

AHRA APPLICATION & CONTRACT FOR EXHIBIT SPACE

AHRA 2010 • August 22–26, 2010 • Gaylord National Resort & Convention Center • National Harbor, MD

RETURN APPLICATION TO: 2010 AHRA Exhibits Manager, 11260 Roger Bacon Drive, Suite 500, Reston, VA 20190. • Fax: (866) 529-8489 • AHRAexhibits@conferencemanagers.com

EXHIBITOR INFORMATION (As it will be listed in all official publications)

Company name: _____

Street Address: _____

City, State, Zip: _____

Web site Address: _____

Phone: _____

Fax: _____

Email: _____

Primary Contact Information (for show management use only)

Contact Name: _____

Title: _____

My address: Same as above or Alternate: _____

Phone: _____

Fax: _____

Email: _____

BOOTH PRICES

Booth Space: \$19.00 per square foot

Corner Premium: \$100.00 per corner booth

BOOTH SELECTION

The numbered booths are hereby defined as specified in the Exhibitor Prospectus floor plan, and include an 8-foot-high back wall covered with flameproof material and 2 sidewalls. One identification sign per exhibiting company will be provided. No additional materials or services will be furnished by AHRA. Please select 5 scattered locations. Refer to the exhibit hall floor plan and record your first 5 choices below. Please check the AHRA Web site at www.ahraonline.org/2010floorplan for regular floor plan updates before submitting this application. Booth space will not be granted unless submitted by the applicant on the official application and contract for exhibit space.

Please list your booth selection:

1st choice _____ **2nd choice** _____ **3rd choice** _____

4th choice _____ **5th choice** _____

Total number of booths requested: _____

Total square footage: _____

Booth cost (square footage x \$19.00): _____

(standard booth size 10'x10' or 100 square feet)

Corner Premium (\$100.00 per corner booth; island booths add 4 corners): _____

Total Booth Cost: _____

HOT SPOT SIGN-UP Yes, we want to be a Hot Spot booth!

Cost is **\$300** per exhibiting company (not per booth). Hot Spot availability is limited to 30 exhibiting companies and will be designated by Show Management on a first-come, first-served basis. Show management reserves the right to move a designated Hot Spot company to a different location in order to distribute Hot Spot booths evenly throughout the show floor. If all Hot Spots have been taken at the time your application/contract is received, you will be notified.

PRODUCT CATEGORIES

Please mark **no more than 3** appropriate categories that describe your company or product. Your choices will be used to classify your company in the on-site Exhibitor Directory and on the AHRA Web site.

- | | |
|---|--|
| <input type="checkbox"/> Breast Imaging | <input type="checkbox"/> Financial/Leasing Company |
| <input type="checkbox"/> Computed Tomography | <input type="checkbox"/> Interventional radiology & special procedures |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Magnetic resonance |
| <input type="checkbox"/> Contrast agents, drugs & pharmaceuticals | <input type="checkbox"/> Mammography |
| <input type="checkbox"/> Darkroom equipment and supplies | <input type="checkbox"/> Nuclear Medicine |
| <input type="checkbox"/> Department management | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Dicom Compliant Systems | <input type="checkbox"/> Quality assurance/control & radiation safety |
| <input type="checkbox"/> Educational services | <input type="checkbox"/> Radiography |
| <input type="checkbox"/> Electronics & information systems services | <input type="checkbox"/> Staffing/Employment Services |
| <input type="checkbox"/> Equipment Repair/Refurbished Equipment Sales | <input type="checkbox"/> Teleradiology |
| <input type="checkbox"/> Film and image management: PACS | <input type="checkbox"/> Therapeutic radiology |
| <input type="checkbox"/> Film: Screen systems, cassettes & viewers | <input type="checkbox"/> Ultrasound |
| | <input type="checkbox"/> Other : _____ |

PAYMENT

Return this application and contract with a deposit of 50% of the total cost of the requested exhibit space and any additional items (Hot Spot, etc.). Once AHRA receives the deposit, space will be assigned, and a confirmation copy will be returned for final payment. The balance of your payment will be due on or before **June 11, 2010**. Purchase of exhibit space after **June 11, 2010** must be accompanied by payment for the entire cost of the exhibit space requested. All payments must be made in US funds, drawn on US banks, payable to the American Healthcare Radiology Administrators. Checks not drawn on US banks will be returned.

Calculate your payment

Booth Cost _____

Hot Spot _____

Total Fees _____

50% Deposit (must be included to reserve space) _____

Balance Due (due on or before June 11, 2010) _____

Payment Method

Check for \$ _____ enclosed

Please charge \$ _____ to my Visa MasterCard American Express

Card # _____

Exp. Date _____ / _____ CVV Code _____

Authorized Signature _____

CANCELLATION POLICY

Any exhibitor who cancels all or part of purchased booth space on or prior to April 23, 2010, will receive a full refund, less a \$100.00 administrative fee. Any exhibitor who cancels all or part of purchased booth space between April 24–May 7, 2010 (inclusive) will not receive a refund and AHRA will retain as liquidated damages all monies paid. If cancellation in whole or part is made after May 7, 2010 the exhibitor shall be liable to AHRA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Cancellation request must be submitted in writing to the AHRA Exhibits Manager.

AUTHORIZATION

Exhibitors agree to abide by the AHRA 2010 Exhibitor Rules and Regulations, a copy of which is included in the Exhibitor Prospectus and made a part of this application and contract by reference and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by a 50% deposit, and if final payment is not received by June 11, 2010, this application and contract may be declared null and void so that space may be reassigned. The initial 50% deposit will not be refunded. All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitor's Authorized Signature _____

Title _____

Date _____

1. Official Exhibit Schedule

Saturday, August 21, 2010

11:00 AM – 5:00 PM Installation

Sunday, August 22, 2010

8:00 AM – 5:00 PM Installation

Monday, August 23, 2010

7:00 AM – 9:00 AM Installation

11:00 AM – 2:30 PM Hall Open

Tuesday, August 24, 2010

11:00 AM – 2:30 PM Hall Open

Wednesday, August 25, 2010

11:00 AM – 2:30 PM Hall Open

2:30 PM – 10:00 PM Dismantle

Thursday, August 26, 2010

8:00 AM – 12:00 PM Dismantle

This schedule is tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. All exhibit personnel are expected to make travel arrangements in accordance with the official exhibit hall schedule. As a courtesy to other exhibitors and all conference attendees, exceptions to installation and other dismantle times will not be allowed on the basis of flight times or any other travel arrangements made by an exhibiting company or any employee of that exhibiting company.

2. Show Management

The exhibition is organized and managed by AHRA. Any matters not covered in these Rules and Regulations are subject to the interpretation of the AHRA Board of Directors and the AHRA Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the Gaylord National Resort & Convention Center procedures. The Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

3. Assignment of Booth Space

Exhibit space will be assigned on a first come-first served basis beginning August 14, 2009, with priority given to sponsors and previous exhibitors until September 11, 2009. Applications received without a 50% deposit will not be processed.

4. Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Prospectus. All booths must be properly installed, fully operational and show-ready no later than 9:00 AM on August 23, 2010 for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 2:30 PM on August 25, 2010, and must be completed by 12:00 PM on August 26, 2010. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows. The hours in Rule 1 are tentative and subject to change. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with this schedule. If erection of any exhibit has not started by 8:00 AM on Monday, August 23, 2010 the AHRA Exhibits Manager or his or her designee shall order the exhibit to be erected and the exhibitor billed for all charges incurred. Each exhibitor will complete arrangements for removal of his or her material from the Gaylord National Resort & Convention Center in accordance with the instructions provided in the Exhibitor Services Manual. All material must be packed and ready for shipment by 12:00 PM on August 26, 2010. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

5. Failure to Occupy Space

Space not occupied by 8:00 AM on Monday, August 23, 2010, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

6. Rates, Deposits and Refunds

Space will be rented at the rate of \$19.00 per square foot in accordance with the application form, with a \$100.00 additional charge for each corner assigned. All free-form (island) exhibits are assessed a charge for four (4) corners. No application will be processed or space assigned without a deposit in U.S. funds in the amount of 50% of the total cost. Space must be fully paid for by June 11, 2010. If assigned space is not paid for by June 11, 2010, it may be reassigned at the discretion of Show Management. Any exhibitor who cancels all or part of purchased booth space on or prior to April 23, 2010, will receive a full refund, less a \$100.00 administrative fee. Any exhibitor who cancels all or part of purchased booth space between April 24, 2010 – May 7, 2010 (inclusive) will not receive a refund and AHRA will retain as liquidated damages all monies paid. If cancellation in whole or part is made after May 7, 2010 the exhibitor shall be liable to AHRA, as liquidated damages, for the unpaid balance of the total rental value of the space cancelled. Cancellation request must be submitted in writing to the AHRA Exhibits Manager.

7. Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor in May 2010. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will AHRA or Gaylord National Resort & Convention Center assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Manual.

8. Arrangements of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

9. Booth Design

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Island booths are restricted to 20' in height. All booths must be carpeted. Exhibiting companies are responsible for furnishing, cleaning and carpeting their booths. Any booth(s) not carpeted by 8:00 AM on August 23, 2010, will be carpeted by Show Management at the exhibitor's expense. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

10. Subleasing of Space

Exhibitors may not assign, sublet 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 them.

11. Conduct

All exhibits will be to serve the interest of the AHRA members and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that AHRA believes to be injurious to the purpose of AHRA. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by AHRA to be objectionable are expressly prohibited in the exhibition area and in any meeting room. The purpose of the exhibition is to further the education of meeting attendees through product and service displays and demonstrations. Products or services exhibited must be pertinent to the attendees' professional interest. AHRA reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

12. Exhibitor's Personnel

Exhibitor badges will be made available to the official company representatives for distribution to exhibitor personnel. The official AHRA badge must be worn whenever a representative is in the exhibit hall. All personnel representing the exhibitor or his or her agents on the

exhibit floor during installation and dismantling must be properly identified. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in rule 1. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited.

13. Sound Devices and Lighting and other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. AHRA reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited. Equipment for demonstrations must not, in the judgment of AHRA, pose a radiation hazard. In addition, if the equipment has energy beams that might be potentially hazardous, such energy beams must be deactivated or made non-operative before installation.

14. Handout Materials

Promotional give-aways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by AHRA. All hand-out materials are expected to be of professional nature. AHRA reserves the right to disallow any material that it believes to be inappropriate. Send samples to: AHRA Exhibits Manager, 11260 Roger Bacon Drive, Suite 500, Reston, VA 20190 by June 30, 2010.

15. Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of AHRA.

16. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

17. Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

18. Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. AHRA assumes no responsibility for damage or loss of packing boxes or crates.

19. Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

20. Liability and Security

AHRA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. AHRA will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. AHRA will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim.

The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and save AHRA, its Board, members, staff, and representatives, the National Harbor, and the Gaylord National Resort & Convention Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injury to persons or property occurring within the Gaylord National Resort & Convention Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect AHRA, the National Harbor and the Gaylord National Resort & Convention Center against any and all such claims or demands.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Maryland; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before August 21, 2010 through August 26, 2010, which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the AHRA 2010 Annual Meeting and Exposition. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

21. Trademarks

AHRA will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Gaylord National Resort & Convention Center logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Gaylord National Resort & Convention Center marketing department. For more information call: (301) 965-2000.

22. Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing or videotaping its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the booth.

23. List Publication

The list of AHRA exhibitors, in whole or in part, shall not be published other than in AHRA official publications.

24. Facility Use

All public function space in the Gaylord National Resort & Convention Center is controlled by AHRA. No function space will be released to exhibiting firms or other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of AHRA by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited.

25. Violations

AHRA may at its discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of AHRA forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to AHRA all monies paid or due. Upon evidence of violation, AHRA may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that AHRA may incur thereby.

26. Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

27. Contact

For questions or more information, please contact:

AHRA Exhibits Manager
11260 Roger Bacon Drive, Suite 500, Reston, VA 20190
Phone: (703) 964-1240
Fax: (866) 529-8489
AHRAexhibits@conferencemanagers.com

EXHIBIT HALL FLOOR PLAN

Gaylord National Hotel & Convention Center Prince George's Halls B-D

Please note when making booth selections that AHRA does not allow Endcap booths, meaning a 10' x 20' booth that is exposed to aisles on three sides. Individual 10' x 10' linear booths may be combined to create 10' x 20', 10' x 30' and 10' x 40' spaces. To calculate booth the total booth cost, simply multiply the total number of 10' x 10' spaces by \$1,900. Be sure to include any corner premium fees that may apply.

Prior to making booth selections, visit www.ahraonline.org/2010floorplan for a current floor plan showing availability.

