American Society of Hematology
2012 ASH State-of-the-Art Symposium
Exhibitor Prospectus

Dates	Venue	Exhibit Location
September 28-29, 2012	Sheraton Chicago, Chicago, IL	Sheraton 1&2
October 12-13, 2012	Loews Hollywood Hotel, Los Angeles, CA	Grand Ballroom 3

Why Exhibit at the ASH State-of-the-Art Symposium?

This annual, clinically focused CME activity is designed to offer the same high quality educational content for which the ASH annual meeting is known. The small meeting setting allows for intimate group discussions as well as ample time for one-on-one interactions with speakers and colleagues. The presenting faculty are experts in the field and are carefully selected by ASH for their breadth of knowledge in hematology. Exhibitors have cited the intimate meeting size as a key element that encourages meaningful interaction between attendees and exhibiting companies.

General Information

Booth Fees Include:

- 6-foot Tabletop Exhibit
  (ASH will provide one skirted 6-foot table on site. Hotel staff will ensure that these tables are already in place when exhibit set-up begins)
- Signage indicating company name
  Note: If your exhibit requires power, please e-mail Malva Mangan at *mmangan@hematology.org* by August 31, 2012 for Chicago and Los Angeles.

Exhibiting Fee:

$5,000 per venue for confirmed commercial supporters
$7,500 per venue for companies not providing additional commercial support

The exhibit schedule is as follows:

FRIDAY

10:00 a.m. – 11:30 a.m.	**Exhibitor Set-Up** (NOTE: It is imperative that exhibit installation is complete by 11:30 a.m.)
12:00 p.m. – 1:00 p.m.	**Registration, Lunch, and Exhibits Open**
3:40 p.m. – 4:00 p.m.	**Coffee Break and Exhibits Open**

SATURDAY

7:30 a.m. – 7:55 a.m.	**Breakfast**
9:50 a.m. – 10:10 a.m.	**Coffee Break and Exhibits Open**
11:50 p.m. – 1:00 p.m.	**Lunch with the Experts**
1:00 p.m. – 2:00 p.m.	**Exhibitor Breakdown** *NOTE: Exhibit dismantling is not permitted prior to 1:00p.m. Saturday.*

IMPORTANT: In deciding to exhibit, your company has committed to manning your booth for all set exhibit hours on both days. Your company also has committed to comply with the attached Exhibitor Guidelines. **Please ensure that all staff attending this meeting understands and adheres to these requirements.**

Registration:
ASH will provide two complimentary badges per exhibiting company. Only the exhibiting company name will be displayed on the badges. Badges allow access to the exhibit and educational sessions. If additional full meeting registrations beyond your company's allotment are needed, each individual is responsible for self-registering at the non-member rate ($375*) online at ***www.hematology.org/sas***

Please note: On-site registration is allowed, but at a higher rate than advanced registration (non-member rate of $450). ASH does not offer a one-day registration rate.

Lodging

Sheraton Chicago Hotel & Towers
301 East North Water Street
Chicago, IL 60611
Phone: 877-242-2558
Room Rate: $229 per night
Hotel Reservation Deadline: September 5, 2012

Loews Hollywood Hotel
1755 North Highland Avenue
Hollywood, California 90028
Phone: 800-769-4774
Room Rate: $199 per night
Hotel Reservation Deadline: September 19, 2012

Be sure to identify yourself as an American Society of Hematology meeting participant to receive the negotiated group rate.

Shipping
If you are planning to ship your materials, please use the following address and arrange for packages to be delivered according to the dates indicated below.

Sheraton Chicago Hotel & Towers
Guest Name
c/o ASH 2012 State-of-the-Art Symposium
301 E. North Water Street
Chicago, IL 60611
Arrival Date: September 28, 2012
ASH 2012 State-of-the-Art Symposium

Box(s) _____ of _____ (Multiple boxes MUST be numbered)

(No package can be received before September 25th)

Loews Hollywood Hotel
Guest Name
c/o ASH 2012 State-of-the-Art Symposium
1755 North Highland Avenue
Hollywood, California 90028
Arrival Date: October 11, 2012

Box(s) _____ of _____ (Multiple boxes MUST be numbered)

(No package can be received before October 8th)

If at all possible, please try to limit the number of boxes shipped to fewer than eight. The estimated attendance is 150. Please use this figure in deciding your supply of materials.

An on-site company representative must have the tracking information for any shipments in-hand, in the event that a package has not arrived.

Also, please assign a representative the full responsibility for preparing any boxes to be shipped after the meeting. This process will begin at the close of the meeting at 2:00 pm. ASH staff will not provide packaging supplies. The company representative(s) will be responsible for boxing all materials and providing payment for the shipping charges – whether by shipping account number or credit card. ASH will arrange for a hotel staff person to be on hand to coordinate all shipping needs.

ASH State-of-the-Symposium Exhibitor Guidelines

Conduct/Character of Exhibits

ASH is solely responsible for the selection and presentation of all educational program sessions and their content, including the selection of topics, authors, speakers, moderators, and materials presented or distributed during educational sessions. No Exhibitor shall influence or seek to influence any decisions relating to the educational program or sessions. Exhibitor status is not required in order to provide commercial support for the educational sessions. Any such commercial support by an Exhibitor must be pursuant to a separate agreement which shall specifically provide that the commercial supporter has no influence over the content of the educational program sessions or content, for which ASH remains solely responsible as set forth above.

Character of the exhibits is subject to the approval of ASH. ASH reserves the right to curtail exhibits or parts thereof that do not reflect the character of the meeting. This reservation applies without limitation to persons, conduct, articles of merchandise, printed materials, or any other items that affect the character of the exhibit. Exhibits are restricted to products and services related to hematology.

Promotional Activities

Small demonstrations and the distribution of literature or samples must be made within the immediate area around the tabletop exhibit. Interviews will not be allowed.

Exhibitor and its representatives are prohibited from conducting any sales or promotional activities within the space used for educational sessions. All exhibits and promotional materials shall be confined to the exhibitor space. Canvassing or distributing promotional materials outside the exhibitor's booth space is not permitted. No literature is to be distributed anywhere else in the hotel.

No meetings or social events that include meeting speakers or attendees are allowed during official meeting hours.

Noise

Small demonstrations are allowed at the tabletop exhibits, but no microphones or sound systems will be allowed.

Distribution of Materials

Exhibitors are permitted to distribute promotional materials and other related items in their exhibit booths. All items distributed must be useful to the participants at the meeting and/or in the professional activities of the booth visitors. Items must be small in size and made available to all ASH attendees regardless of demographics, as long as supplies last. ASH reserves the right to discontinue the distribution of any items deemed inappropriate.

Food and Beverage

ASH prohibits the distribution of any food and/or beverages at exhibit booths as this will be provided by ASH. Wrapped candy is permitted at the exhibit booths.

Security

Each venue will provide security on the premises. This does not, however, guarantee or insure the exhibitor against loss. ASH is not liable for any of the exhibitors' property. It is recommended that exhibitors not leave anything of value unattended at the tabletop exhibit at any time.

Displaying of Investigational Products

According to the Healthcare Convention Exhibitors Association, to remain within the expectations and limitations of the Food and Drug Administration's guidelines on Notices of Availability, any investigational product that is graphically depicted on a commercial exhibit should: 1) contain only objective statements about the product, 2) contain no claims of safety, effectiveness or reliability, 3) contain no comparative claims to other marketed products, 4) exist solely for the purpose of obtaining investigators, 5) be accompanied by directions for becoming an investigator and a list of responsibilities, and 6) contain a statement: "Caution-Investigational Device-Limited to Investigational Use" (or similar statement) in prominent size and placement. For more information, please contact the FDA.

Limitations and Liability

Exhibitors agree to protect, save, and keep the American Society of Hematology and the occupied hotel forever harmless from any damage or charges imposed for violation of any law or ordinance by the exhibitor, its employees or agents. The exhibitor also agrees to strictly comply with the applicable terms and conditions contained in the agreement between the American Society of Hematology and each State-of-the-Art-Symposium venue. Further, the exhibitor shall at all times protect the American Society of Hematology and each State-of-the-Art-Symposium venue against and from any and all loss, cost damage, liability, or expense which arises out of, from, or by reason of any act or omission of exhibitor, its employees or agents.

Cancellation of Meeting

It is mutually agreed that in the event of cancellation of the State-of-the-Art-Symposium meeting as a result of strikes, acts of God, war, terrorism, disaster, government regulations or other causes that prevent its scheduled opening or continuance, this agreement will be terminated immediately. ASH shall determine an equitable basis for refund of a portion of the exhibit fee as possible, after due consideration of expenditures and commitments already made.

Amendment by ASH

ASH reserves the right to interpret, amend, and enforce these contract conditions and rules and regulations at any time. Written notice of any amendments or interpretations shall be given to all contracted exhibitors. All amendments that may be made shall be equally binding (upon publication) for all parties as if contained in the original regulation.