

American Thyroid Association (ATA) Rules and Regulations for Advertising and Signage

Please note: *The following information, rules and regulations may be supplemented by additional rules included in the Exhibitor Prospectus and Exhibitor Kit, as well as any updates or clarification communications to exhibitors or sponsors via fax, mail or e-mail.*

Questions and inquiries should be directed to ATA's Director of Meetings and Program Services, Adonia Calhoun Coates, CMP at acoates@thyroid.org.

Signage: Exhibitors and sponsors are prohibited from hanging signs, banners or any other structures from the ceiling – all must be supported from the floor. Exhibitors will be provided, as indicated in the exhibitor prospectus, with booth ID signs of uniform style. No interference with the light or space of other exhibitors or areas deemed as public will be permitted. Special requests for structures that exceed height or space restrictions must be submitted to ATA, in writing, for approval and are subject to ATA show management requirements where appropriate.

Exhibitors and sponsors are responsible for any damage to property. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc., in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. All space is leased and subject to these restrictions.

Activities, Giveaways, Entertainment: Requests for special activity or entertainment that may be included in an exhibit booth or supported by a sponsor must be submitted in writing to the ATA headquarters for approval. Note that all food and beverage items in the exhibit hall must be purchased through the meeting facility.

Where appropriate, exhibitors and sponsors may distribute items that are educational related or designed primarily for the education of patients or healthcare professionals provided they are not of substantial value (\$100.00 or less) and do not have value to the healthcare professional outside of their professional responsibilities, as per PhRMA Code (for complete PhRMA Code guidelines please go to www.phrma.org). Sponsors may be permitted to distribute materials from ATA designated areas upon approval of written request to Adonia Coates (acoates@thyroid.org).

Disclaimer: The American Thyroid Association (ATA) neither warrants nor endorses any of the products advertised. Exhibitor shall indemnify, defend and hold ATA harmless for any and all costs, including reasonable attorney fees, associated with the defense of any claim based upon an exhibitor's product.

Display Requirements and Restrictions: The American Thyroid Association (ATA) retains the right to deny the exhibition or distribution of inappropriate items and products. Please contact the ATA office with any questions. Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed.

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Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the ATA office.

New, unlisted and/or initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of meeting.

The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

Exhibition Sales Policy: Exhibitors may not accept payments by any method or deliver merchandise in the Exhibit Hall with the exception of prior approval from ATA (ex. book companies).

Electrical and Radiographic Equipment: Machines and apparatus operated by electricity permitted in the exhibit hall or other approved areas of the hotel must be shown as "still" exhibits/displays. Practical demonstrations of x-ray apparatus and accessories or any noisy apparatus of any kind will not be permitted. No objection will be made to the utilization of electricity for illuminating purposes or for operating smaller diagnostic instruments and electrotherapeutic apparatus which do not distract or annoy other exhibitors.

Irregular Canvassing & Distribution of Advertising Matter: Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors and sponsors are urged to report to the Director of Meetings, any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor's booth.

Photography: ATA contracts with an official Annual Meeting photographer to capture aspects of the meeting. ATA photography in the exhibit hall will be limited to attendee activity; no exhibitor will deny any reasonable request from ATA and/or the official photographer to take pictures from outside the perimeter of their booth. Information on how exhibitors may order services from the official photographer will be provided as available.

Security: Exhibitors and sponsors are strongly urged to secure valuables nightly or take them to their hotel rooms. Not the American Thyroid Association, the meeting facility, nor the show management will be responsible for lost or stolen items.

Uncontrollable Eventualities: The American Thyroid Association (ATA) and ATA's selected meeting facility will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other such emergencies but does not guarantee or insure the exhibitor against loss by reason thereof.