARK and approved by the AUA will be permitted at any Exhibit Hall event. Additional information will be supplied in the online Exhibitor Service Manual. For more information about food and beverage at exhibit booths, visit: www.DCCConvention.com.

FIRE PROTECTION

Exhibitors are responsible for adherence to the NFPA 101 Life Safety Code and the Municipal Code of the District of Columbia Fire Department. The WEWCC Fire Marshal's Office and the DC Fire Department Bureau of Fire Prevention reserve the right to make any final decisions regarding fire and public safety. Additional information will also be supplied in the Service Kit.

MULTI-LEVEL AND COVERED EXHIBITS (INCLUDING TENTS AND AWNINGS)

An exhibit is covered when a material (e.g., roof, ceiling, tenting, lattice, fabric, plastic or canopy) is suspended or built over or upon the floor level component of the exhibit. A multi-level exhibit consists of a constructed level or floor placed atop or over ground level rooms/spaces with the capacity for occupancy. A multi-level exhibit cannot have a covering over the second level.

Multi-level and covered exhibits are permitted in the exhibit halls providing they meet the following minimum life safety requirements:

- Each enclosed or covered area must be protected by an audible smoke detector. This includes storage closet(s) built into the exhibit.
- Each enclosed or covered area must have a porous roof or cover so that the WEWCC's sprinkler system can operate effectively.
- Each enclosed or covered area must display a charged fire extinguisher with a rating of 3A40BC.
- Maximum occupancy for a load bearing area is one person per fifteen (15) square feet of floor space, not to exceed a total of 25 persons for any single area. Maximum occupancy of any space must be posted.
- There must be at least two means of egress from each load bearing area in excess of 200 square feet in a multi-story exhibit, or from each covered assembly area in excess of 200 square feet.
- A fire prevention attendant, who has been trained to operate fire extinguishers, must be on duty at all times that a covered exhibit is closed, from the time that the enclosure is built until the time that the enclosure is removed.
- Four (4) copies of exhibit plan must be submitted to The Walter E. Washington Convention Center (WEWCC) at least 45 days prior to installation. The plans must be certified and sealed by a licensed structural engineer or licensed architect. Plans will be reviewed by the WEWCC and DC Fire Department Fire Prevention Division for approval.
- Covered or multi-level exhibits may not be installed without prior approval. The DC Fire Prevention Division has the authority to stop work and prohibit occupancy of booths that are not in compliance.

ACCEPTABLE MATERIALS FOR BOOTH CONSTRUCTION

The following types of materials will be acceptable for booth construction and decoration:

- Non-combustible materials
- Wood that is properly treated as per UBC Standard 8-1, and certified (See definition of UBC Sec 207 for fire treated wood).
- Combustible materials having a flame spread rating of less than 225 and a smoke density rating of less than 450, as determined by ASTM E84 (Tunnel Test), and certified as such. Fabrics must pass the NFPA-701 Code, and all other construction and decoration materials must pass the NFPA-703 Code as well as the UL-1975 test.

ACCEPTABLE INTERIOR FINISHES AND FURNISHINGS

All materials and furnishings shall be:

- Made from non-combustible materials; or
- Treated and maintained in a flame retardant condition by an approved flame retardant solution or process. Flame retardant treatments shall be renewed as necessary or after each cleaning. Identification showing the date and type of treatment and the firm that treated the material shall be located on, or affixed to all treated materials or posted in booth.
- Approved by the facility Fire Marshal when containing material constructed of plastic.

(Note: Oil paper, tarpaper, sisal paper, nylon, Orlon and certain other plastic materials cannot be made flame-retardant and their use is prohibited.)

Interior furnishings and materials shall not be located as to obstruct or block exits, fire and life safety devices or equipment. Placement of chairs in aisles and corridors is strictly prohibited.

Chairs shall remain within booth boundaries and under strict control of booth operator.

Cooking or other sources of heat are prohibited, unless exhibit has given advance notification of activity, activity plans have been reviewed in writing and activity pre-approved by AUA and WEWCC Fire Marshal.

STORAGE/EMPTIES

There is no storage of cardboard, empty boxes, packing materials or crates on the exhibit floor of the WEWCC. Nothing can be stored behind booths.

All exhibitor packing or shipping containers must be marked with appropriate GES supplied labels for storage purposes during the exhibition. No storage of any kind will be allowed behind curtains or walls of booths.

LITERATURE ON DISPLAY

Literature on display shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. No more than a one day's supply of combustible storage is allowed within a booth.

FREIGHT AND PACKAGE DELIVERIES

The WEWCC cannot accept freight shipments or packages for Exhibitors or their contractors at any time. All freight and packages must be consigned through GES. There will be no exceptions to this policy. Personally Operated Vehicles (POV) access information and regulations will be available in the online Exhibitor Service Manual. Exhibitors hand-carrying their equipment and displays must take care not damage building carpet, doors or elevators.

LIGHTING LEVELS, ELECTRICITY AND AIR CONDITIONING DURING MOVE-IN/OUT

Air conditioning and heating will not be provided during move-in and move-out days because the loading dock doors are open during these times. The WEWCC will maintain ventilation and work level lighting (equal to 1/2 open exhibit lighting levels) during move-in

and move-out hours. During exhibit hours, air conditioning and full illumination will be provided by the facility. Electricity, once installed, will be available on a show hour or 24-hour basis.

LASERS, X-RAYS AND COMPRESSED GASES

Use of lasers, compressed inert gases and compressed liquids are subject to review and approval by the AUA and WEWCC Event Management.

All requests must be received in writing by **April 10, 2020** and should state the nature of process or equipment to be demonstrated, the quantity of equipment and how demonstrations will avoid hazards to people or nearby objects. Additional information will be supplied in the online Exhibitor Service Manual.

The operation of X-ray equipment and radiographic equipment is prohibited at the WEWCC and at AUA2020.

MOTORIZED VEHICLES

Vehicles or displays propelled or involving internal combustion engines must be pre-approved by the AUA and the WEWCC before display. The location of vehicles or motorized displays must be clearly indicated on a floor plan submitted to AUA for advance approval.

The following general rules are required for vehicles and motorized displays:

- Not more than 1/4 tank of gasoline or five gallons, whichever is less, can be contained in the display vehicle.
- A locking gas cap or tape covering the gas access port cap.
- Battery must be disconnected.
- Drip pan must be under the vehicle's drive train.
- Keys and any codes for security features for vehicle in the possession of Show Security during all time inside convention facility.
- Vehicles cannot be moved during show hours.

The DC Fire Department requires a permit for each displayed vehicle. Additional information will be supplied in the Exhibitor Service Manual.

Arrangements must be made in advance with GES and the AUA for access and placement of vehicles or motorized displays on the exhibit floor.

GENERAL FIRE, PUBLIC SAFETY AND CONVENTION FACILITY REGULATIONS

- No candles or open flames are permitted.
- All flammable or combustible aerosol containers used for display purposes must be empty.
- No liquefied petroleum gases (i. e, propane, butane), natural gas or portable heating equipment are permitted inside the WEWCC.
- Electrical wires in fixtures and fittings must be U.L. listed and be 14-gauge (or better), at minimum.
- No helium filled balloons are permitted.
- No fireworks, smoke machines or pyrotechnics of any type are permitted.
- Hazardous chemicals and materials (i.e. , pesticides, herbicides, poisons, untreated mulch, spanish moss, hay, straw, fireplace

- logs, cut evergreen trees or branches, charcoal) are prohibited.
- Smoking is prohibited inside the WEWCC.
- Passenger elevators and escalators may not be used for freight, including hand trucks.
- Certain low residue tapes are required for installations on the exhibit floor. Contact GES National Account Manager, Steve Holst, 919-544-3771 or sholst@ges.com, with specific questions.
- Nothing shall be tacked, nailed, screwed, taped, stapled, drilled or otherwise fastened to ceilings, columns, walls, floors, doors, painted surfaces, marble or other parts of the building or furniture in the WEWCC. Any necessary actions for the protection of the building, equipment or furniture will be at the expense of the exhibition. No painting of any sort is allowed within the WEWCC.
- Glitter, confetti, sand, popcorn and adhesive-backed (stick-on) decals or stickers are strictly prohibited and may not be distributed or used for any purpose within the facility. Please read "Booth Configurations" for additional requirements for booths in the WEWCC.

MEDICAL TESTING INVOLVING ANIMALS, CADAVERS AND TISSUE

Medical testing of surgical devices and procedures using live animals, cadavers, human or animal organs or tissue is subject to written

pre-approval by the AUA and the WEWCC. Guidelines for the use of these medical education enhancements will be established by the AUA and WEWCC. Local and federal regulations will govern the use and disposal of animal or human parts, organs or bodies.

BIOLOGICAL WASTE DISPOSAL

The use of biological tissue, organs or body parts must be pre-approved in writing by the AUA prior to the show. Biological waste brought into WEWCC is the ultimate responsibility of the exhibitor. The exhibitor must adhere to all local and federal laws for transportation, storage and disposal of their biological waste. All medical and biological waste must be disposed in accordance with the manner prescribed by guidelines of the District of Columbia and the Occupational Safety and Health Act, and must be handled by a licensed medical waste transporter. The exhibiting company is responsible for all costs of disposal.

Exhibitors are required to notify the AUA in writing of the proposed use of biological materials by April 10, 2020. A Biological Waste Disposal Notification Form will be available in the online Exhibitor Service Manual. A Material Safety Data Sheet (MSDS) must be supplied to the AUA by the exhibiting company, along with a government approved transport and removal plan, prior to entering the exhibit hall. Contact GES National Account Manager, Steve Holst, 919-544-3771 or sholst@ges.com, with questions about disposal costs and procedures.

AUA NAME AND LOGO USAGE

The AUA name, logo and/or other identifying marks of the American Urological Association, Inc.® or American Urological Association Education and Research, Inc.® may not be used in signs, advertising or promotion in any media before, during or after the Show. Immediate removal from view and circulation of items

displaying the unauthorized AUA name, logo, etc. will be expected of all Exhibitors and their agents. The AUA Annual Meeting "show look" may not be used in signs, advertising or promotion in any media. The AUA Annual Meeting logo may be used with prior permission from the AUA.

AUA2020 EXHIBITOR AND EDC INSURANCE REQUIREMENTS

INDEMNIFICATION

Exhibitors and their agents and contractors shall indemnify, hold harmless and defend the American Urological Association (AUA), its affiliates the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), the Walter E Washington Convention Center, the Washington Convention and Sports Authority t/a Events DC, the District of Columbia, and their respective members, officers, directors, agents and employees (also referred to as "INDEMNIFIED PARTIES") from and against any and all claims, demands, suits, liability, damages, loss, costs, attorneys' fees and expenses of whatever kind or nature, which result from, arise out of, or are connected with any acts, or failures to act, of the Exhibitor, or any of its officers, agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of Show Terms, Conditions or Rules, or damage of any kind or nature arising out of or in connection with the Exhibitor's use and/or occupancy of Exhibit Space, and claims of damage or loss to any third party resulting from any infringement

of a copyright or patent or the unauthorized use of a registered trademark. The Exhibitor is responsible and accountable for the actions of its staff and any appointed contractor or vendor.

WAIVER OF LIABILITY

Neither AUA nor any of its members, officers, agents or employees shall be held liable for, and all are released from liability for, any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

INSURANCE

Exhibitors and their agents and contractors shall, at their sole cost and expense, procure and maintain insurance to protect all parties against bodily injury and property damage claims arising from Exhibitor's participation in the Show, including but not limited to worker's compensation as required by the District of Columbia and United States statutes and commercial general liability insurance. Insurance carriers for this insurance shall have no less than an "A-Class VIII

rating” according to A.M. Best’s rating and shall be authorized to do business in the District of Columbia. Said insurance coverage shall be in effect from the first day of the Exhibitor Move-in Period to the last day of the Exhibitor Move-out Period. This insurance shall not be canceled prior to the termination date of insured’s contract with the AUA or until after thirty (30) days prior written notice has been given to the AUA. It is agreed that any insurance maintained by the American Urological Association (AUA), its affiliates the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), the Walter E Washington Convention Center, the Washington Convention and Sports Authority t/a Events DC, the District of Columbia and their respective members, officers, directors, agents and employees shall apply (if at all) in excess of, and not contribute with, coverage provided by the Exhibitor or any of its agents, contractors or representatives.

POLICIES

The following policies are required

- Commercial General Liability (comprehensive) policy with coverage in such amounts as are adequate, but in no event less than \$1 million (U.S.) in respect of injuries to any one person in any one occurrence, with a \$3 million aggregate, and \$2 million in respect to damage to property providing coverage against claims for bodily injury or death and property damage occurring in or upon or resulting from Exhibitor’s use of occupancy of the Exhibit Space and endorsed to include non-owned and hired automobile liability coverage (if Exhibitor does not maintain owned automobile liability coverage). Such insurance shall be primary and not require contribution from any of the additional insureds, other insurance coverage and shall afford immediate defense and indemnification, as named additional insureds, the American Urological Association (AUA), its affiliates the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), the Walter E Washington Convention Center, the Washington Convention and Sports Authority t/a Events DC, the District of Columbia and their respective members, officers, directors, agents and employees to the limit of not less than \$1 million (U.S.).

- Worker’s Compensation Insurance as required by law that will protect the American Urological Association (AUA), its affiliates (the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), the Walter E Washington Convention Center, the Washington Convention and Sports Authority t/a Events DC, the District of Columbia and their respective members, officers, directors, agents and employees from claims under any governing State or Federal acts.
- Commercial Automobile Liability coverage for owned vehicles other than private passenger automobiles, with limits not less than \$1 million each occurrence combined single limit for bodily injury or death and property damage
- Fire Legal Liability of no less than \$100,000.
- Additional Insured the Commercial General Liability (comprehensive) policy described above shall include the following additional insured endorsement language: “American Urological Association (AUA), its affiliates (the American Urological Association Education and Research, Inc. (AUAER) and the Urology Care Foundation, Inc. (Foundation), Global Experience Specialists (GES), the Walter E Washington Convention Center, the Washington Convention and Sports Authority t/a Events DC, the District of Columbia and their respective members, officers, directors, agents and employees of each of these above mentioned organizations and entities shall be named as Additional Insureds.”

Certificates of Insurance must be procured by the exhibiting company and their contractors no later than 30 days prior to the Show. Certificates of Insurance for the Exhibitor must be provided on demand to the AUA by the exhibiting company while the Exhibitor is at the Show. Certificates of Insurance for Exhibitor’s contractors (EDC) must be delivered to the AUA, GES and the Walter E Washington Convention Center no later than April 24, 2020. Exhibitor-Designated Contractors (EDC) are required to procure and submit proof of insurance to AUA. No EDC will be allowed to work at the Show without AUA-approved insurance coverage and appropriate documentation.

BOOTH ACTIVITIES

The AUA encourages Exhibitors to plan appropriate activities for physician attendees. **The Booth Activities Form (for speaker presentations, booth activities and demonstrations) and the Giveaway and Contest Approval Form (for any gifts, giveaways and contest drawings) must be completed and returned to the AUA for pre-Show approval by April 10, 2020.** Exhibitors hosting Skills Workshops must also complete and return the Skills Workshop Activity Form by April 10, 2020. The AUA reserves the right to refuse permission for and to discontinue any booth activity, demonstration, presentation, giveaway or contest that has not been pre-approved in writing. The AUA also reserves the right to discontinue and/or suspend any booth activity, demonstration, presentation, giveaway or contest at any time at its sole discretion. Approval forms will be available in the online Exhibitor

Service Manual. The Skills Workshop Activity Form is available from the Exhibits Manager, Exhibits@AUAnet.org or 410-689-3758.

GIFTS, GIVEAWAYS, DRAWINGS AND CONTESTS

All gifts, giveaways, drawings and contest items are subject to approval by the AUA. The AUA is a signatory to the Council of Medical Specialty Societies (CMSS) “Code for Interactions with Companies” (The Code) and follows their policy regarding exhibitor giveaways. The Code states in its Principle 5.4.2 that “Societies will only permit exhibitor giveaways that are educational and modest in value.”

In the annotation to Principle 5.4.2, the Code indicates that “Principle 5.4.2 does not apply to non-profit Exhibitors or to

Exhibitors outside of the healthcare sector.” AUA considers examples of Exhibitors not subject to Principle 5.4.2 to include nonprofit advocacy groups, nonprofit associations or physicians groups, physician recruiters and any exhibitor that is not considered a “Company” according to the CMSS “Code for Interactions with Companies.”

The full text and document of the CMSS “Code for Interactions With Companies” is available for viewing at www.CMSS.org under “Revised Code for Interaction with Companies.”

Giveaways from Exhibitors not subject to the CMSS Code rules are still subject to approval by the AUA, and follow the AMA Code of Medical Ethics, <https://www.ama-assn.org/delivering-care/ethics/code-medical-ethics-overview>) on gifts to physicians. These guidelines state that “Any gifts accepted by physicians individually should primarily entail a benefit to patients and should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted.” Also, “Individual gifts of minimal value are permissible as long as the gifts are related to the physician’s work (e.g., pens and notepads).” AUA defines “not of substantial value” as \$100 or less.

Contests and drawings must be open to all attendees and be conducted in a professional manner. Distribution of approved items or the conduct of the contest must not create a nuisance or cause interference with adjoining exhibits. Local legal restrictions may govern approval of contests and drawings. Exhibitors must obtain advance written approval from AUA to serve food and beverages from their booths. **Submit to AUA all proposed giveaways, drawings, contests, gifts, food and beverage items for distribution to AUA attendees by completing the Giveaway and Contests Approval Form by April 10, 2020.**

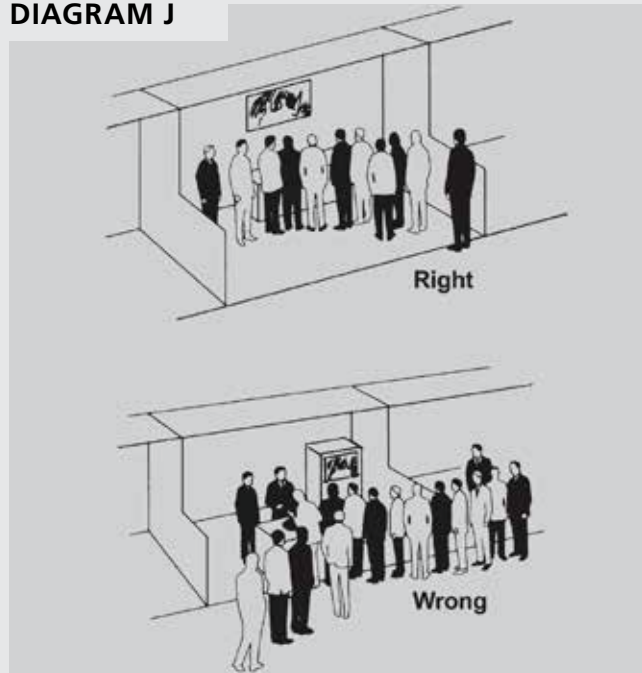
DEMONSTRATIONS AND PRESENTATIONS

Product demonstrations, presentations and moderately valued entertainment/services may occur within the booth space (see Diagram J). Exhibitors shall be responsible for the safety of all individuals participating in or viewing these activities. All proposed booth activities must be submitted in advance to AUA Show Management for approval by **April 10, 2020**. The AUA assumes no responsibility to monitor such activities, but reserves the right to order changes or additional safety precautions or suspend any in-booth activity if any such activity is deemed unsafe, not in keeping with the professional nature of the Show or violates AUA policy. The exhibitor agrees to make changes or to discontinue any demonstration, presentation or moderately valued entertainment/service at the request of the AUA. Demonstrations or presentations using perishable substances are required to employ sanitary safeguards.

SPEAKER PRESENTATIONS

All presentations, whether “in person”, on video, live telecast or web-cast, and presenters in the exhibit hall or at industry events, are subject to advance review and approval by the AUA. Such presentations include, but are not limited to, those that describe or endorse drugs, equipment or methods of treatment. AUA decisions in this matter will be final and binding on all Exhibitors.

DIAGRAM J



Reprinted with express consent of IAEE from May, 1995 Guidelines for Display Rules and Regulations.

LIVE OR REPRODUCED SURGERY DEMONSTRATIONS

Patient safety in the operating theater or room is paramount and should be considered the primary focus of any program, demonstration or presentation made for attendees of the Show. The AUA requires that all Exhibitors and their agents, staff and contractors abide by and agree to the AUA Live Surgery Policy:

1. Patients should be fully informed and legally consented by the primary surgeon for planned live or recorded surgical demonstration at the institution in which the surgery is arranged.
2. Local Hospital or institutional legal counsel should be informed and agreeable to said planned surgery by the primary surgeon. Written documentation of such agreement should be obtained at least 2 weeks prior to the planned surgery and be available on demand to the AUA.
3. The choice of a patient to undergo the planned surgery should meet acceptable indications for the anticipated procedure as outlined by the AUA clinical guidelines or best practice statements when feasible.
4. The primary surgeon may participate in direct live communication with the moderator(s) during the surgery but should maintain a clear understanding that patient safety overrides any educational objectives of the program.
5. The primary surgeon is encouraged to recruit a spokesperson to be present in the operating room who can field questions directly from the moderator(s) and be the primary communicator with the auditorium or audience. Such spokesperson will also filter acceptable questions and answers at appropriate times with the primary surgeon so as to minimize surgeon distraction intraoperatively.

6. Direct questions should come only from the moderator(s) in the auditorium. No questions should come directly from the audience to the operating theater or room, but such must be filtered through and communicated by only the moderator(s).
7. It is the primary surgeon's and/or the moderator(s)' prerogative to terminate such surgery or audio and visual communication with the live audience at any time during a live surgical demonstration if deemed to be in the best interest of the safety of the patient.

All Exhibitors planning to present live or taped live surgery in their booths, skills labs or other meeting/demonstration spaces will be required to sign and submit a written statement of understanding of these guidelines and submit a completed Booth Activities Form, to the AUA, prior to the Show. **No demonstration or presentation of live surgery will be allowed without a signed statement of understanding of this policy.** This document will be available in the online Exhibitor Service Manual.

FOOD AND BEVERAGE

- All food and beverages must be ordered through or approved for distribution by ARAMARK, the exclusive caterer of WEWCC.
- Exhibitors must obtain advance written approval from the AUA to serve food and beverages from their booths by **April 10, 2020**.
- Submit proposed food and beverage items for distribution to the AUA attendees by completing the Giveaway and Contests Approval Form.
- To control aisle congestion and reduce litter and spills, these rules must be observed:
 - o Alcoholic beverages are prohibited (unless AUA approved)
 - o No food and beverages may be served in 10' x 10' booths (unless AUA approved)
 - o No popcorn, fried foods (cooked in booth) or nuts with shells may be served from any booth
 - o Adequate trash receptacles and porter/cleaning personnel must be provided by exhibitor
 - o No hospitality may interfere with the access to neighboring booths

RETAIL BOOTHS

CASH PRODUCT (RETAIL) SALES

- Prior written approval from the AUA must be obtained before cash sales transactions are permitted at AUA2020.
- Booth designs of all cash sale (retail) Exhibitors must be approved by the AUA prior to move-in.
- All booth activity must be conducted within the exhibit space. (See Diagram J)
- To maintain a professional atmosphere, cash sales should be handled discreetly and appropriately.
- If a retail product cannot be hand carried by the purchaser, shipping arrangements must be made.
- AUA attendees will not be allowed in the exhibit hall prior to or after official exhibit hours therefore, all retail transactions must occur during official exhibit hall hours.

Note: The AUA reserves the right to prohibit and/or suspend the installation of exhibits or displays without written advance booth design approval and retail sales approval. The AUA also reserves the right to close retail booths if surrounding booths are disrupted by cash sales activity or at the discretion of AUA Show Management.

SALES TAX AND LICENSES

Retail sales exhibitors are responsible for all pertinent business licenses, certificates, sales permits and taxes required by the District of Columbia.

AUDIO-VISUAL EQUIPMENT

Exhibitors conducting demonstrations or using any type of audio-visual equipment must provide an adequate seating or standing area in the booth to prevent aisle congestion (see Diagram J). Demonstrations and/or demonstration areas must be set a minimum of five feet (5') from the edge of the booth to prevent congestion in the aisles. Interactive components (generally defined as kiosks, video terminals, interactive video screens, etc.) that require an attendee and/or booth staff to stand at or sit at the interactive design component for more than 30 seconds at a time, must be set a minimum of two feet (2') inside the booth perimeter. Demonstrations may not interfere with normal traffic or infringe on neighboring exhibits. Audio equipment must be positioned to face the inside of the booth and sound must be directed into the booth. Monitors for videotapes and films, presentations or any other visual system may be used, provided they are placed at least five feet (5') from the edge of the booth to prevent congestion in the aisles. Large video reproduction or digital information display screens should be positioned in such a way as to preclude viewing solely from aisles surrounding the booth.

Sound volume must not exceed 80 decibels outside the booth.

At the discretion of the AUA, those companies determined to be in violation of the demonstration and/or audiovisual rule will be asked to reduce the sound level and/or to direct attendees within the parameters of the booth. After the first warning, if the sound level remains unchanged and/or aisle congestion persists, then electricity in the booth will be disconnected and the presentation terminated.

Exhibitors with in-line booths using any type of audio-visual system must submit design plans to the AUA for approval by April 10, 2020. Exhibitors with island booths must include audio-visual plans with their island booth designs, also due April 10, 2020 (see Booth Configurations).

MUSIC REPRODUCTION

Exhibitors are responsible for all licensing and fees incurred for the use of copyrighted music or video/film in all audio-visual presentations.

FLASHING LIGHTS AND OTHER PROHIBITED ITEMS

The use of flashing lights, megaphones, loud speakers, side-show tactics or other noisy or undignified displays (i.e. excessive noise, heat, light or pollution emanating from exhibits) is prohibited.

Helium balloons, sand, glitter, confetti, magnets, popcorn, nuts in shells, fried foods (cooked in booth), live animals (except pre-

approved exhibits and service animals for the physically challenged), stick-on decals or other adhesive items, or any other items that are expressly prohibited by the WEWCC, are not allowed.

LASERS, X-RAYS AND ULTRASOUND

Use of lasers, compressed inert gases and compressed liquids are subject to review and approval by the AUA and WEWCC. All requests must be received in writing by **April 10, 2020** and should state the nature of process or equipment to be demonstrated, the quantity of equipment and how demonstrations will avoid hazards to people or nearby objects. Additional information will be supplied in the online Exhibitor Service Manual.

The operation of X-ray equipment and radiographic equipment is prohibited at WEWCC and at AUA2020.

Laser companies may not operate carbon dioxide, argon, helium-neon, Nd:YAG, or other types of lasers in a therapeutic or treatment mode without providing a suitable, enclosed space for demonstration and eye protection for those viewing and operating the laser. Large and prominent warning signs must be displayed advising viewers of laser use. The exhibitor must provide the needed personnel to ensure absolute safety for and control of viewers and operators. Sound volume from the operating of lasers must not exceed 80 decibels outside the booth.

Demonstrations of ultrasound scanning devices on human models are allowed as long as the models are not injured by the ultrasound demonstrations, either in single or repeated applications, and there is no danger from ultrasound to booth personnel or surrounding booths or attendees. A sign displayed in a prominent location must state the nature and duration of the demonstration.

WIRELESS CONNECTIVITY AND RADIO FREQUENCY INTERFERENCE

Internet services in the exhibit hall are supplied exclusively by WEWCC.

Due to the increased use of exhibitor installed wireless internet networks in the exhibit hall, radio frequency interference has become a concern. The AUA wishes to protect all Exhibitors and itself from the loss of business connectivity and commercial activity caused by wireless radio frequency interference in the Exhibit Hall and throughout the Convention Center. All devices utilizing wireless technology inside the Exhibit Hall or the Show building should avoid utilizing devices manufactured in accordance with the Institute of Electrical and Electronics Engineers (IEEE) 802.112.4 GHz band spectrum as interference and channel overlap might cause loss of signal and disrupt connectivity. The AUA, in order to protect itself and its Exhibitors against signal disruption, reserves the right to terminate or otherwise restrict the use of any wireless device that causes interference to the AUA or any other Exhibitors because it operates in the 802.112.4 GHz band or any other RF band spectrum.

Radio frequency interference can also be caused by machinery, audio visual/computer equipment and other types of electrically powered equipment. Exhibitors are responsible to maintain radio frequency emissions caused by their participation at the Show to within the purchased perimeter dimensions and height limitation of their booth. Exhibitors with equipment radiating radio frequency interference beyond the boundaries of their booth are subject to disconnection of the radio frequency emitting device or equipment by AUA Show Management.

EXHIBITOR CONDUCT AT THE AUA ANNUAL MEETING

The primary AUA rule of booth conduct and product display is to show consideration and courtesy to attendees and other Exhibitors.

The Exhibitor and its representatives shall not congregate or solicit trade or conduct business in the aisles of the exhibit halls, other exhibitor's exhibit space or in any other areas of the Show building, other than their leased booth space. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.

The Exhibitor shall not enter into another Exhibitor's exhibit space without invitation or when unattended. Violators of this rule are subject to immediate removal from the Show and forfeiture of show badges.

All Exhibitor staff and personnel are required to wear proper AUA2020 Exhibitor badge identification. Exhibitor staff or personnel found to be wearing or in possession of a badge that has been altered, modified or that falsely identifies the bearer is subject to confiscation of their badge identification and to immediate expulsion from the exhibit hall and the Show.

Prior written consent of the AUA is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such employment or use shall be confined to the exhibit space. The AUA, at its sole discretion, may withdraw its consent at any time, at which time the Exhibitor shall terminate such activity forthwith.

Distribution of pamphlets, brochures or any advertising matter must

be confined to the Exhibitor's leased space.

No Exhibitor will organize or participate in any events, meetings, exhibitions or functions in the greater District of Columbia area during the 2020 AUA Annual Meeting or during the dates May 15-18, 2020 without the prior written approval of the AUA.

No one under the age of 18 is allowed admission to the exhibit hall at any time.

The Exhibitor shall refrain from any action that will distract attendees from attending the Show.

Neither the Exhibitor nor any of its representatives shall conduct themselves in a manner offensive to AUA Show Management standards of decency or good taste.

Any dispute between Exhibitors, or any issue with respect to interpretation of these rules for exhibitor conduct, shall be brought promptly to the attention of AUA Show Management or authorized AUA official, whose decision relating to the matter shall be final and binding on all parties.

Exhibitors are obliged to comply with any additional rules established by the AUA, at any time, in order to manage the Show.

Failure to comply with any AUA rules will result in a loss of priority points for the year and may include closing of the exhibit and/or expulsion from the Show.

ATTIRE

Exhibit personnel and/or models contracted by exhibiting companies must be attired in a manner that shall conform to accepted business and social standards. AUA Show Management shall be the sole arbiter of this policy and of any disagreements. The Exhibitor shall abide by any decision relating to suitable attire made by the AUA.

CROWD CONTROL

All Exhibitor activities should include plans to prevent attendees visiting their exhibit and booth activities from congesting the aisles and disrupting neighboring exhibits. Rope and stanchion is required to confine large gatherings within exhibit perimeters and will be ordered and installed, if necessary, at the Exhibitor's expense. Attendee congestion in the aisles outside a booth is an indicator of the need for a larger booth, which may be required by AUA for the Exhibitor to participate in future AUA exhibitions.

PHOTOGRAPHY

No photographing or videotaping of the exhibit hall is allowed, without written pre-approval by AUA. Photographing another

exhibit or display is prohibited.

Unauthorized photographs and video (digital and analog) and photographic image storage mediums, including emails, electronic distribution on social media sites and systems, portable telephones, electronic tablet devices, etc., will be confiscated and are subject to destruction by AUA Show Management. **Exhibitors found distributing unauthorized photographs and/or videos will lose all priority points for AUA2020.** Exhibitors may request permission in writing from the AUA to photograph their own booth for internal marketing purposes only.

DISTRIBUTION OF PHARMACEUTICAL PRODUCTS

Any and all sales, dispensing and/or delivery of pharmaceutical products of any kind are strictly prohibited. Violation of this rule will result in the immediate termination and closing of the offending exhibit. The exhibiting company will also forego any and all monies paid to the AUA and all accrued priority points. It is at the sole discretion of the AUA to prohibit participation in future AUA meetings by offending Exhibitors.

EXHIBITOR-SPONSORED EVENTS POLICIES

I. INTRODUCTION

Exhibitors are permitted, with written AUA approval, to hold ancillary "exhibitor-sponsored" events during AUA2020 per the function policies in Section II below.

Events Held Outside of AUA Hotels:

All events taking place outside of AUA hotels are subject to the function policies in Section II below and must be approved by the AUA. This includes any and all events that are taking place during AUA2020 (May 15-18, 2020) with AUA attendees present regardless of the location (restaurants, unofficial AUA hotels, special event venues, etc.) as well as company-wide meetings (staff offices, pre-con meeting space, etc.)

Events Held in AUA Hotels:

AUA offers its assistance to exhibitors who wish to secure meeting space at AUA hotels for their events. Space reserved through AUA will be available at designated AUA Headquarters Hotels. Function space is limited. Hotels will not reserve meeting rooms/function space to any group without prior written AUA approval.

How to Request Approval and/or Meeting Space:

- Read the Exhibitor Function Policy below—before you submit your form(s), you must acknowledge that you have read and understand the Exhibitor Function Policies.
- Exhibitors must complete and submit the "Exhibitor Sponsored Event Approval/Space Request Form" located in the Exhibitor section of the AUA2020 website.
- Requests for space shall be considered on a first-come, first-served basis beginning in December 2019.
- The deadline to submit your form(s) is Friday, April 10, 2020.

Please note: Permission to hold exhibitor-sponsored events is

restricted to companies who have a presence in the Science & Technology Hall and are therefore considered "exhibitors." If you do not currently have a presence in the Science & Technology Hall and would like more information on these opportunities, please contact Exhibits@AUAnet.org.

II. FUNCTION POLICY

1. PROHIBITED EVENTS:

Competing educational functions of any kind will not be allowed during the AUA Annual Meeting (Thursday, May 14 through Monday, May 18):

With the exception of AUA-approved "Permissible Educational Events," the AUA does not permit the development or implementation (in any media form) of symposia, educational activities or special programs supported by commercial firms, organizations, third-party firms or universities that are directed toward meeting attendees at any time during the Annual Meeting.

2. TYPES OF APPROVED MEETINGS

Exhibitors may, with prior written AUA approval, hold certain types of exhibitor-sponsored events during AUA2020 in Washington, DC from Thursday, May 14 through Monday, May 18, 2020. (Time restrictions also apply. Please see Appendix A.) Types of permitted meetings include:

A. Exhibit Company Staff Rooms:

1. **Offices:** Rooms reserved on a 24-hour basis for exhibit company staff to use as an office, workroom, hospitality suite or meal room. AUA2020 attendees are not permitted in this space unless they are a full-time employee of the exhibiting company for which the room is reserved.
2. **Meeting Rooms:** Rooms reserved on a 24-hour basis for exhibit company staff to use as a space to hold a pre-con meeting or a daily debrief meeting. AUA2020 attendees are

not permitted in this space unless they are a full-time employee of the exhibiting company for which the room is reserved.

B. Social Functions:

Social functions are networking events only with no educational components. This includes events such as receptions and dinners held at nearby restaurants or special event venues.

C. Committee Meetings and Advisory Board Meetings:

Meetings of committees, task forces or advisory members, executive boards of exhibiting companies, universities, or nonprofit organizations, sponsored and financially supported by a pharmaceutical / biotech organization, academic center or nonprofit and focuses on genuine need, benefits patient welfare and documents outcomes and advances in Urology. Attendance is limited to 29 participants.

D. Investigator / KOL / Thought Leader Meetings

Sponsored and financially supported by a pharmaceutical / biotech organization, academic center, nonprofit organization or consortium. Investigator meetings are closed to the public and must focus on institutional review board or regulatory agency approved protocol and must review or conduct results of a specific study, current clinical trial or products. Promotional meetings for data presentation or to launch a drug or study are prohibited. Attendance is limited to 29 participants.

E. Permissible Education Events:

The AUA also allows "Permissible Educational Events," which are special events created for industry sponsorship by AUA. These events are of limited availability and must be reserved through AUA. Your program application for these events will suffice as your Exhibitor-Sponsored Event Approval Form. The content of "Permissible Educational Events" should not duplicate content presented in AUA-sponsored educational programs. These events are as follows:

1. Satellite Symposia: CME Programming

Satellite Symposia are strictly educational meetings that offer CME credit and a modest meal as defined by the American Medical Association guidelines. The AUA does not provide CME credit for these events; however, designation of AMA PRA Category 1™ credit is required. A support fee is attached to this event and additional benefits accompany this opportunity. For more information on this program, contact Mikayla Barlett at mbarlett@AUAnet.org.

2. Industry Clinical Update Theaters (ICU Theater): Non-CME Programming

The ICU Theater is the premiere venue for industry to hold non-CME educational programming regarding new products and services and the latest in data and research findings to meet patients' needs. A limited number of 60 minute timeslots will be available both inside the theater located within the Science & Technology Hall as well in a prominent meeting space within the convention center. There is a fee associated with this event which includes the theater space (seating for 400), a basic A/V package, as well as a generous promotional package. These events are heavily promoted by the AUA and open to all AUA2020 attendees. For more information, contact Keith Price at kprice@AUAnet.org

3. Business Bistros: Non-CME Programming

Business Bistros are a smaller, less formal venue (seating for 75) located within the Science & Technology Hall for industry to hold non-CME educational programming. Timeslots are 30 minutes and each supporting company will have their choice of two. There is a fee associated with this event which includes the bistro space, light food and beverage, a basic A/V package, as well as a generous promotional package. These events are heavily promoted by the AUA and open to all AUA2020 attendees. For more information please contact Exhibits@AUAnet.org.

4. Industry Scientific Updates (ISU): Non-CME Programming

The Industry Scientific Update is an opportunity for AUA exhibitors to hold invitation-only educational events. (This includes social events or meals with an educational component.) These events are private and will not be promoted by the AUA. A fee is attached to this event which includes meeting space in the convention center or an official AUA hotel and a basic A/V package. Fees vary based on anticipated attendance. For more information, contact Keith Price at kprice@AUAnet.org.

3. DATE AND TIME RESTRICTIONS FOR EXHIBITOR-SPONSORED EVENTS

In order to maximize attendee engagement in the scientific program and the Science & Technology Hall, we limit the number of available ancillary exhibitor-sponsored events as well as the times they are offered. Please see Appendix A. for a full list of ancillary exhibitor-sponsored events and the time restrictions associated with each.

4. AUA SPEAKER/FACULTY POLICIES

AUA SPEAKER/FACULTY POLICY FOR PARTICIPATING IN INDUSTRY-SPONSORED PROGRAMS AT THE ANNUAL MEETING

- 1) Key AUA Leadership is not permitted to participate in industry-sponsored programs of any kind.

Key leadership includes the AUA Board of Directors, Chair of Education, AUA Assistant Secretaries, Editor of The Journal of Urology, Chair of Publications, Chair of Public Policy Council, Chair of Science & Quality Council, Chair of Coding and Reimbursement Committee, Chair of Practice Guidelines Committee, Chair of Judicial and Ethics Committee, and Chair of Research.

- 2) Plenary Session participants may not speak at an industry exhibit booth, Industry Scientific Update Program*, or Official AUA Non-CME Industry Program** during the official days of the Annual Meeting.

Plenary Session participants are allowed to present data at AUA press conferences at the Annual Meeting.

- 3) Select AUA CME program moderators, directors, chairs, and faculty (see attached list of included AUA programs) may not speak at an industry exhibit booth or at an Industry Scientific Update program*.

Presentations may be made at Official AUA Non-CME Industry Programs**, provided the following criteria are met:

- a. Proper disclosure of any relationship the presenter has with the supporting company
- b. The presentation is original and not duplicated during the official AUA Annual Meeting
- c. The presentation is based on scientific principles that are generally accepted as valid by the urology profession

	1	2	3	4
Speaker Faculty Role	May Give a Live Presentation at an Exhibit Booth in the Science & Technology Hall	May appear in a Pre-taped Video at an Exhibit Booth	May Give a Live Presentation at an Industry Scientific Update Program*	May give a live presentation at an Official AUA Non-CME Industry Program**
Key AUA Leadership	NO	NO	NO	NO
Plenary Session Presenter/Moderator/Participant	NO	NO	NO	NO
Poster/Podium/Video Session Moderator	NO	YES	YES	YES
IC Course/Hands-on Course Director or Faculty	NO	YES	NO	YES
Forum Chair or Director	NO	YES	NO	YES
Urologic Care for the Advanced Practice Providers Course Director/Faculty	NO	YES	NO	YES
Poster/Podium Session Presenter	YES	YES	YES	YES
Abstract Author or Co-Author	YES	YES	YES	YES

Definitions

* Industry Scientific Update: A non-official, non-CME industry program held in conjunction with the AUA Annual Meeting. These programs are invitation only, are limited in the number of participants, and are not promoted by AUA as part of the non-CME educational programming. Private investigator meetings held by medical non-profit organizations are subject to AUA Secretary approval.

** Official AUA Non-CME Industry Program: Includes Industry Clinical Update Theater and Evening programs, Business Bistros, Skills Workshops, sponsored Clinical Trials activities and any other non-CME industry supported programming (except Industry Scientific Updates).

4) Podium Presenters, Poster Presenters, Abstract Authors and Abstract Co-Authors may speak at an industry exhibit booth and Official AUA Non-CME Industry Programs**(provided these presentations conform to a. – c. as referenced above).

Guidance for Social Media Campaigns: Meeting attendees active on social media on behalf of a commercial organization are subject to adherence of AUA Speaker Policies. Participants active in social media campaigns that are not part of an official AUA activity must follow the guidance noted in column 1, Participants active in social media campaigns that are part of an official AUA activity must follow the guidance noted in column 4.

Reviewed and Approved by AUA Secretary and AUA Chair, Office of Education, 8/30/2019
Program List Updated 9/25/19

Covered AUA CME Programs include:

- Plenary Sessions: Prime Time and Next Frontier
- Moderated Poster Sessions
- Podium Sessions
- Video Sessions
- Courses
 - Instructional Courses
 - Hands-on Skills Training

Forums

- Basic Sciences Symposium
- Challenges for Urologic Research
- Clinical Controversies in Men's Health

Funding Opportunities and Grantwriting Guidance for Early Career Investigators Workshop

- History of Urology Forum
- International Prostate Forum
- Practice Management Program
- Research Forum, "Early Career Investigators Showcase"
- Urologic Oncology Research Symposium
- Urologic Care for the Advanced Practice Provider

The following programs are exempt from the Speaker/Faculty Policies:

- Residents Forum
- Residents Bowl
- Young Urologist Forum
- Subspecialty Society Programs
- Residents Twitter Challenge

5. PROMOTIONAL MATERIALS

The AUA does not co-sponsor exhibitor programs. Announcements and/or invitations must clearly indicate the name(s) of the sponsor(s) and/or exhibitor(s). Proposed copy for announcements and invitations must be submitted to the AUA Industry Relations Department for review prior to printing. Announcements and invitations may include the AUA Annual Meeting logo only (never the AUA corporate logo) with prior written permission. Please submit promotional materials for approval to Keith Price at kprice@net.org

6. RESPONSIBILITY FOR CHARGES AND SERVICES*

Any and all charges for services levied by the hotels or other venues are the responsibility of the function sponsor. AUA is not responsible for payment for any services connected with the event. AUA has no authority over any service charges, rental fees, food & beverage minimums, set-up fees, labor contracts, etc., that are required by any venue.

*Please see individual contracts for permissible educational events for a detailed outline of what is included with the support fee.

7. OFFICIAL VENDORS

There are various vendors that are affiliated with the convention center and each individual hotel. A list of exclusive vendors will be provided to you upon assignment of meeting space. Any outside vendors that are not included within this list are prohibited unless prior written approval was given by both the AUA and the venue.

8. COMPLIANCE WITH EXHIBITOR FUNCTION POLICY

A. The Exhibitors requesting space or approval to hold an event are responsible for the actions of anyone affiliated with this event and will be expected to follow all rules and policies outlined in the "Exhibitor Function Policy." It is the Exhibitor's responsibility to distribute copies of this information to the appropriate company personnel and/or any agents, representatives or contractors involved in planning activities at the AUA Annual

Meeting. (This includes 3rd party planners, advertising and PR agencies, contractors, staff, etc.)

- B. Groups occupying space in the hotels must provide appropriate staff to coordinate all such activities.
- C. Functions found to be in violation of these Policies shall be immediately discontinued.
- D. The Exhibitor waives any rights to claims of damages arising out of the enforcement of these Policies.
- E. The AUA reserves the right to attend any exhibitor-sponsored function without notice.
- F. Violators of this policy will jeopardize their ability, as well as any 3rd parties associated with planning their event, to participate in future AUA Annual Meetings.
- G. Violations may also result in the loss of priority points.
- H. All matters and questions not covered by the above policies are subject to the discretion of AUA.
- I. These AUA policies may be amended at any time by AUA, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these policies, written notice will be given by AUA to such parties. The Exhibitor shall protect, indemnify, hold harmless and defend AUA, its officers, directors, agents and employees against all such claims, liabilities, losses, damages and expenses, including reasonable attorneys' fees and costs of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of AUA, its officers, directors, agents or employees.

III. FORMS

Once you have submitted your request, please do not attempt to make changes by submitting a new form. If you need to make changes to your function, please contact Katelyn Rubright at krubright@AUAnet.org. Remember to print a copy for your records.

PLEASE SEE APPENDIX A.

APPENDIX A

The chart below outlines date and time restrictions for exhibitor-sponsored events. Please see section 2 for a detailed description of each event type.

EVENT	THURSDAY, MAY 14	FRIDAY, MAY 15	SATURDAY, MAY 16	SUNDAY, MAY 17	MONDAY, MAY 18
Exhibit Company Staff Offices	Unrestricted	Unrestricted	Unrestricted	Unrestricted	Unrestricted
Exhibit Company Staff Meeting Rooms	Unrestricted	Unrestricted	Unrestricted	Unrestricted	Unrestricted
Social Functions	After 7:30 p.m.	UCF Benefit* Social Functions Not Permitted	After 7:30 p.m.	After 7:30 p.m.	After 7:30 p.m.
Committee Meetings and Advisory Boards	Unrestricted	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 1 p.m.
Investigator Meetings/KOL/Thought Leader Meetings	Unrestricted	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 4 p.m.	Before 9 a.m. After 1 p.m.
Satellite Symposia	Per contract with AUA	Per contract with AUA	Per contract with AUA	Per contract with AUA	Per contract with AUA
Industry Clinical Update Theaters (inside the S&T Hall)	Unavailable	Per contract with AUA	Per contract with AUA	Per contract with AUA	Unavailable
Industry Clinical Update Theaters (outside the S&T Hall)	Per contract with AUA	Per Contract with AUA	Per contract with AUA	Per contract with AUA	Per contract with AUA
Business Bistros	Unavailable	Per contract with AUA	Per contract with AUA	Per contract with AUA	Unavailable
Industry Scientific Updates	Unavailable	Before 8 a.m. After 6 p.m.	Before 8 a.m. After 6 p.m.	Before 8 a.m. After 6 p.m.	Before 8 a.m. After 6 p.m.

**Please join us for the Urology Care Foundation's 2020 benefit, A Night at the Races. This exciting event will unite the urology community in an effort to raise awareness and support for the Urology Care Foundation's Research and Education programs. For information and sponsorship opportunities please contact: Cynthia Duncan cduncan@auanet.org.*

AUA ANNUAL MEETING ADVERTISING & SPONSORSHIPS POLICY

1. The AUA Annual Meeting is the cornerstone of professional education for urologists and allied health-care professionals. The AUA manages the level of promotional efforts to maintain a reasonable balance between industry exposure and scientific integrity.
2. The AUA offers to certain companies the opportunity to sponsor activities, such as promotional talks or hands-on demonstrations, or to take advantage of advertising and promotional display venues or products directed to Annual Meeting attendees (known hereafter as "Sponsorships").
3. No contract for Sponsorships is accepted until approved by the AUA. The AUA reserves the right to reject any application for Sponsorships or promotional activities or products for any reason.
4. The AUA Annual Meeting indemnity provisions, as stated in the Annual Meeting Contract to Exhibit and in the Exhibitor Rules and Regulations, apply to AUA Sponsorships.
5. Any Annual Meeting Sponsor must abide by all Annual Meeting Exhibitor Rules and Regulations, including the AUA "Speaker-Faculty Policy." In addition, Skills Enhancement Workshop sponsors must abide by the AUA Rules and Regulations regarding booth activities.
6. In order to secure a Sponsorship, a company must contract an exhibit booth in the Science & Technology Hall.
7. Exhibitors who violate any portion of this policy risk consequences that include, but are not limited to, being barred from exhibit and sponsorship opportunities at future Annual Meetings.
8. Annual Meeting Sponsors must agree to the Annual Meeting Advertising Policy, as follows:

ANNUAL MEETING ADVERTISING POLICY:

- The AUA manages all advertising opportunities within the Annual Meeting Convention Center. No requests for advertising within the Convention Center should be made directly to the convention facility.
- The AUA requires that all Exhibitors contact the AUA before contracting any promotional opportunities outside of the Convention Center to ensure the meeting maintains its high level of professionalism.
- The AUA will not allow promotional opportunities within a 5 mile radius of the Convention Center. This prohibition includes, but is not limited to those at the airport, on billboards/moving billboards, buildings/building signs, taxis and buses. The prohibition specifically includes (but is not limited to) buildings facing the Convention Center.
- The AUA will offer some opportunities outside the Convention Center that will be available to Exhibitors on a first-come, first-served basis. As each annual meeting host city offers unique promotional opportunities, Exhibitors are encouraged to contact the AUA to consider adding new sponsorship and promotional opportunities to its menu of offerings. Please contact Sponsorships@AUAnet.org.
- By contract, the AUA will manage all sponsorship and support opportunities within the Annual Meeting convention hotel properties. No requests for such opportunities within the hotels should be made directly to the hotels.
- Hotel promotions in the format of signage, door drops and gobo lights are prohibited unless approved and managed by the AUA. The AUA Doctors' Bag is the approved vehicle for distributing literature and promotional items to attendees at their hotel.
- The AUA coordinates access to hotel dark television channels and will offer them as a sponsorship during the Annual Meeting, giving preference to any AUA-produced videos.

HOTEL SERVICES

EXHIBITOR HOTEL SERVICES

onPeak is the only official housing and hotel reservation service for the AUA Annual Meeting.

The Hotel Services Policy for Exhibitors for the AUA2020 Annual Meeting is posted on AUA2020.org. Exhibitors can contact onPeak to discuss requests for lodging at any time. Priority points can be earned by using AUA Hotel Services in Washington, DC. Exhibitor Bulletins will carry information about housing for the benefit of Exhibitors and their contractors.

AUA HOTEL SERVICES CONTACT

onPeak representatives are available to answer exhibitor housing questions at 866-772-4409 (U.S.), 404-584-7458 (Int'l.) or AUA@onpeakevents.com.

PRESS SUITE AND MEDIA POLICY

PRESS SUITE

More than 100 journalists register in the AUA Press Suite, representing consumer and trade publications in a variety of media, including television. The AUA receives wide coverage on radio, television, magazines and newspapers. Exhibitors are invited to prepare and supply appropriate media materials for distribution. Only third-party press materials relating to research being presented at the meeting will be permitted. The AUA prefers to review materials before the meeting, but will accept them on site.

MEDIA POLICY

Media events not sponsored by the AUA are not permitted at the WEWCC or AUA headquarters hotels. Third parties planning

media events not at the WEWCC or AUA headquarters hotels must also contact the AUA Communications Department to coordinate dates and times to ensure they do not overlap or conflict with AUA-sponsored activities. Solicitation of registered press inside or outside the AUA Press Suite or near the Science and Technology Hall (Exhibit Hall) is strictly prohibited. All exhibitors are required to register through the exhibitor registration section. No press passes will be distributed to exhibitors or public relations personnel. For more information on the AUA Media Policy and Press Suite, contact Christine Frey, Corporate Communications & Patient Education Senior Manager, cfrey@AUAnet.org or 410-689-3731.

REGISTRATION

ON-LINE REGISTRATION

On-line Exhibitor registration will be available in January, 2020 at AUA2020.org.

ON-SITE REGISTRATION/BADGE PICKUP

On-site Exhibitor Registration is open Thursday, May 14, through Monday, May 18, 2020. Photo identification and a company business card are required at on-site registration and for badge pick-up. To avoid lines, register or pick up company badges on Thursday.

BADGE ELIGIBILITY

Exhibitor badges are issued only to full-time employees or temporary booth personnel; for example, models, celebrities and sales specialists. Physicians may register as Exhibitors only if they are full-time employees, with a company business card. Registration of physicians as Exhibitors who are not full-time employees of the company is prohibited. EDC representatives are not allowed to wear exhibitor badges. Any company violating this rule forfeits the offending badge(s) and its priority points for the year.

BADGE COSTS

Each company is allocated five complimentary exhibitor badges per 100 square feet of leased booth space. Additional badges are available for an additional fee (see online Exhibitor Service Manual for more information).

RULES FOR WEARING BADGES

Exhibitors must wear the official badge at all times at the Show site. Adding a business card to the badge is not permitted. Anyone wearing an unofficial badge, the badge of another person, a badge with a business card or a badge defaced in any other way will be escorted from the exhibit hall and asked to surrender the badge. The exhibiting company involved will forfeit its priority points for the year.

ADMISSION TO EXHIBIT HALL AND SCIENTIFIC SESSIONS

Anyone with an exhibitor badge may enter the Science & Technology Hall one hour before opening and remain on the floor one hour after closing. AUA permission is required for additional access. No one under the age of 18 is allowed admission to the exhibit halls at any time. Due to the nature of the Show and liability issues, no exceptions will be made.

The exhibitor badge admits Exhibitors into all Plenary, Podium and Poster Sessions, as well as any non-fee Courses and educational programs at the Annual Meeting. Registration for AUA Courses is available to Exhibitors for a fee. Registration fees will apply to Instructional (IC) Courses and Hands-on (HO) Labs.

GRATUITIES

GES and the WEWCC request that Exhibitors refrain from tipping their employees. Work rules prohibit the solicitation and/or acceptance of tips at WEWCC. Any discourtesies or attempts to imply that service will be expedited by tipping should be reported immediately to GES or AUA Show Management.

FDA REGULATIONS

Any medical device, pharmaceutical or other type of medical product exhibited must comply with all applicable FDA regulations for presentation to U.S. attendees. Exhibitors shall have available, upon demand, FDA approval and status documentation for all exhibited products and devices. Any medical device, pharmaceutical or other type of medical product still under clinical investigation that is graphically depicted at a commercial exhibit must:

- Be prominently labeled as still being under clinical investigation
- Contain only objective statements about the product
- Contain no claims on safety, effectiveness or reliability
- Contain no comparative claims to other marketed products
- Exist solely for the purpose of obtaining investigators
- Be accompanied by directions for becoming an investigator and a list of investigator responsibilities
- Contain the statement: "Caution—Investigational Product—limited to investigators' investigational use" or a similar statement of prominent size and placement

Furthermore, if the product is not licensed or approved by the FDA for use in urological procedures, that fact must be properly disclosed following FDA guidelines.

Additional information regarding FDA regulations may be obtained directly from the FDA at 888-463-6332 and www.fda.gov. Additional constraints may apply. It is important that Exhibitors comply with and remain updated on FDA guidelines for exhibits and promotions to U.S. physicians and health care professionals. The AUA is not responsible for monitoring or approving exhibitor product displays and advertising as it relates to FDA compliance. AUA will follow FDA instructions from official FDA personnel at the Show relating to correcting any violation of FDA policy by an Exhibitor, including closing and removal of an exhibit from the Show.

2020 ANNUAL MEETING DATES

Friday, May 15– Monday, May 18, 2020

EXHIBIT DATES

Friday, May 15 – Sunday, May 17, 2020

EXHIBIT HOURS

FRIDAY, MAY 15

10 a.m. – 4 p.m.

SATURDAY, MAY 16

9 a.m. – 6 p.m.

Science & Technology Hall Networking Event 4 – 6 p.m.

SUNDAY, MAY 17

9 a.m. – 4 p.m.

AUA EXHIBIT OPERATIONS

ANDREW NILES

Phone: 410-689-3728

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Email: aniles@AUAnet.org

AUA EXHIBIT SALES

EXHIBITS MANAGER

Phone: 410-689-3758

Email: Exhibits@AUAnet.org

AUA SPONSORSHIPS

KEITH PRICE

Phone: 410-689-3749

Fax: 410-689-3879

Email: kprice@auanet.org

FACILITY

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801 Mount Vernon Place NW

Washington, DC 20001

Phone: 202-249-3000 www.dconvention.com

GENERAL SERVICE CONTRACTOR

GES

7000 Lindell Rd

Las Vegas, NV 89118-4702

Toll Free 800 475 2098 Fax: 866-329-1437

Online: www.ges.com/chat

GES – INTERNATIONAL EXHIBITORS INFORMATION

Phone: 702-515-5970

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GES NATIONAL ACCOUNT MANAGER

STEVE HOLST

Phone: 919-544-3771

Sholst@ges.com

Visit AUA2020.org for more information.