



International Association of Bioethics

WORLD CONGRESS OF BIOETHICS

FAB: June 17-18, IAB: June 19-21, 2020



Penn Medicine

**2020 Exhibitor &
Sponsorship Prospectus**



International Association of Bioethics' 2020 World Congress of Bioethics
June 19 – 21, 2020
University of Pennsylvania
Philadelphia, Pennsylvania, USA

WCB SPONSORSHIP & EXHIBITOR OPPORTUNITIES
Conference Theme: Solidarity and Autonomy – Bridging the Tensions

The International Association of Bioethics (IAB) internationally links all those working in bioethics and related fields, facilitating mutual contact, and encouraging the discussion of cross-cultural aspects in bioethics.

The IAB 2020 World Congress of Bioethics (WCB), the largest gathering of bioethics thought-leaders in the world, will take place June 19 – 21, 2020 at the University of Pennsylvania, in Philadelphia, PA, USA.

The academic conference takes place every 2 years, generally alternating in location between a high and low/middle income country (the past three WCBs were held in Bengaluru/India, Edinburgh/Scotland and Mexico City/Mexico). The two and a half day conference brings together over 1,000 participants and has two main aims: First, as the field's only global conference, it seeks to facilitate interdisciplinary and cross-national discussion of cutting-edge issues in bioethics, and showcase agenda setting perspectives. Second, it seeks to broaden the field of researchers across the globe. Rotating the host location is one dimension of this effort, as this reduces travel and accommodation barriers. Another is that conference fees are tiered to make attendance affordable for high, middle, and low-income participants, as well as early career researchers. In addition, there are bursaries for participants from low/middle income countries. The Congress is not profit generating and needs to be funded through conference fees and sponsorship. For the 2020 conference we are expecting around half of participants to come from high income countries, and around a quarter each from low- and middle-income countries. The conference theme is *Solidarity and Autonomy – Bridging the Tensions*. The IAB's website is here: <http://iab-website.iab-secretariat.org> and the conference website is here <https://iab2020.org>

About WCB 2020

WCB 2020 will provide a leading platform to discuss these important questions and the role bioethics can and should play for the benefit of future generations through a broad range of activities, including:

- A dynamic academic program exploring emerging issues in bioethics, global health, public ethics and law, and the relationship between arts and ethics
- Dedicated activities aimed at ensuring early career researchers gain the skills they need to progress their careers, engage with bioethics, and contribute to the wider community
- Networking activities to facilitate the exchange of information and encourage the development of research and teaching in bioethics
- Exhibitions and public performances that explore the intersection between science, medicine, ethics and the arts

It is a priority of the World Congress to attract a global audience, with international delegates that represent a broad range of career stages from high, middle, and low-income countries.



WORLD CONGRESS OF BIOETHICS

FAB: June 17-18, IAB: June 19-21, 2020

Who will attend?

- Academics from a diverse range of disciplines
- Healthcare Practitioners and Professionals
- Biomedical Funding Bodies
- Early Career Researchers
- Health-related Research Consortia
- National and Regional Ethics Bodies
- Policymakers and Regulators
- Public Sector and Third Sector Stakeholders
- Students
- Artists and Performers

Why Participate?

- Enhance your international impact by networking and connecting with an audience of global bioethics leaders.
- Promote your products and services to international researchers, policymakers and practitioners.
- Establish international strategic partnerships and collaborations.
- Network with students and early career researchers to establish connections at the start of their careers.
- Opportunity to listen to and exchange views with global experts and thought-leaders.
- Opportunity to solidify a foothold in the growing bioethics community.
- Access to leading-edge knowledge – find out about new research being undertaken in the field of bioethics.

Sponsorship Opportunities

In addition to the menu list associated with each option below, opportunities are also available (subject to IAB 2020 Organizing Committee approval) for sponsors to become associated with specific themes and/or specific session(s) during the conference.

International Network on Feminist Approaches to Bioethics Sponsorship Opportunities

Feminist Approaches to Bioethics (FAB), a sub-network of the IAB, will meet before the WCB, also at the University of Pennsylvania, June 17-18, 2020. The goals of the FAB are to develop a more inclusive theory of bioethics encompassing the standpoints and experiences of women and other marginalized social groups, to examine presuppositions embedded in the dominant bioethical discourse that privilege those already empowered, and to create new methodologies and strategies responsive to the disparate conditions of women's lives across the globe.

If your organization is interested in sponsoring the FAB please email contact@iab2020.org for more information.



PARTNERSHIP OPPORTUNITIES

PLATINUM SPONSOR

\$10,000

This opportunity is the premier level of support with a high degree of flexibility to ensure that your organization's specific sponsor requirements are achieved. We will gladly work with you to customize the benefits further to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo, biography, and link to your website
- Use of the WCB 2020 logo on your organization's promotional activities tied to the conference, after approval by Organizing Committee

At WCB 2020

- Premium double-sized exhibition space, including table, linen, and two chairs
- (4) complimentary full-registrations for attendance at WCB 2020, which includes IAB membership
- (4) complimentary tickets to the Penn Museum Evening Event featuring tours, dinner reception, and bar
- Color banner advertisement in the conference mobile app
- Logo recognition in all communications with prime branding position
- Recognition on conference signage and welcome slides during plenary sessions
- Insert in delegate conference bag

GOLD SPONSOR

\$5,000

This opportunity also includes a high level of visibility during the conference. We will work with you to arrange benefits to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo, biography, and link to your website

At WCB 2020

- (1) exhibition space, including table, linen, and two chairs
- (3) complimentary full-registrations for attendance at WCB 2020, which includes IAB membership
- (3) complimentary tickets to the Penn Museum Evening Event featuring tours, dinner reception, and bar
- Logo recognition in all communications and on conference mobile app
- Recognition on conference signage and welcome slides during plenary sessions
- Insert in delegate conference bag



SILVER SPONSOR **\$2,500**

This opportunity is also a featured partnership opportunity with a range of benefits to meet your business and marketing objectives.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Premier placement of branding on the WCB 2020 sponsor page of the website to include your organization's logo and link to your website

At WCB 2020

- (1) exhibition space, including table, linen, and two chairs
- (2) complimentary full-registrations for attendance at WCB 2020, which includes IAB membership
- (2) complimentary tickets to the Penn Museum Evening Event featuring tours, dinner reception, and bar
- Logo recognition in all communications and on conference mobile app
- Recognition on conference signage and welcome slides during plenary sessions

BRONZE SPONSOR **\$1,000**

This opportunity is also a featured partnership opportunity to highlight your conference support and attend the conference.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Your organization's logo listing on the WCB 2020 sponsor page of the website

At WCB 2020

- (1) complimentary full-registrations for attendance at WCB 2020, which includes IAB membership
- (1) complimentary tickets to the Penn Museum Evening Event featuring tours, dinner reception, and bar
- Logo recognition in all communications and on conference mobile app
- Recognition on conference signage and welcome slides during plenary sessions

SUPPORTER **\$500**

This partnership opportunity highlights your conference support.

Leading Up to WCB 2020

- Coverage for your organization on all conference promotional materials, which includes an e-marketing campaign and announcements
- Your organization's logo listing on the WCB 2020 sponsor page of the website

At WCB 2020

- Logo recognition in all communications and on conference mobile app
- Recognition on conference signage and welcome slides during plenary sessions



OTHER SPONSORSHIP OPPORTUNITIES

\$75,000 - \$20,000
Museum Dinner Sponsor – \$75,000
Welcome Reception Sponsor – \$35,000
Sponsored Theme Symposium – \$30,000
Poster Hall Sponsor – \$25,000
Telecasting Sponsor – \$20,000

\$15,000 - \$12,000
Lunch Sponsor – \$15,000
Breakfast Sponsor – \$13,500
Mobile App Sponsor – \$12,500
Go Charge Sponsor – \$12,000
Conference Bag Sponsor – \$12,000

\$10,000 - \$2,500	
Coffee Break Sponsor – \$10,000	WIFI Boost Sponsor – \$8,000
Water Bottle Sponsor – \$10,000	Selfie Wall Sponsor – \$7,000
Lanyard Sponsor – \$10,000	Water Station Sponsor – \$6,500
Notepads and Pens – \$8,500	Conference Bag Insert – \$2,500

ADVERTISING OPPORTUNITIES

During the conference a printed high-level schedule of events will be distributed to all attendees to help them navigate the conference and campus. A detailed mobile app will launch at least two-weeks prior to the conference and will include schedule of events, faculty listings, abstracts, exhibitor and sponsor listings, message boards, maps, and electronic sponsorship opportunities.

ADVERTISING		
	Exhibitor	Non-Exhibitor
Program – Half Page	\$800	\$1,000
Program – Quarter Page	\$400	\$700
Mobile App – Banner Ad	\$1,500	\$2,500
Mobile App – Push Notification	\$350	\$550



EXHIBITION OPPORTUNITIES

EXHIBIT HALL SCHEDULE				
	June 18 th	June 19 th	June 20 th	June 21 st
Morning	Setup	Exhibit Hall Open	Exhibit Hall Open	Exhibit Hall Open
Afternoon				Exhibit Hall Open
Late Afternoon				Hall Closes and Move-Out

\$1,250 Exhibit Space Includes:

- Table, linen, and chairs
- (2) exhibit-hall only registrations
- Free WIFI
- Logo on website exhibitors page
- Logo recognition in all communications and on conference mobile app

Additional Conference Registrations

Please note: As an added benefit, all exhibitors will be eligible for a 25% discount on registration fees to attend the conference sessions and a 20% discount on the price of an insert into the delegate bag. Contact WCB at contact@IAB2020.org or (856) 423-7222 ext. 430 for more information about sponsor registration.

INSTITUTIONAL REGISTRATIONS

As part of the registration process, institutions and companies will have the opportunity to receive discounted group registration which will also include an International Association of Bioethics membership for each registrant. The group discount code will be share with all potential registrants when meeting registration launches in September. To be added to the conference mailing list please email contact@iab2020.org.

International Association of Bioethics’ 2020 World Congress of Bioethics

June 19 – 21, 2020

University of Pennsylvania

Philadelphia, Pennsylvania, USA

Show Management: Talley Management Group
 19 Mantua Road, Mt. Royal, NJ 08061
 (856) 423-7222 ext. 430 | contact@iab2020.org | www.iab2020.org

APPLICATION FOR SPONSORSHIPS/EXHIBIT SPACE AT 2020 WCB

EXHIBITOR / SUPPORTER CONTACT INFORMATION

First: _____ Last: _____ Credentials (MD, PhD, etc) _____
Company: _____ Title _____
Address: _____
Phone: _____ Fax: _____
Email: _____ Website: _____

SUPPORT OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsor - \$10,000 (includes complimentary booth) | <input type="checkbox"/> Go Charge Sponsor - \$12,000 |
| <input type="checkbox"/> Gold Sponsor - \$5,000 (includes complimentary booth) | <input type="checkbox"/> Conference Bag Sponsor - \$12,000 |
| <input type="checkbox"/> Silver Sponsor - \$2,500 (includes complimentary booth) | <input type="checkbox"/> Coffee Break Sponsor - \$10,000 |
| <input type="checkbox"/> Bronze Sponsor - \$1,000 (includes complimentary booth) | <input type="checkbox"/> Water Bottle Sponsor - \$10,000 |
| <input type="checkbox"/> Museum Dinner Sponsor - \$75,000 (includes complimentary booth) | <input type="checkbox"/> Lanyard Sponsor - \$10,000 |
| <input type="checkbox"/> Welcome Reception Sponsor - \$35,000 (includes complimentary booth) | <input type="checkbox"/> Notepads and Pens Sponsor - \$8,500 |
| <input type="checkbox"/> Sponsored Theme Symposium - \$30,000 (includes complimentary booth) | <input type="checkbox"/> WIFI Boost Sponsor - \$8,000 |
| <input type="checkbox"/> Poster Hall Sponsor - \$25,000 (includes complimentary booth) | <input type="checkbox"/> Selfie Wall Sponsor - \$7,000 |
| <input type="checkbox"/> Telecasting Sponsor - \$20,000 (includes complimentary booth) | <input type="checkbox"/> Water Station Sponsor - \$6,500 |
| <input type="checkbox"/> Lunch Sponsor - \$15,000 | <input type="checkbox"/> Conference Bag Insert - \$2,500 |
| <input type="checkbox"/> Breakfast Sponsor - \$13,500 | <input type="checkbox"/> Supporter - \$500 |
| <input type="checkbox"/> Mobile App Sponsor - \$12,500 | |

EXHIBIT OPPORTUNITIES

- Standard Tabletop (6' x 30" skirted exhibit table) - \$1,250 each _____ QTY (if more than one)

We prefer that our exhibit not be located next to the following companies*:

EXHIBIT OPPORTUNITIES

- | | |
|--|--|
| <input type="checkbox"/> Printed Program – Half Page, Exhibitor - \$800 | <input type="checkbox"/> Printed Program – Half Page, Non-Exhibitor - \$1,000 |
| <input type="checkbox"/> Printed Program – Quarter Page, Exhibitor - \$400 | <input type="checkbox"/> Printed Program – Quarter Page, Non-Exhibitor - \$700 |
| <input type="checkbox"/> Mobile App – Banner Ad, Exhibitor - \$1,500 | <input type="checkbox"/> Mobile App – Banner Ad, Non-Exhibitor - \$2,500 |
| <input type="checkbox"/> Mobile App – Push Notification, Exhibitor - \$350 | <input type="checkbox"/> Mobile App – Push Notification, Non-Exhibitor - \$550 |

PAYMENT INFORMATION

Once this application is received by Talley Management Group, Inc. ("SHOW MANAGEMENT"), and if the opportunity is still available, the Company contact person will receive a formal Letter of Agreement. If the opportunity is no longer available, the Company contact person will receive notification so that another opportunity may be selected. **Payment in full from the Company is expected within 15 business days of signing the Letter of Agreement.**

CHECK PAYMENT OR BANK WIRE (PREFERRED METHOD):

Please make check(s) payable in U.S. funds to:

Send check with completed Application/Contract to:

World Congress of Bioethics
Sponsorship and Exhibits
19 Mantua Road, Mt. Royal, NJ 08061 USA

For wiring instructions, please email contact@iab2020.org for more information or call (856) 423-7222 ext. 430.

CREDIT CARD PAYMENT

Visa MasterCard American Express Amount to be charged to card: _____

Account # _____ Exp. Date _____ Sec. Code _____

Name on card: _____ Signature: _____

Billing Address if different from above: _____

EXHIBITOR TERMS AND CONDITIONS

SHOW MANAGEMENT for the International Association of Bioethics' 2020 World Congress of Bioethics ("WCB 2020") is provided by TALLEY MANAGEMENT GROUP, INC., 19 Mantua Road, Mt. Royal, NJ 08061 USA (856) 423-7222 ext. 430, Fax (856) 423-3420. Email contact@iab2020.org with any questions about these Terms and Conditions.

ELIGIBLE EXHIBITS: SHOW MANAGEMENT reserves the right to determine the eligibility of any Company or Product applying to exhibit in the Show and further reserves the right to reject ineligible applications and/or limit the amount of space assigned to any one Exhibitor.

MOVE-IN/INSTALLATION, SHOW HOURS, AND DISMANTLEMENT: Exhibitors agree to comply with assigned move-in/installation days, Show hours, and dismantlement dates and instructions. The schedule for move-in/installation, show hours, and dismantlement is detailed in the WCB 2020 Exhibitor and Sponsorship Prospectus (the "Prospectus") and is also available in the WCB 2020 Show Kit emailed to registered exhibitors by January 2020 and the conference website at <https://iab2020.org/>. Exhibits may not be removed from the Venue until final closing of the Show unless special permission is obtained in advance and in writing from SHOW MANAGEMENT. Exhibits must be removed from the Venue by the time specified for dismantlement. Any displays or materials left behind in the Venue after the closing of the Show without instructions will be packed and shipped at the discretion of SHOW MANAGEMENT, with all charges assessed to Exhibitor.

CANCELLATION, WITHDRAWAL, OR REDUCTIONS IN SPACE: Cancellation of exhibit space, reduction of exhibit space, and any refund of exhibit fees are subject to the following conditions: Exhibitors shall give written notice of cancellation to SHOW MANAGEMENT no less than 60 days prior to the opening of the Show. If written notice is received more than 60 days prior to Show opening, the exhibit fee less a 50% cancellation charge will be refunded to the Exhibitor. No refunds will be allowed for any cancellation less than 60 days prior to the opening of the Show. SHOW MANAGEMENT reserves the right to re-sell space upon cancellation.

SPACE ASSIGNMENTS AND SUBLEASE: Exhibit assignments will be made according to the date of receipt of application on a space available basis. Exhibitors may not sublease the exhibit space, or any equipment provided by SHOW MANAGEMENT, nor shall Exhibitors assign this lease in whole or in part without written notice to and approval by SHOW MANAGEMENT in advance of the Show.

RELOCATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to alter the official floor plan and/or re-assign any exhibit location as deemed necessary for the good of the Show. SHOW MANAGEMENT further reserves the right to make such changes, amendments, and additions to these Terms and Conditions and such further regulations as it considers necessary for the good of the Show.

LIMITATION OF EXHIBITS: SHOW MANAGEMENT reserves the right to remove from the Show any Exhibitor and/or their representatives performing an act or practice which in the opinion of SHOW MANAGEMENT is objectionable, detracts from the dignity of the Show, or is unethical to the business purposes of the Show. SHOW MANAGEMENT reserves the right to refuse admittance of exhibits or materials to the

Show until all fees owed by the Exhibitor are paid in full. Exhibitors agree not to hold any competing social event, hospitality suite, meeting, or demonstration that entices conference attendees to the Show floor during CME-supported scientific sessions or social events.

MUSIC, AUDIO EFFECTS, PHOTOGRAPHY, and VIDEOTAPING: Music and audio-visual devices with sound are permitted only in those locations designated by SHOW MANAGEMENT and at such decibel intensity as not to interfere with the activities of other Exhibitors. Photography and/or videotaping other than by official WCB 2020 or SHOW MANAGEMENT photographers are not permitted within the Show at any time. Exhibitors grant permission to have their exhibit photographed by WCB 2020 or SHOW MANAGEMENT for the purposes of historic documentation of the Show and/or reporting on the meeting to WCB 2020 members. WCB 2020 and SHOW MANAGEMENT agree not to use exhibit photos without the permission of the exhibiting Company.

COPYRIGHT LAW: No copyrighted music may be played or sung in the Show in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. Exhibitors shall indemnify SHOW MANAGEMENT, WCB 2020, and the Venue, including the respective officers, directors, employees, and agents of these entities, and save them free and harmless from any and all liability whatsoever for any infringement of

or other violation arising out of the use of copyrighted music.

SECURITY: Although security services will be furnished, SHOW MANAGEMENT cannot and will not be held responsible for damage to, loss, and/or theft of property belonging to any Exhibitor, its agents, employees, business invitees, visitors, or guests. The exhibiting Company is responsible for carrying its own liability insurance.

APPLICABLE LAWS: This contract shall be governed by the laws of the State of New Jersey. Exhibitors agree to abide by all federal (including, but not limited to, Food and Drug Administration ("FDA") laws, state and city laws, ordinances, and regulations concerning fire safety, health, environment, public safety, hazardous materials, and all regulations and restrictions imposed by the Venue. All displays and decorations used by Exhibitors must be fireproof.

LIMITATION OF LIABILITY: Exhibitors agree to make no claim for any reason whatsoever against SHOW MANAGEMENT, WCB 2020, and the Venue, including the respective officers, directors, employees, and agents of these entities, and save them free and harmless from any and all liability whatsoever for loss, theft, damage to goods, or injury to employees or guests while in the Show area, nor any consequential damage to business for failure to provide space for the exhibit, or for failure to hold the Show as scheduled. Exhibitors assume entire responsibility and hereby agree to protect, indemnify, defend and save SHOW MANAGEMENT, WCB 2020, and the Venue from claims, losses, or damages to persons or property, including governmental charges for fines and attorney's fees related to the use of the Show premises or any part thereof. In addition, Exhibitors acknowledge that WCB 2020 cannot and will not maintain insurance covering the Exhibitor's property, and that it is the sole responsibility of each Exhibitor to obtain business

interruption and property insurance covering any such losses. THE ABOVE-CITED REGULATIONS, as well as all conditions stated in the Prospectus and the exhibit application, become a part of the contract between the Exhibitor, SHOW MANAGEMENT, and WCB 2020.

INSURANCE: All property is understood to remain under the Exhibitor's custody and control in transit to and from or within confines of the Venue. Neither SHOW MANAGEMENT nor WCB 2020 is responsible for maintaining insurance covering any Exhibitor's property.

Exhibitors shall carry Comprehensive General Liability coverage including premises, operations, and contractual liability coverage of at least \$1,000,000 for Personal Injury Liability and \$500,000 for Property, and Worker's Compensation with Employer's Liability with applicable statutory coverage. Certificates shall be furnished upon request.

FORCE MAJEURE: In the event the Venue or any part of the Show area becomes unavailable, whether for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause, or as a result of government intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot, or other cause or agency over which SHOW MANAGEMENT or WCB 2020 has no control; or should SHOW MANAGEMENT or WCB 2020 decide, because of such cause, that it is necessary to cancel, postpone, or re-site the exposition or reduce the move-in or installation time, Show time, or dismantlement time, SHOW MANAGEMENT and WCB 2020 shall not be liable to indemnify or reimburse Exhibitors in respect to any damages or loss, direct or indirect, arising as a result thereof.

TERMINATION OF RIGHT TO EXHIBIT: SHOW MANAGEMENT and WCB 2020 reserve the right to terminate without notice any Exhibitor's right to exhibit if the Exhibitor or any of its representatives fail to observe the conditions of these Terms and Conditions or, if in the opinion of SHOW MANAGEMENT or WCB 2020, the Exhibitor is conducting business in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

ADDENDUM: SHOW MANAGEMENT and WCB 2020 reserve the right to make changes, amendments, and additions to these Terms and Conditions as considered advisable for the proper conduct of the Show, with the provision that all Exhibitors will be notified of such changes.

EXHIBITOR RULES AND REGULATIONS

BOOTH SIZE: Standard tabletop exhibits are one 6' skirted tables.

BOUNDARIES: All parts of all exhibits must be contained within the Exhibitor's assigned space boundaries. Aisle space is under the control of SHOW MANAGEMENT.

GENERAL SHOW POLICIES: Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be

related to the exhibit and distribution is limited to within Exhibitor's space. Canvassing the Show floor is strictly prohibited. No food or beverages may be distributed from an Exhibitor's space without pre-show approval by SHOW MANAGEMENT. Exhibitors may not display signs

that are not professionally prepared or, in the opinion of SHOW MANAGEMENT or WCB 2020, detract from the appearance of the Show in any manner whatsoever. SHOW MANAGEMENT shall have sole control over all admission policies at all times.

USE OF DISPLAY SPACE: A representative of the exhibiting company must be present at the exhibit at all times during posted exhibit hours. The sale of merchandise or equipment of any kind is prohibited in the Show. The use of the WCB 2020 conference logo or official company logo on displays, signs, giveaways, promotional literature, or other material is strictly prohibited. Use of the Talley Management logo, WCB 2020 logo, and the Venue logo is strictly prohibited unless permission is granted directly from those organizations in writing. Signs or other articles are prohibited from being fastened to the walls, pillars, or electrical fixtures.

The use of thumbtacks, tape, nails, screws, bolts, or any other tool or material which could mar the floor or walls of the Venue is prohibited. Drip pans must be used under all equipment where there is a possibility of leakage. No helium-filled balloons or adhesive-backed stickers may be given out by Exhibitors.

FDA APPROVAL/CLEARANCE: If an Exhibitor intends to display, introduce, or feature an article whose pre-market approval or clearance is pending from the FDA, the Exhibitor's materials and the Exhibitor's personnel must

disclose that such article has not received final FDA approval/clearance and must clearly convey the status of such article consistent with such laws, rules, and regulations administered by the FDA. The exhibit and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the US. Exhibitors shall indemnify and hold harmless SHOW MANAGEMENT, WCB 2020, and the Venue from and against any and all costs, fees, expenses, penalties, damages, and claims arising from the Exhibitor's failure to comply with all laws, rules, and regulations (including those of the FDA) applicable to such article (including any law, rule, or regulation governing the display, introduction, or advertising of such article prior to final FDA approval/clearance).

EXHIBIT HALL BADGES AND PROGRAM BOOKS: All Exhibitor personnel must be registered. Please consult the Prospectus for the number of exhibitor only badges provided with the purchase of an exhibit. Exhibitor Only badges do not allow entry to WCB 2020 2019 educational sessions or social events. Additional exhibitor only badges are available for purchase at \$50.00 USD each, via contact@iab2020.org.

UNION LABOR: Exhibitors are required to observe all union contracts in effect among SHOW MANAGEMENT, official contractors, the Venue, and various labor organizations represented. Any labor required for installation or dismantle, decoration, or use of equipment must be ordered through the general service contractor. Tipping is strictly forbidden for any personnel providing any services.

BOOTH GIVEAWAYS: All booth giveaways must be pre-approved by SHOW MANAGEMENT prior to the meeting.