

EXHIBITS

EXHIBIT HOURS*

Thursday, October 21	4:00 p.m. – 5:30 p.m.**
Friday, October 22	7:30 a.m. – 11:00 a.m. 4:30 p.m. – 6:00 p.m.**
Saturday, October 23	7:00 a.m. – 11:00 a.m.

*Times subject to change based on final program.

** Reception

TRAFFIC BUILDERS IN EXHIBIT AREA

- Welcome Reception on Thursday evening
- Attendee Reception on Friday evening
- Continental breakfast and coffee service daily

EXHIBIT DETAILS

The exhibit hall is located in Ballroom A, adjacent to the scientific sessions held in Ballroom B/C. This year there will be space for both booths and table top displays.

Booth display will include:

- Pipe and Drape
- 1- 6' x 30" Skirted Table
- 2- Chairs
- 3- Registrations

Tabletop displays will include:

- 1- 6' x 30" Skirted Table
- 2- Chairs
- 3- Registrations

NO free standing floor exhibits will be permitted in table top display areas. Standing equipment, such as lithotripters, will be permitted provided it fits in the 6' x 30" space provided. In most cases this would preclude the use of a table. Should equipment be larger than the space reserved, that equipment will not be allowed to be displayed. Companies with tabletop displays bringing standing equipment must notify Show Management in advance.

EXHIBITION FEES AND PAYMENT

Booth space	\$3,200
Table top exhibit	\$2,900

A 50% deposit of the contracted space should be forwarded with the Application for Exhibit Space. The balance must be paid by July 9, 2010. Checks should be made payable to the New England Section, AUA and mailed to:

New England Section, AUA
900 Cummings Center, Suite 221-U
Beverly, MA 01915

REFUNDS AND CANCELLATIONS

Cancellations received in writing by July 9, 2010 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after July 9, 2010.

INSTALLATION OF EXHIBITS

The exhibit hall will be available for set-up from 11:00 a.m. – 3:30 p.m. on Thursday, October 21, 2010. All exhibits must be set by 3:30 p.m. without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted.

DISMANTLING OF EXHIBITS

All exhibits must remain intact until the official closing time of 11:00 a.m. on Saturday, October 23, 2010, and may not be dismantled or removed, in whole or in part, before that time. After the close of exhibits, all materials must be removed no later than 4:00 p.m. on Saturday, October 23, 2010.

SPACE ASSIGNMENT

Preference of space assignment will be given to sponsoring companies and to companies which have exhibited at previous New England Section, AUA Annual Meetings and in order in which applications are received. The application deadline is July 9, 2010. Following the July 9th deadline, exhibit assignments will be made on a space available basis. Exhibitors wishing to avoid assignment of space adjacent to a particular company should indicate this on their application. Careful consideration will be given to such requests. The New England Section, AUA reserves the right to alter the exhibit floor plan at any time.

ELECTRICAL

The Electrical Order Form will be included in the online exhibitor service kit, which will be available in July 2010.

SOCIAL PROGRAM

Each exhibiting company will be given two (2) complimentary tickets per exhibit space purchased for the Friday evening Themed Reception.

SHIPPING INSTRUCTIONS

Freeman has been designated as the official drayage company and material-handling contractor. Please read through all of the shipping forms posted on the online service kit **very carefully**. The online service kit will be available in July 2010.

INFRINGEMENT

Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distribution of advertising matter outside the exhibitor's own space will not be permitted.

SPECIAL NEEDS

The Providence Convention Center is in compliance with the requirements of the Americans with Disabilities Act (ADA). Provisions include ramp access, restroom facilities, Braille elevator buttons, phone and fire alarms for the hearing impaired.

EXHIBITS (continued)

CONDUCTING EXHIBITS

Drawings, raffles, and quiz-type contests will be permitted, but must be submitted to show management for final approval. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Section. The right is reserved to refuse applications of concern not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

FIRE PROTECTION

All materials used in the exhibit area must be flameproof and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local fire department. Crepe paper or corrugated paper, flameproof or otherwise, will not be permitted. Excelsior or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibits or parts thereof found not to be fire-proof may be dismantled. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed.

EXHIBIT PERSONNEL

All exhibit personnel must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Each company is allotted three badges per exhibit space purchased. Additional badges are available for \$100 per badge. An exhibitors badge does allow the exhibitor access to the scientific sessions.

SUPPORT OPPORTUNITIES

Companies are invited to support events and items specified during the Annual Meeting. Sponsorship benefits include special recognition and participation in social and special events. For Support Opportunities and Information please contact:

Yvonne Grunebaum
New England Section, AUA
900 Cummings Center, Suite 221-U, Beverly, MA 01915
TEL: (978) 927-8330 FAX: (978) 524-0498
ygrunebaum@prri.com

HOTEL ACCOMMODATIONS

Rooms are reserved at the Marriott Renaissance Hotel Reservation forms will be available in the online service kit in July 2010.

SECURITY

Security shall be furnished by Management and will be on duty in the exhibit area when exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor. It is suggested that companies employ a security guard, at the company's cost, to secure valuable equipment or instruments.

PROTECTION OF THE BUILDING

Exhibitors will be held liable for any damage caused to the convention center property. No material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the buildings or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

HAZARDOUS WASTE

Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of any and all hazardous waste. Any and all costs incurred in the removal of hazardous waste from the exhibit facility will be the sole responsibility of the exhibitor.

INSURANCE & INDEMNIFICATION

Exhibitor shall indemnify, hold harmless and defend NEAUA and SMG, the Rhode Island Convention Center, the Rhode Island Convention Center Authority, the State of Rhode Island, their respective directors, officers, agents and employees, from and against any and all losses, claims, liability, damage, action, or expense (including, without limitation, costs of investigation, court costs and attorney's fees) arising out of or relating to (i) Exhibitor's use of the Center, (ii) the conduct of Exhibitor's business, (iii) any activity, work or thing which may be permitted or suffered by Exhibitor in or about the Center, (iv) any breach or default in the performance of any obligation of Exhibitor under this Agreement, (v) any negligence of Exhibitor or any of its agents, employees, contractors, invitees, attendees, patrons and guests, (vi) the use of patented, trademarked or copyrighted materials, equipment, devices, processes or dramatic rights furnished to or used by Exhibitor, its exhibitors or other persons in connection with Exhibitor's use of the Center, (vii) the theft or misappropriation of any of Exhibitor's property or property of exhibitors or others brought into the Center, Exhibitor hereby assumes all risk of damage to its property placed in the Center or injury to its officers, directors, employees, agents, contractors, invitees, attendees, patrons, guests or any attendees at the Event or in or about the Center from any cause, and hereby waives all claims in respect thereof against NEAUA, SMG and the Authority.

FOR FURTHER INFORMATION CONTACT:

Yvonne Grunebaum, Director of Industry Relations –
ygrunebaum@prri.com

or

Jennifer Gecawicz, Exhibits Coordinator –
jgecawicz@prri.com
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