

AMERICAN RADIUM SOCIETY 94th ANNUAL MEETING

“Personalized Medicine in an Impersonal World”

EXHIBITOR PROSPECTUS



- WHO** The American Radium Society (ARS)
- WHAT** 94th Annual Meeting
- WHEN** April 28 – May 2, 2012
- WHERE** The Cosmopolitan Hotel, Las Vegas, Nevada

About the ARS

Founded in 1916, the American Radium Society is the oldest society devoted to the study and treatment of cancer. As a multidisciplinary organization, members include radiation oncologists, surgical oncologists, gynecological oncologists and medical oncologists. As its objectives, **the Society promotes the study of cancer in all of its aspects, encourages liaison among the various medical specialists and allied scientists concerned with the treatment of cancer, and continues scientific study of the treatment of the cancer patient through its annual meeting and educational publications.**

Past Meeting Attendance

- 93rd Annual Meeting (Palm Beach, FL, 2011): 325
- 92nd Annual Meeting (Cancun, Mexico, 2010): 350
- 91st Annual Meeting (Vancouver, BC, Canada, 2009): 400
- 90th Annual Meeting (Laguna Niguel, CA, 2008): 410
- 89th Annual Meeting (Amsterdam, Netherlands, 2007): 250

ARS 94th ANNUAL MEETING EXHIBIT SCHEDULE

Exhibit Hall Hours

Saturday, April 28:

1:00 – 5:00 pm Exhibit Hall Set Up
6:00 – 7:00 pm Reception in Exhibit Hall

Sunday, April 29:

7:00 am – 1:00 pm **Hall Open**
7:00 – 8:00 am Breakfast in Exhibit Hall
10:15 – 10:30 am Break and Exhibitor/Poster Session

Monday, April 30:

7:00 am – 1:00 pm **Hall Open**
7:00 – 8:00 am Breakfast in Exhibit Hall
10:00 – 10:15 am Break and Exhibitor/Poster Session

Tuesday, May 1:

7:00 am – 1:00 pm **Hall Open**
7:00 – 8:00 am Breakfast in Exhibit Hall
9:30 - 9:45 am Break and Exhibit/Poster Session

Deadlines

January 13, 2012 Early Bird Exhibit Application/Deposit Due
February 10, 2012 Exhibit Service Kit Mailed
February 24, 2012 Exhibit Space Balance Due
March 23, 2012 Hotel Reservation Deadline
April 6, 2012 All Exhibit Forms Due
April 6, 2012 Exhibit Staff List Due

SCIENTIFIC PROGRAM

Saturday, April 28, 2012

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|--------------------|---|
| 10:00 am – 6:00 pm | Registration Open |
| 12:30 – 5:00 pm | Post Graduate Course <i>Lung Cancer Management: Personalize or Punt?</i> |
| 6:00 – 7:00 pm | ARS Welcome/Exhibit Hall Opening Reception |

Sunday, April 29, 2012

| | |
|-------------------------|---|
| 7:00 – 8:00 am | Continental Breakfast and Exhibit/Poster Session |
| 7:00 – 8:00 am | Resident Breakfast |
| 8:00 – 9:15 am | Scientific Session #1 |
| 9:15 – 10:15 am | Keynote Lecture |
| 10:15 – 10:30 am | Break and Exhibit/Poster Session |
| 10:30 – 11:30 am | Scientific Session #2 |
| 11:30 – 12:30 pm | Panel: <i>Personalized Medicine: Adapting to a Changing Field – Science, Ethics, and the Legal System</i> |
| 12:45 – 2:15pm | Meet the Professor Luncheon: Head and Neck Cancer |

Monday, April 30, 2012

| | |
|-------------------------|---|
| 7:00 – 8:00 am | Continental Breakfast and Exhibit/Poster Session |
| 7:00 – 8:00 am | Self-Assessment Module (SAM): Sarcoma |
| 8:00 – 9:00 am | Scientific Session #3 |
| 9:00– 10:00 am | Janeway Lecture |
| 10:00 – 10:15 am | Break and Exhibit/Poster Session |
| 10:15 – 11:00 am | Scientific Session #4: Young Oncologist Essay Awards |
| 11:00 – 11:35 am | Scientific Session # 5 |
| 11:35 – 12:35 pm | Panel: <i>Are there Fewer Fractions in your Future?</i> |
| 12:45 – 2:15 pm | Meet the Professor Luncheon |

Tuesday, May 1, 2012

| | |
|-----------------------|--|
| 7:00 – 8:00 am | Continental Breakfast and Exhibit/Poster Session |
| 7:30 – 8:00 am | ARS Business Meeting |
| 8:00 – 8:45 am | Presidential Address |
| 8:45 – 9:30 am | Scientific Session #6 |
| 9:30 – 9:45 am | Break and Exhibit/Poster Session |
| 9:45 – 10:30 am | Debate: <i>Tonsil Cancer: Anything you can do, I can do better!</i> |
| 10:30 – 11:30 am | Scientific Session #7 |
| 11:30 – 12:30 pm | Panel: <i>The Prostate Cancer Marketplace – How to Choose the Best Treatment</i> |

Wednesday, May 2, 2012

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|------------------|---|
| 7:00 – 8:00 AM | Continental Breakfast and Poster Session |
| 7:00 – 8:00 AM | Self-Assessment Module (SAM): <i>Partial Breast</i> |
| 8:00 – 9:15 AM | Scientific Session #8 |
| 9:15 – 10:15 AM | Keynote Lecture |
| 10:15 – 10:30 AM | Break and Poster Session |
| 10:00 – 11:30 AM | Scientific Session #9 |
| 11:30 – 12:30 PM | Panel: <i>Molecular Determinants of Local Regional Treatment Outcome in Breast Cancer</i> |

Space Assignment and Fees

1. Exhibitor Fees and Specifications

All booths are assigned on a first-come, first-served basis. There is a \$250 discount on exhibit fee if application is received prior to the January 13, 2012 Early Bird Deadline.

Early Bird Fee

(prior to January 13, 2012)

6' Tabletop: \$1,500

Standard Fee

(after January 13, 2012)

6' Tabletop: \$1,750

Included with each booth: one (1) 6' draped table, two (2) side chairs, and one (1) wastebasket one (1) identification sign (company name and booth number). Exhibit hall is carpeted.

2. Payment Schedule

- A deposit of 50% of the total exhibit rental charge must accompany signed application.
- Total balance due **February 24, 2012**.
- Please make check payable to the **American Radium Society**.

Applications not accompanied by at least a 50% deposit will be considered invalid. **If full payment is not received by February 24, 2012 the space may be reassigned or resold.** All reservations must be made in writing. Applications from exhibitors who have outstanding balances due to ARS from any previous year will not be processed without full payment of delinquent accounts.

3. Services Excluded

Booth rental fee does not include the following services: drayage, floral, electricity, supplementary furniture or audio-visual. Information regarding these items will be included in the Exhibitor Service Kit.

4. Exhibitor Registration

Exhibit registration includes a maximum of 4 (four) personnel per 6' tabletop space. The deadline for the exhibit staff list is **April 6, 2012** and badges may be picked up on-site. Exhibit badges are not to be given or lent to any individual except the exhibit personnel to whom the badge has been issued. Exhibitors may attend sessions as long as they do not engage in sales while in the session rooms.

5. Exhibitor Staff Conduct

Exhibitors must set up, occupy, and staff their exhibits during all hours exhibits are open. Failure to do so may result in ineligibility for future meetings. Names of all participants affiliated with exhibits must appear on the corresponding company staff list sent to show registration. False certification of individuals as exhibitor's representatives, misuse of exhibitor badges or any other method assisting unauthorized persons access to the exhibit floor will be just cause for expelling the violator from the exhibition, or barring him/her from further entrance to the exhibit floor or removing his/her exhibit from the exhibit floor without obligation on the part of Show Management for refund of fees.

Exhibit personnel are expected to remain in their rented space and not view other exhibits except by invitation of other exhibitors. Interviews, demonstrations and the distribution of literature must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising materials beyond the parameters of the exhibitor's own booth will not be allowed. Additionally exhibitors are prohibited from posting signs relating to exhibits or any company activity outside the parameter of the exhibitor's own booth.

When food and beverage are served in the Exhibit Hall during breaks, exhibit personnel may participate but are expected to allow attendees to participate first.

6. Exhibitor Guest Policy

Guests of exhibitors should be included on the individual company's staff list. Charges for additional badges over the number included with the purchase of booth space will be assessed at \$25.00 per badge. An exhibitor may not register as staff any person eligible for registration as an ARS meeting attendee.

7. Subletting of Space

Exhibitors may not assign or apportion to others the whole or any part of the space allocated and may not display goods or services other than those manufactured or regularly distributed by the applicant(s).

8. Cancellation and Reduction/Relocation Policy

Notification of cancellation or reduction of space must be in writing. If this agreement is canceled by the exhibitor for any reason or by Show Management because of Exhibitor's default or violation of this agreement, monies paid to the American Radium Society by the Exhibitor shall be retained as follows:

- \$750 per space if application is canceled on or prior to **February 24, 2012**.
- **NO REFUNDS** for any cancellations or reductions after **February 24, 2012**.

9. Booth Placement

Booth Assignments will be made on a first come, first serve basis.

10. Booth Installation and Dismantle

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|------------------------|--------------------|-------------------|
| Set-up Hours: | Saturday, April 28 | 1:00 pm – 5:00 pm |
| Teardown Hours: | Tuesday, May 1 | 1:00 pm – 5:00 pm |

All exhibitor set-up must be completed by 5:00 pm, Saturday, April 28, 2012. Exhibitors must be at their booths for the duration of the Welcome Reception Saturday night. Exhibitors who have not checked in with the registration desk and set-up by this time are considered to be “no shows” and may have their booth dismantled by Show Management. Exhibitors may not begin dismantling until 1:00 pm on Tuesday. All exhibits must be packed and ready for shipment by 5:00 pm.

11. Show Management

American Radium Society
11300 W. Olympic Blvd., Suite 600
Los Angeles CA 90064
Fax: (310) 437-0585

Show Management: Jenay Root
Phone: (310) 437-0581 ext. 127
Email: jenay@americanradiumsociety.org

RULES AND REGULATIONS

1. Exhibitor Programs and Presentations

Exhibitor presentations may take place during any hours the exhibit hall is open to registrants.

Exhibitor programs or presentations must be confined to the exhibitor's booth space. The sound intensity of such activities as determined by Show Management, must not interfere with the activities of neighboring exhibitors. Show Management reserves the right to determine at what point sound constitutes interference with others and whether it must be discontinued.

Programs or presentations are to be straight forward in nature and must avoid the use of sideshow or theatrical gimmicks.

Videotapes and films may be shown provided that screens are placed in the rear of the booth to eliminate congestion in the aisles.

Any visual or other transmissions from off-site locations, including tele-surgery, are not permitted. Request forms for these educational events will be included in your exhibitor confirmation packet and must be completed and returned to the show office by the **April 6, 2012** deadline.

2. Direct Sales on Exhibit Floor

No direct sales are permitted to take place on the exhibit floor excluding book sales. Orders may be taken and processed for delivery elsewhere but product may not be conveyed in the exhibit area.

3. Display of Investigational Products

All exhibitors must comply with FDA rules regarding display of investigational products. Display of any investigational products is not an endorsement by the ARS. To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any investigational product exhibited or graphically depicted should:

- Contain only objective statements about the product.
- Contain no claims of safety effectiveness or reliability.
- Contain no comparative claims to other marketed products.
- Be displayed solely for the purpose of obtaining investigator responsibilities.
- Display a statement: "Caution – Investigational Device – Limited to Investigational Use" (or similar statement) in prominent size and placement.

4. Insurance and Liability

The Exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury to any person, or loss of, or damage to property when such loss damage or injury is in any way connected to the exhibitor's participation in the exhibition. Exhibitors shall indemnify and hold harmless ARS and Show Management, their officers, directors, agents, members and employees and the designated convention facilities, their agents, and employees from any and all such losses damages and claims. Exhibitors agree to protect, save, and keep ARS Show Management and the Cosmopolitan Hotel forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the negligence of the exhibitor or its agents, as well as strictly to comply with the applicable terms and conditions contained in the agreement between the Cosmopolitan Hotel and ARS regarding the exhibit premises. Further, an exhibitor shall at all times protect, indemnify, save, and keep harmless ARS Show Management and the Cosmopolitan Hotel against any and all loss cost damage, liability, or expense arising from, or out of, or by reason of said exhibitor's occupancy and use of exhibit premises or part thereof. Although security is provided by Show Management, furnishing of such security shall not be deemed to effect the non-liability of ARS or Cosmopolitan Hotel, their members, officers, representatives, official services contractors, or the Cosmopolitan Hotel to modify in any way the assumptions or risk provided herein.

If any part of the exhibit hall is damaged or destroyed in such a way as to prevent ARS or Show Management from allowing an exhibitor to occupy its assigned space during any portion of the exhibition, or if same is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of ARS or Show Management exhibitors will be charged for space during the time it was, or could have been occupied. Exhibitors hereby waive any claim against ARS or Show Management, their members, directors, agents, or employees for losses or damages that may occur due to such inability to occupy assigned space.

5. Photography

An exhibit or its products may not be photographed or videotaped without the permission of the legitimate occupants of that booth. Show Management reserves the right to photograph exhibits for society purposes.

6. Hotel Reservation Policy

Exhibitors are required to reserve rooms within the hotel meeting block.

The Cosmopolitan Hotel

3708 Las Vegas Blvd. South

Las Vegas, NV 89109 USA

Phone: (702) 698-7000

www.cosmopolitanlasvegas.com

A discounted rate of \$189 per night has been secured for ARS attendees and exhibitors. Reservations must be made by March 23, 2012 in order to secure this rate. More details on the reservation process will be provided in the Exhibitor Confirmation Kit.



ARS EXHIBITOR APPLICATION FORM
The Cosmopolitan Hotel, Las Vegas, Nevada
April 28 – May 2, 2012

We, the undersigned, apply for technical exhibit space at the **2012 American Radium Society (ARS) Annual Meeting** to be held April 28 – May 2, 2012 at the Cosmopolitan Hotel in Las Vegas, Nevada. We accept the conditions, rules, regulations, terms and policies printed in the Exhibitor Prospectus, which form part of this agreement.

EXHIBITOR INFORMATION

Please indicate company information exactly as it should appear in all official publications.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

CONTACT INFORMATION

Pre-show Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Onsite Contact: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

EXHIBIT RESERVATION

Included in your exhibit fee are one (1) 6' draped table, two (2) side chairs, and (1) one-line identification sign (company name and booth number). Additional items may be purchased in your exhibitor kit that will be sent to you. Please confirm your needs by selecting a choice below:

Yes, please reserve my exhibit space, which includes one (1) 6' draped table, two (2) side chairs, and one (1) one-line identification sign

Total Cost of Booth: _____ \$1,500 (before January 13, 2012) _____ \$1,750 (after January 13, 2012)

We prefer not to be in proximity to the following exhibitors _____

Booths will be assigned at the sole discretion of show management and will be based on the date that the Application is received and consideration of competition. Floor plan will be provided. No specific booth guarantees will be made until payment is received.

Signature _____

Your signature on this application indicates that you understand and agree to comply with all the policies, rules, regulations, terms, and conditions contained in the American Radium Society (ARS) Exhibitor Prospectus and have read the rules and agree to distribute them to those involved with your tabletop.

PAYMENT SCHEDULE & DETAILS

Deposit of 50% is due upon receipt of application. Balance is due by February 24, 2012, Please make check payable to American Radium Society. Credit Cards Accepted include: Visa, MasterCard or AMEX.

Check Enclosed Credit Card Payment: # _____ Exp. ____/____/____

Card Holders Name: _____ Card Holders Signature: _____

Please complete and return this application to: Jenay Root, 11300 W. Olympic Blvd., Suite 600, Los Angeles, CA 90064, fax: (310) 437-0585, email: jenay@americanradiumsociety.org