

PCRS Exhibit Rules and Regulations

PLEASE GIVE A COPY OF THIS DOCUMENT TO YOUR ON-SITE REPRESENTATIVES

To help you plan and to create a professional environment, PCRS has established the following rules and regulations for exhibits at the annual meeting.

Please remember booth assignments are made on a first come, first served basis to companies completing applications, agreement forms and submitting full payment of fees.

DRESS CODE: EXHIBIT PERSONNEL ARE EXPECTED TO WEAR BUSINESS CASUAL OR RESORT ATTIRE. SUITS AND TIES ARE NOT APPROPRIATE.

Compliance: By signing the Exhibit Agreement, your company understands and agrees to abide by all rules and regulations outlined in this information. The signer of the agreement also agrees to share the rules and regulations with the company's representative(s) who will attend the annual meeting. All rules and regulations will be enforced without exception. Any violation will be addressed by the PCRS, which reserves the right to dismiss exhibitors without refund or appeal for redress.

Liability: PCRS will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, representatives, contractors, or agents. The PCRS will also assume no liability for loss or damage to the property of an exhibitor, its employees, representatives, contractors, or agents, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of the Society. It is the sole responsibility of the exhibitor to obtain insurance against such risks.

The PCRS shall in no event be liable to an exhibitor for any lost business opportunities or other type of direct or consequential damages alleged to be due from a breach of this agreement. It is understood that the sole liability of the PCRS to the exhibitor shall be for the refund of all amounts paid by the exhibitor pursuant to this agreement.

Giveaways: Exhibitors must follow the *American Medical Association's Opinion (u.061) on Gifts to Physicians from Industry, PHARMA Code, and ACCME guidelines* regarding giveaways. The PCRS may, at its discretion, withhold or withdraw permission to distribute giveaways not in compliance with this opinion and not considered professional.

General Conduct: Your Company's representative(s) must wear the annual meeting's name badge during installation, exhibit hours, and dismantle. They are expected to wear business casual or resort attire. Suits are not appropriate.

Exhibitors or their representatives who fail to observe these rules of general conduct or who conduct themselves in an unprofessional or unethical manner may be dismissed without refund or appeal for redress.

Investigative Products: To comply with the Food and Drug Administration's Guidelines on Notices of Availability, any exhibits showcasing off-label or unapproved uses of drugs, devices, technologies, products, or services must disclose that fact.

Educational Materials: Distribution of educational materials by exhibitors or their representatives is limited to the booth space in the PCRS exhibit hall (not anywhere else in the hall or in annual conference meeting rooms).

Selling: Advertising, canvassing, selling, taking orders, and/or conferencing (in the interest of business) are permitted only by exhibitors and only in the space assigned. Such transactions must be conducted in a manner consistent with the ethical and professional nature of the annual conference program and the guidelines of the ACCME.

Solicitation: Representatives from one exhibit may not enter another exhibit's booth space without

obtaining permission, nor should representatives block access to another booth. Exhibitors are not permitted to solicit other exhibitors. The PCRS reserves the right to assess whether a violation has occurred, to remove the solicitors and their company from the exhibit hall, and to determine the company's future exhibiting status.

Music Licensing: Music licensing (live or recorded) is the sole responsibility of the exhibitors. If played within the space leased from the hotel by the PCRS, evidence of appropriate licenses from the American Society of Composers, Authors, and Publishers (ASCAP) and Broadcast Music, Inc. (BMI) must be provided with the completed exhibit application.