

EXHIBITOR PROSPECTUS



**RESERVE YOUR EXHIBIT BOOTH TODAY
FOR THE 84TH ANNUAL MEETING OF THE
AMERICAN THYROID ASSOCIATION**

**October 29 - November 2, 2014
Hotel Del Coronado**

Coronado, California

Registration Opening in Spring 2014



AMERICAN
THYROID
ASSOCIATION
FOUNDED 1923

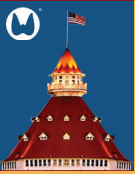
AT THE ATA MEETING YOU WILL FIND:

**Unmatched collegiality and direct access to the
decision-makers in thyroidology**

Contacts to improve your business productivity

**Leading thyroid specialists (endocrinologists, surgeons,
nuclear medicine physicians, research scientists) dedicated
to innovative research, education and cutting-edge science**

WWW.THYROID.ORG



WHO:

The American Thyroid Association (ATA) is the leading worldwide organization dedicated to the advancement, understanding, prevention, diagnosis and treatment of thyroid disorders and thyroid cancer. ATA is an international individual membership organization with over 1,600 members from 43 countries around the world. ATA delivers its mission through several key endeavors: the publication of highly regarded monthly journals – THYROID, Clinical Thyroidology, Clinical Thyroidology for the Public, and VideoEndocrinology; annual scientific meetings; biennial clinical and research symposia; research grant programs for young investigators; support of online professional, public and patient educational programs; and the development of guidelines for clinical management of thyroid disease.

WHAT:

An exhibit hall that is designed for you to interact with top experts in the field of thyroidology in an ideal setting. ATA's exhibit hall under one roof with the general session giving exhibitors consistent access to attendees throughout the day.

WHY:

- Position your company with key decision makers in thyroid research and treatment
- Showcase your products and services to highly specialized physicians and scientists
- Develop collaborations and partnerships to improve patient treatment
- Generate leads in three days that produce long-term working relationships
- Meet with important leaders face-to-face in one convenient location

BENEFIT TO YOU:

- One year complimentary prime spot on ATA's Virtual exhibit hall at www.thyroid.org.
- Complimentary post-meeting registration mailing list; one pre-meeting mailing list for \$250 for paid exhibitors
- Two complimentary full-access* exhibitor meeting badges; additional exhibitor-only badges at \$175 per badge; additional full-access exhibitor meeting badges at prevailing meeting rates (**Full-access badges allow exhibitors to participate in all meeting sessions and non-ticketed events. Exhibitor-only badges offer access to exhibit hall and welcome reception only.*)

- Gain access to thyroid specialists, basic scientists, nuclear medicine physicians, surgeons, endocrinologists, nurses and program directors
- Acknowledgement in announcement slides, scientific program and signage
- Invitation to the Opening Welcome Reception for all exhibit personnel
- Opportunity to network with attendees at Breaks and Poster Sessions
- Complimentary pipe and drape provided with each standard booth

WHERE:

84th Annual Meeting of the American Thyroid Association
October 29 – November 2, 2014
Hotel Del Coronado, Coronado, California

EXHIBIT HALL LOCATION AND HEADQUARTERS HOTEL:

Hotel Del Coronado
1500 Orange Avenue, Coronado, California 92118 USA

WHEN:

SCIENTIFIC MEETING:

Wednesday – Sunday, October 29 – November 2, 2014

SHOW DATES:

Wednesday – Saturday, October 29 – November 1, 2014

EXHIBIT HALL SCHEDULE:

(Times subject to change)

WEDNESDAY, OCTOBER 29

12:00 pm – 6:30 pm	Exhibit Hall Move-In
7:30 pm – 9:00 pm	ATA Welcome Reception outside (reception in Exhibit Hall if inclement weather)

THURSDAY, OCTOBER 30

10:00 am – 4:30 pm	Exhibit Hall Open Times
10:00 am – 11:00 am	Two (2) Unopposed Poster Review and Breaks in the Exhibit Hall
3:20 pm – 3:50 pm	

FRIDAY, OCTOBER 31

10:00 am – 4:30 pm	Exhibit Hall Open
10:15 am – 11:15 am	Two (2) Unopposed Poster Review and Breaks in the Exhibit Hall
3:50 pm – 4:20 pm	

SATURDAY, NOVEMBER 1

9:30 am – 1:30 pm	Exhibit Hall Open
10:30 am – 11:30 am	Unopposed Poster Review and Break in the Exhibit Hall
1:30 pm	Move Out



EXPOSITION SERVICES AND EQUIPMENT:

The American Thyroid Association has contracted with Inclusive Management Services to handle decorating, exhibit furniture and shipping needs for the ATA meeting. Additional details regarding services, pricing and deadlines are available upon request.

EXHIBITOR HOUSING:

EventSphere is the official housing service for the ATA Annual Meeting. Details to make hotel reservations will be posted on the ATA website as available. **CAUTION:** EventSphere will not make any unsolicited calls to exhibitors or attendees for housing reservations. Any official ATA correspondence you receive regarding housing will list EventSphere only as the ATA housing service. *Please disregard any solicitation calls or emails from housing bureaus or vendors other than EventSphere promoting reservation assistance for the ATA Meeting room block. ATA does not support these services and assumes no liability for the actions of such vendors.*

INCREASE YOUR VISIBILITY BEYOND YOUR BOOTH:

The ATA Annual Meeting offers a number of opportunities for visibility ranging from sponsorship of scientific sessions, early-riser seminars, “meet the professor” workshops, refreshment breaks and receptions; signing up to hold an ATA expo-theater; or holding an ancillary/satellite event. We want to work with you to give you maximum exposure – inquire about Sponsorship Opportunities at thyroidexec@thyroid.org or thyroidmeeting@thyroid.org.

Research by ATA members has led to important breakthroughs that have improved the lives of millions of patients with thyroid disease. With your support, this exciting and important work will continue. To contribute to thyroid research, visit www.thyroid.org/support/.

GENERAL INFORMATION:

To reserve your exhibit space, complete a copy of the Application and Contract for Exhibit Space in this brochure and fax or mail the application with your payment to:

AMERICAN THYROID ASSOCIATION

6066 Leesburg Pike, Suite 550
Falls Church, VA 22041 USA
Phone: 703-998-8890 • Fax: 703-998-8893
Email: thyroid@thyroid.org Website: www.thyroid.org

SECURITY:

ATA and the Hotel Del Coronado assume no responsibility for lost or stolen items. Protect your valuables (e.g. laptop computers) and special display materials.

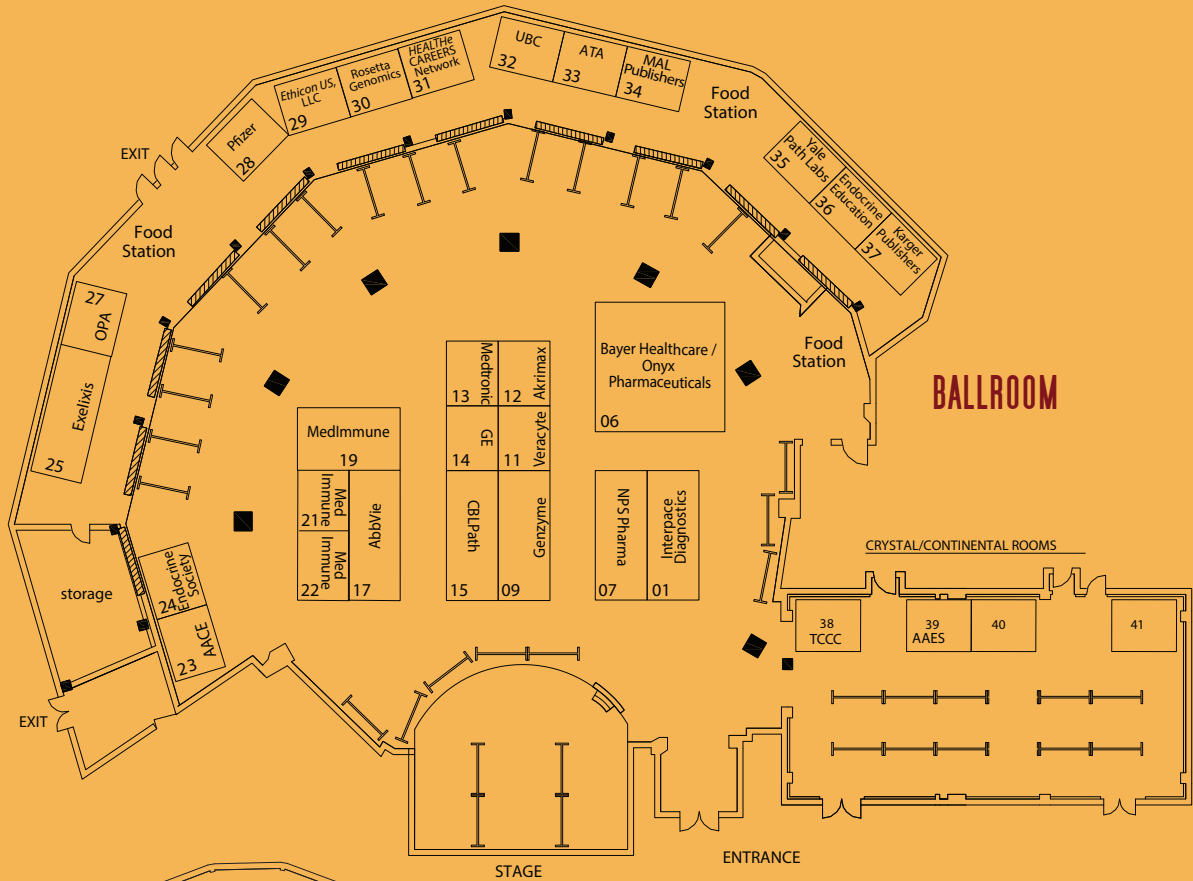
ATA MEMBERS & PARTNERS

ABBOTT LABORATORIES
ABBVIE
AKRIMAX PHARMACEUTICALS
ASTRAZENECA
ASURAGEN
BIOSCIENTIFICA
BRISTOL-MYERS SQUIBB
CBLPATH, INC.
CONTEXTMEDIA
DIAGNOSTIC HYBRIDS
DRAXIMAGE
ELSEVIER SCIENCE
ENDOCRINE EDUCATION, INC.
EXELIXIS, INC.
FNAPATH
FUNDACIÓN DE CONDICIONES DEL TIROIDES
DE PUERTO RICO
GE HEALTHCARE
GENZYME, A SANOFI COMPANY
GRAVES' DISEASE AND THYROID FOUNDATION
INOMED MEDIZINTECHNIK
KARGER PUBLISHERS
KRONUS, INC.
LIGHT OF LIFE FOUNDATION
MARY ANN LIEBERT INC. PUBLISHERS
M.D. ANDERSON CANCER CENTER
NPS PHARMACEUTICALS
MEDICHEF
MEDIMMUNE, SPECIALTY CARE DIVISION
OF ASTRAZENECA
MEDISON
MERCK KGAA
MINDRAY ULTRASOUND
RCL LABS/NATURE-THROID
NOVO NORDISK
ORTHO-CLINICAL DIAGNOSTICS/JOHNSON & JOHNSON
OUTPATIENT PATHOLOGY ASSOCIATES
OXIGENE, INC.
QUEST DIAGNOSTICS
QUIDEL CORPORATION
RIVER VISION DEVELOPMENT CORPORATION
SIEMENS MEDICAL SOLUTIONS USA, INC.
SMARTSOUND ULTRASOUND, INC.
SONOSITE, INC.
SUPERSONIC IMAGINE, INC./CHRISTIE INNOMED
TERASON ULTRASOUND
THANC FOUNDATION
THYCA: THYROID CANCER SURIVIVORS' ASSOCIATION
THYROID CANCER CANADA
THYROID FEDERATION INTERNATIONAL
TOSHIBA ULTRASOUND
TRIMETA, LLC.
ULTRASONIX MEDICAL CORPORATION
UNITED BIOSOURCE CORPORATION
VERACYTE, INC.
YALE PATHOLOGY LABS

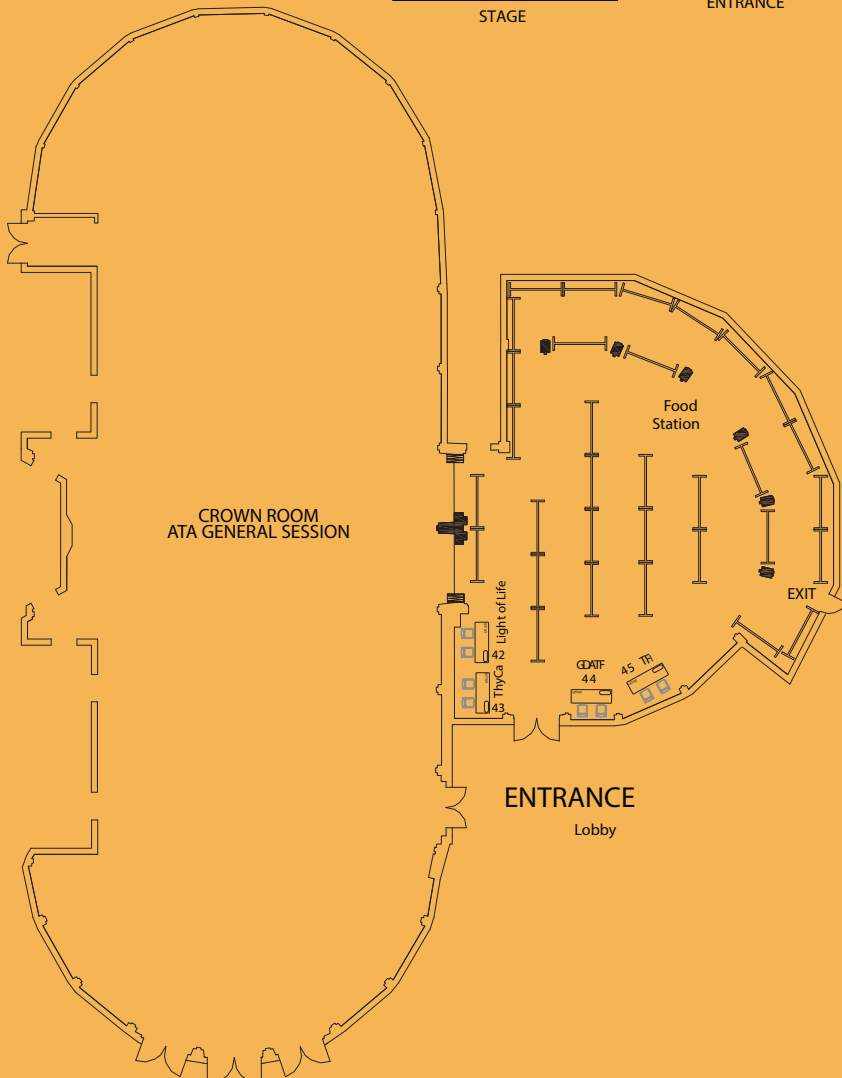




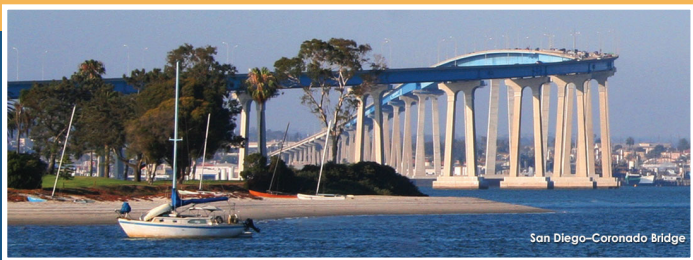
EXHIBIT HALL FLOOR PLANS



BALLROOM



CORONET



San Diego-Coronado Bridge

84TH ANNUAL MEETING OF THE AMERICAN THYROID ASSOCIATION

SCHEDULE AT A GLANCE (DRAFT SCHEDULE, SUBJECT TO CHANGE)

TIME	WEDNESDAY October 29	THURSDAY October 30	FRIDAY October 31	SATURDAY November 1	SUNDAY November 2
6:00		Registration Open 6:30 AM - 5:30 PM	Registration Open 6:30 AM - 5:30 PM	Registration Open 6:30 AM - 5:30 PM	Registration Open 8:00 AM - 11:30 AM
7:00	ATA Trainees' Track Program 7:00 AM - 5:00 PM	Early Riser Symposium 6:45 AM - 8:00 AM	Early Riser Symposium 6:45 AM - 8:00 AM	Early Riser Symposium 6:45 AM - 8:00 AM	
8:00		Van Meter Lecture 8:10 AM - 8:55 AM	Plenary Lecture 8:10 AM - 8:55 AM	Plenary Lecture 8:10 AM - 8:55 AM	Symposium 8:00 AM - 9:15 AM
9:00	ATA/AACE Ultrasound Course 7:00 AM - 5:00 PM	Highlighted Oral Abstracts (4 total) 9:00 AM - 10:00 AM	Symposia (Clinical/Basic) 9:00 AM - 10:15 AM	Short Call Oral Abstracts (6 total) 9:00 AM - 10:30 AM	Break 9:15 AM - 9:30 AM
10:00		Exhibit Hall Open 10:00 AM - 4:30 PM	Exhibit Hall Open 10:00 AM - 4:30 PM	Exhibit Hall Open 9:30 AM - 1:30 PM	Thyroid Cancer Tumor Board 9:30 AM - 11:00 AM
	ATA Board of Directors Meeting 8:30 AM - 2:00 PM	Poster Review and Break 10:00 AM - 11:00 AM	Poster Review and Break 10:15 AM - 11:15 AM	Poster Review and Break 10:30 AM - 11:30 AM	
11:00		MTP Workshops (6 total) 11:00 AM - 12:00 PM	A Bauman Clinical Symposium/ Basic Symposium 11:15 AM - 12:30 PM		84 TH ANNUAL MEETING ENDS 11:00 AM
12:00	Exhibitors Move In 12:00 PM - 6:30 PM	Lunch/Poster Review on Own 12:00 PM - 12:55 PM	WIT Networking Meeting 12:30 PM - 1:25 PM	MTP Workshops (5 total) 11:30 AM - 12:30 PM	<p><i>Agenda subject to change.</i></p> <p>www.thyroid.org</p> <p>American Thyroid Association 6066 Leesburg Pike, Suite 550 Falls Church, VA 22041</p> <p>Phone: 703-998-8890 Fax: 703-998-8893</p> <p>E-mail: thyroid@thyroid.org</p>
1:00		ATA Committee/ Task Force Luncheon 12:00 PM - 12:55 PM	Lunch/Poster Review on Own 12:30 PM - 1:25 PM	Lunch/Poster Review on Own 12:30 PM - 1:25 PM	
		Award Lecture 1:00 PM - 1:45 PM	Award Lecture 1:30 PM - 2:15 PM	Award Lecture 1:30 PM - 2:15 PM	
2:00	Registration Opens 2:00 PM - 8:30 PM	Oral Abstracts (6 Clinical/6 Basic) 1:50 PM - 3:20 PM	MTP Workshops (5 total) 2:20 PM - 3:20 PM	Oral Abstracts (4 Clinical/4 Basic) 2:20 PM - 3:20 PM	
3:00		Poster Review and Break 3:20 PM - 3:50 PM	Clark Sawin Historical Vignette 3:25 PM - 3:50 PM	Symposia (Clinical/Basic) 3:25 PM - 4:40 PM	
4:00	Welcome Remarks/ Opening Session 5:30 PM - 7:30 PM	Symposia (Clinical/Basic) 3:50 PM - 5:05 PM	Poster Review and Break 3:50 PM - 4:20 PM		
5:00		Symposium 5:10 PM - 6:25 PM	ATA Research Grant Recipients 4:20 PM - 5:05 PM		
6:00	Welcome Reception 7:30 PM - 9:00 PM	ATA Annual Business Meeting 6:30 PM - 7:30 PM	Oral Abstracts (6 Clinical/ 6 Basic) 5:10 PM - 6:40 PM	FREE EVENING	
7:00		FREE EVENING	ATA Annual Banquet 7:30 PM - 11:00 PM		



AMERICAN
THYROID
ASSOCIATION
FOUNDED 1923



APPLICATION AND CONTRACT FOR EXHIBIT SPACE

84TH ANNUAL MEETING OF THE AMERICAN THYROID ASSOCIATION

HOTEL DEL CORONADO, CORONADO, CALIFORNIA, OCTOBER 29 - NOVEMBER 2, 2014

CONTACT INFORMATION:

COMPANY NAME: _____

COMPANY CONTACT: _____

POSITION/TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

COUNTRY: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL ADDRESS (must complete): _____ COMPANY WEBSITE: _____

BOOTH RATES (please check one):

8' X 10' STANDARD BOOTH-\$4,995 (# OF BOOTHS: _____)

ULTRASOUND VENDOR STANDARD BOOTH (8' X 10')-\$4,495 (# OF BOOTHS: _____)

NON-PROFIT ORGANIZATION (TABLETOP ONLY)-\$495 (Full booths for non-profits available at full 8' X 10' booth rate)
(# OF BOOTHS: _____)

BOOTH LOCATION PREFERENCE: 1st _____ 2nd _____ 3rd _____

IF NEW EXHIBITOR, REFERRED BY: _____

SPECIAL REQUIREMENTS: _____

PAYMENT INFORMATION:

A CHECK (CHECK # _____) IS ENCLOSED FOR \$ _____ MADE PAYABLE TO AMERICAN THYROID ASSOCIATION (\$ USD ONLY)

PLEASE CHARGE MY CREDIT CARD \$ _____ VISA MASTERCARD AMERICAN EXPRESS

NAME ON CREDIT CARD: _____

CREDIT CARD NUMBER: _____ EXP. DATE: _____ SECURITY CODE: _____

SIGNATURE: _____ DATE: _____

AGREEMENT:

We agree to abide by all Terms and Conditions governing the Exposition, as stated on this Application and Contract for Exhibit Space for the 84th Annual Meeting of the American Thyroid Association.

NAME (PLEASE PRINT): _____ TITLE: _____

COMPANY: _____

SIGNATURE: _____ DATE: _____

CANCELLATION POLICY:

All cancellations must be submitted in writing using the ATA refund request form. If an exhibitor cancels or reduces contracted space on or before August 1, 2014, they are entitled to a full refund minus a 5% processing fee. After August 1, 2014, but on or before September 15, 2014, the exhibitor is responsible for 50% of the contracted space. After September 15, 2014, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation.



REMINDER: Please include with this signed application/contract, a Certificate of Liability and Samples/Examples of material or products to be distributed at the show. If you are a 501(c), please include IRS documentation.

PLEASE MAIL COMPLETED FORM TO:

AMERICAN THYROID ASSOCIATION
6066 LEESBURG PIKE, SUITE 550
FALLS CHURCH, VA 22041, USA
PHONE: 703-998-8890; FAX: 703-998-8893
E-MAIL: thyroid@thyroid.org WEBSITE: www.thyroid.org



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WHO MAY EXHIBIT:

ATA exhibition is reserved for firms offering projects, equipment and services, which are related to the interests and educational values of the American Thyroid Association (ATA). An application for Exhibit Space must be accompanied by a description of products or services. ATA reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits which reflect negatively against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

ATA EXPO THEATERS:

ATA offers product theaters each day during designated times of the ATA show to allow exhibitors to showcase research, data, products or services to attendees. Expo theaters are non CME accredited activities. Expo theaters cost \$15000 per time slot. The allotted space is pre-set in theater or classroom style dependent upon available space. Included in the cost is basic audio visual equipment to include an LCD projector, screen, podium, head table (maximum 2) and floor microphones. All additional audiovisual equipment or other logistics such as food and beverage are the responsibility of each vendor. All cancellations and/or reductions must be submitted in writing using the ATA Refund Request Form. If an exhibitor cancels an expo theater on or before August 1, 2014, they are entitled to a full refund minus a 5% processing fee. After August 1, 2014, but on or before September 15, 2014, the exhibitor is responsible for 50% of the expo theater costs. After September 15, 2014, the exhibitor is responsible for the full cost of the expo theater irrespective of the reason for cancellation.

ANCILLARY MEETINGS AND EVENTS:

Ancillary events are non-ATA sponsored special group events such as industry meetings, symposia, business or advisory meetings of other organizations, social gatherings, receptions or committee meetings that are held during the official dates of the ATA Meeting within the contracted meeting facility. Ancillary events may be scheduled ONLY during the hours approved by the ATA. The cost for a confirmed ATA exhibitor or sponsor to schedule an ancillary event within the contracted meeting space is \$1000 per event per day. The cost for a non-ATA exhibitor or sponsor is \$5000 per event per day. Requests will be considered on a space available basis. All requests are scheduled at ATA's discretion. All cancellations and/or reductions of an ancillary meeting or event must be submitted in writing using the ATA Refund Request Form. If an exhibitor cancels an ancillary event on or before September 1 2014, they are entitled to a full refund minus a 5% processing fee. After September 1, 2014, the exhibitor is responsible for the full cost of the expo theater. Refunds will be granted at ATA's discretion.

BOOTH PAYMENT:

Checks should be made payable in U.S. Dollars to the American Thyroid Association (Federal Tax ID # 41 603 8600) for the full amount of the booth, with the application/contract signed and sent to the American Thyroid Association, Inc., 6066 Leesburg Pike, Suite 550, Falls Church, VA 22041, USA, phone 703-998-8890, fax to 703-998-8893, email to thyroid@thyroid.org.

BOOTH LOCATION:

ATA will endeavor to honor choice of space as noted on the contract in the order requested. In the event that preferred space is not available, ATA reserves the right to assign alternative space. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so indicate on their application. Careful consideration will be given to all such requests. If a company's booth selection is not available, it is management's policy to call the company to discuss options available.

BE A GOOD NEIGHBOR:

The general rule of the exhibitor floor is: Be a good neighbor. No exhibits will be permitted which interfere with other exhibitors, impede the access to each booth or impede the free use of the aisle. Booth personnel including demonstrators are required to

confine their activities within their contracted booth space. Apart from the specific display space for which an exhibiting company has contracted with ATA, no part of the Hotel Del Coronado space may be used by any other organization. All additional space or meeting requests must be approved by the ATA headquarters office. Displays must fit within the confines of your booth space and be placed against the back of the booth so that they do not impede sight line from one booth to the next. All giveaway items must be distributed within the exhibitor's booth. No balloons may be distributed. Items that cannot be stored in sufficient quantities within this space are not appropriate. The process of distribution, however, must not interfere with the orderly conduct of business by other participants.

NON-PROFIT ORGANIZATIONS:

501(c) Non Profits must attach IRS documentation with contract and payment. Non-profits will be assigned booths or tabletops at random and are limited to two exhibits-only staff badges per booth.

CANCELLATION & REDUCTION POLICY:

All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before August 1, 2014, they are entitled to a full refund minus a 5% processing fee. After August 1, 2014, but on or before September 15, 2014, the exhibitor is responsible for 50% of the contracted space. After September 15, 2014, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation.

SUBLETTING OF BOOTH SPACE:

The exhibitor agrees not to assign, sublet, or apportion space or any part thereof allotted to him/her, nor to exhibit, advertise, or offer for sale goods other than manufactured or sold by him/her in the regular course of business.

INSTALLATION AND DISMANTLING:

The installation and dismantling times for the show are provided with the Exhibit Schedule included herein. It shall be the duty and responsibility of each exhibitor to install its exhibit before the specified opening time and to dismantle and arrange for shipments of the exhibit immediately after the close of the exhibit hall. ATA reserves the right to refuse installation and dismantling outside the designated hours. Exhibits must remain intact until the official closing time of the show and may not be dismantled or removed, in whole or in part, before that time. An early dismantling fee of \$500.00 USD may be assessed to any exhibitor who dismantles any booth space before the official closing date of the exhibit show without approval from the ATA.

EXHIBITOR PACKAGE:

Pipe and drape come standard with each full booth payment. All other items for inside full booth spaces may be purchased or rented through our official service contractor. Non-profit table top spaces come with one 6-foot table and two chairs. Confirmed exhibitors receive an exhibitor kit approximately 12 weeks prior to the show.

PERSONNEL:

The ATA requests that the names of all exhibit personnel be registered online (www.thyroid.org) by August 31, 2014. Two complimentary exhibitor full-access badges are available for booth personnel with exhibit space payment. Five additional exhibitor-only badges are available at the discounted rate of \$175 per registrant. All additional exhibitor badges (full-access or exhibitor-only beyond the eight total) are available at the prevailing individual meeting registration rate.

EXHIBITOR INFORMATION AND DOCUMENTS:

The primary contact provided on the exhibitor application will receive all ATA updates and information unless another designee is provided and authorized by the exhibitor. Each exhibit company will be provided with information and deadlines to register booth personnel and reserve hotel reservations a minimum of 12 weeks prior to the show. In addition, ATA will provide information and deadlines to receive information to include, but not limited



to: a maximum 100-word brief description of the exhibitor, its services and/or products, the exhibitor company logo (jpeg and .eps photo format preferred), and the company's website address to be included in the meeting program book and other possible promotional materials. An exhibitor kit to assist with booth furnishings, any special arrangements and shipping to and from the show site will be provided by ATA's designated show manager to confirmed exhibitors.

TERMINATION:

The ATA shall have the right to terminate the exhibitor's rights pursuant to this contract at any time immediately upon discovery of a violation of any provisions herein. The exhibitor agrees that in the event of termination for such violation, any costs associated with preparing for the ATA show shall be borne by the exhibitor.

LIABILITY & SECURITY:

The exhibitor assumes all responsibility for compliance with local, city, state, provincial safety, fire, health, and hotel ordinances regarding the installation and the operation of this exhibit. The ATA does not provide security for the exhibitors and has no responsibility for theft of or damage to exhibitors' property. Exhibitors are cautioned to have a representative in attendance during set-up, dismantle, and show hours and to maintain security of portable electronics (e.g. laptops) at all times. The exhibitor assumes all liability to property, person or persons arising from accidental or other causes incidental to movement and operation of the exhibit and hereby releases ATA, its contractors, and the Hotel Del Coronado from any liability whatsoever. Exhibiting companies are required to provide the ATA or it's designee with a certificate of insurance prior to the show noting the dates of the ATA show, October 29 – November 2, 2014, and coverage for the ATA and the Hotel Del Coronado. Exhibitor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official ATA show vendor to assemble any special booth layout or plans.

STORAGE OF CRATES AND BOXES:

No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time on the show floor. ALL packaging containers, excelsior wrapping paper, must be flameproof and must be removed from the floor (not stored under tables or behind displays). All muslin, velvet, silken, or any other cloth decoration must be flameproof. All materials and fluids, which are inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the written permission of the meeting facility and all the applicable fire control agencies having jurisdiction.

HOLD HARMLESS AGREEMENT:

Each exhibitor agrees: to protect, save and keep the ATA and its representatives forever harmless from any damages, liability or charges imposed for violation of this agreement, and/or any law or ordinance, whether occasioned by the negligence of the exhibitor, or those holding under the exhibitor; to strictly comply with the applicable terms and conditions contained in this agreement between the ATA, its representatives and the Hotel Del Coronado; and to hold harmless the ATA, its representatives and the Hotel Del Coronado against and from any and all loss, cost, damage, liability or expense arising from, or out of, or by reason of any accident or the reoccurrence to anyone, including, but not limited to the exhibitor, its agents, employees, business invitees and permits, arising from or out of or by reason of said exhibitor's occupancy and use of the exhibitor premises or a part thereof. In the event that the premises of the Hotel Del Coronado shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, terrorism, emergency declared by any governmental agency or by the Exhibit Manager for any other reason, this contract may be terminated by the ATA. In the event of such termination, the exhibitor waives any or all damages and claims for damages.

LISTING AND PROMOTIONAL MATERIALS:

By exhibiting at the ATA Meeting, exhibitors grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the exhibitor in any directory or listing of the meeting exhibitors and to use such names in promotional materials. ATA shall not be liable for any errors in any listing or for omitting any exhibitor from any directory or listing pertaining to the meeting.

GENERAL MATTERS:

All matters and questions not specifically covered by the provisions of this agreement are subject to the decision of the ATA. The ATA shall have the right, but not the duty, to amend the provisions hereof relating to exhibit guidelines at any time, and said amendments and/or additions shall be binding on parties hereto. In the event of any amendment or additions to these regulations, written notice will be given by the ATA to such exhibitors as may be affected by them.

SEVERABILITY OF ANY PROVISIONS:

Should any part of this agreement be found by a court of law or equity to be void, unconstitutional or unenforceable, the remaining provisions of this agreement shall remain in effect and enforceable.

REGULATION ENFORCEMENT:

ATA has full power to interpret and enforce all regulations for the 84th Annual Meeting and power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for ATA to require the immediate removal of the exhibit and/or the offending exhibitor. This may result in forfeiture of all further rights to exhibit at future shows sponsored by ATA together with all fees paid. ATA may lease any space so forfeited to another exhibitor. ATA reserves the right to reject any or all applications. Any person or group of persons asked to leave the exhibit hall by show management or security will do so at once and will not return until authorized to do so.

MUSIC LICENSING:

The ATA does not obtain American Society of Composers, Authors and Publishers (ASCAP) or Broad Music Incorporated (BMI) licensing that will allow the use of copyrighted, recorded music in your booth. Exhibitors interested in playing copyrighted, recorded music in their booth must notify the ATA in writing and obtain the proper licensing from BMI or ASCAP. The ATA will not permit said activity without obtaining the proper licensing. Each exhibitor is responsible for its own actions if proper licensing is not arranged prior to playing copyrighted, recorded music in the booth. If an exhibitor playing copyrighted music cannot produce the proper documents, ATA has no choice but to request that the music be turned off.

DISABILITY PROVISIONS:

Exhibitors represent and warrant (1) the exhibit will be accessible to the full extent required by law (2) the exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA and (3) that it shall indemnify and hold harmless ATA from and against any and all claims and expenses including attorney and litigation expenses that may be incurred by or asserted against ATA on the basis of the Exhibitor's breach of this paragraph or noncompliance with any provision of ADA.

UNION LABOR AND OTHER CONTRACTS:

Exhibitors are required to observe all contracts as well as all rules and regulations in effect between service contractors and the Hotel Del Coronado.

CANCELLATION OF EVENT:

It is mutually agreed that in the event of cancellation of the 84th Annual Meeting as a result of strikes, governmental regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and the American Thyroid Association shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.