



## **EXHIBITOR PROSPECTUS**

### **State-of-the-Art in Facial Aesthetics - 2012**

**March 28 – April 1, 2012**  
**Westin Buckhead, Atlanta, GA**

#### **Exhibit space Rental**

Prime space - \$2250

Standard space - \$1850

#### **The exhibit fee provides the following:**

- A 10 ft. wide x 6ft. deep space with (1) six foot table, two (2) chairs, one (1) wastepaper basket, and exhibitor sign
- Registration for two (2) company representatives (\$175 each for additional badge)
- Admission to lecture rooms for representatives with badges
- Two (2) tickets to daily lunch
- Company listing in onsite program
- Listing and company link on meeting website.
- Attendee breaks (2 daily) served in exhibit hall
- Daily lunch served in exhibit hall

#### **Company Sponsored Events**

##### **Promotional Sponsorship Workshop**

Description:

- 1.5-2.0 hour cocktail/dinner + presentation event
- Takes place after the meeting closes. Begin at 6:30pm each night.
- Available Wednesday, Thursday, Friday and Saturday nights.
- May be opposed by one other non-competing product event.
- Basic AV set included
- Company responsible for all catering and speaker honoraria.

Flat fee for Basic Package (\$5000.00) – Includes reminders from the speaker podium

- Promotional insert in the registration package/attendee welcome bag
- Door drop with promotional insert to all attendee rooms night before the presentation event
- Company is responsible for print and delivery of all insert materials.
- Web reminders to all pre-registered attendees.
- E-blast reminders to all pre-registered attendees

#### **Host a Faculty Dinner - \$5000**

- Dinner with symposia faculty available each evening.
- Location flexible.
- Fee includes food & beverage

#### **Other advertising options – a la carte**

##### **8x11 Color Advertisements in the Onsite Program**

- Inside front cover or back cover- \$1750
- One page - \$1000
- Two page - \$1500
- Half Page - \$600

##### **Video advertisement on Exhibit Hall screen**

- \$1500
- 2-3 minute company/product add to run throughout the event
- Shown in sequence with others

##### **Attendee Welcome Bag**

Exclusive Logo Sponsorship - \$3500

##### **Attendee Portfolio**

Logo rights to portfolio given to all attendees at registration - \$7500

**Attendee Door Drop Bags** – Exclusive logo on outside of bag - (company provides bags) \$1000 for one night - \$750 for each additional night (bags to be dropped on Thur., Fri., Sat., Sun. mornings)

**Promotional insert** inside door drop bag to all attendees - \$750 (insert to be supplied by company)

**Lanyards** – Your company's name/product on all attendee lanyards - \$3500 (your choice for color and wording)

**Exhibit Hall Reception Sponsorship** Friday Night - (Single or Co-sponsorship opportunities are available, contact Foundation for details)

**If your company is interested in taking advantage of any of these opportunities, contact the FFAS office @ (901) 756-5400 to discuss the possibilities.**

#### **Meeting Site and Headquarters Hotel**

The Westin Buckhead, Atlanta, GA

March 28-April 1, 2012

3391 Peachtree Road NE

Atlanta, GA 30326

404-365-0065 Phone; 404-233-8786 Fax

**Reservations:** A limited block of rooms are available at the rate of \$154.00 per night for reservations before March 5, 2012. After you purchase your space you will receive a link to the FFAS Facial Aesthetic Symposium room block online.

**The following constitutes a legal and binding agreement with the Foundation of Facial Aesthetic Surgery (FFAS) and the company, organization or individual designated below.**

**Codes and Agreements** These Rules and Regulations are a part of the agreement between FFAS and Exhibitor for a Lease to use designated space at the FFAS 2012 Symposium. Exhibitor hereby agrees to be bound by the "Rules and Regulations for Exhibitors." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the Exposition is held; (iii) the terms of all leases and agreements between FFAS and the managers or owners of said facility; and (iv) the terms of any and all leases and agreements between FFAS and any other party relating to the exposition. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the Space or do anything in the facility, which would cause a difference in conditions from those previously approved by the insurance carriers of FFAS, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties. Exhibitor will be responsible for and will immediately reimburse FFAS or the facility for any such increase resulting from a violation of this section.

**Space Assignments** FFAS used its best efforts to locate the Space in one of the locations designated by the Exhibitor on the Space Application and to provide physical separation from competitors from whom Exhibitor has requested such separations. Notwithstanding the above, FFAS reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

**Installation Schedule** Exhibitors may begin set up on Wednesday, March 28, 2012 between 9:00am and 1:00pm. The exhibit hall will open at 1:00pm on Wednesday, March 28, 2012. Late set up will be available from 7:00am until 9:30am on the morning of Thursday, March 29, 2012. Installation must be complete by 9:30am on Thursday, March 29, 2012.

**Exhibit Personnel** Identification badges may be picked up at the registration desk. Two (2) company representatives are permitted in the exhibit hall during exhibit hours per every space purchased. No other representatives are allowed in or around the exhibit area unless an additional badge is purchased. Additional badges are available for \$175. Badge exchange between exhibitor representatives is not permitted. The FFAS requires that all representatives must be registered for the meeting. Personnel representing an exhibiting company must be a full time employee of the exhibiting company and not currently affiliated with any physician's office or university.

**Hospitality Suites and Private Parties** Hospitality Suites and private parties shall not be open during regularly scheduled hours of meetings, exhibits or other FFAS functions.

**Equipment** Space equipment provided by FFAS through the designated Exhibit Company (**Exhibit Services**) shall be returned to the Exhibit Company at the end of the term herein, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this Lease. Exhibitor shall provide all other equipment at his or her own expense. All draping and decorative materials used by Exhibitor shall be flame proof. All Space equipment shall be in keeping with and consistent with all rules, codes, and regulations referred to under Codes and Agreements above. All demonstrations and displays shall be confined to the Space.

**Exclusion** FFAS shall have the right to exclude or to require modification of any display or demonstration, which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Exposition. FFAS shall have the right to prohibit the use of amplifying equipment or music, which, in its sole discretion, it considers objectionable. FFAS shall have the right to demand modification of the appearance of dress of persons or mannequins used in connection with displays or demonstrations.

**Assignment and Sublease** Exhibitor shall not sublet or share the whole or part of the Space or any equipment provided by FFAS, nor shall Exhibitor assign this Lease in whole or in part without written notice to and approval from FFAS. Exhibitor shall not permit representatives of non-Exhibitors to conduct business in its Space.

**Postponement of Exposition** In the event that the Exposition is postponed due to any occurrence not occasioned by the conduct of FFAS or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of war, terrorism, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this Agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.

**Cancellation of Exposition** In the event that the Exposition is cancelled for any reason, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments made under this Lease shall be refunded to the Exhibitor, less a prorated share of expenses actually incurred by FFAS in connection with the Exposition. Exhibitor shall accept such refund in full settlement of all loss or damage suffered by Exhibitor.

**Liability** This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture or agency between FFAS and Exhibitor. Exhibitor shall assume all liability for loss or damage by reason of its exhibit or presence at the Exhibition. Exhibitor hereby agrees to and shall indemnify, hold harmless and defend FFAS from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever (including but not limited to court costs, interest and attorney's fees) which FFAS may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that FFAS and its respective agents and employees shall not be responsible in any way for (i) any damage, loss or destruction of any property of Exhibitor or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees, except in cases of gross negligence by FFAS.

**Handling and Storage** FFAS and the owners or managers of the facility where the exposition is to be held shall not accept or store display materials or empty crates, and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates.

**Shipping and Storage** If Exhibitor requires shipping of boxes, supplies, and/or equipment to the Hotel, please use the following information:

The Westin Buckhead Atlanta  
3391 Peachtree Road, NE  
Atlanta, GA 30326  
Attn: CONVENTION SERVICE MANAGER  
Hold for FFAS – Facial Aesthetic Surgery and Non-Surgical Aesthetics 2012

Hotel does not have the storage space for crates, pallets or large shipments. Any materials to be sent to the Hotel may arrive no earlier than three (3) days in advance. Otherwise a storage fee of \$400.00 per day will apply. Handling and storage fees will be added for any materials sent to Hotel (see list below for more detailed fees). Fees must be paid before materials are released. Hotel will not be responsible for any loss or damage to materials sent to Hotel prior to event date.

0 to 5 pounds	\$5.00 each
6 to 20 pounds	\$10.00 each
21 to 50 pounds	\$15.00 each
Over 50 pounds	\$25.00 each
Crates	\$50.00 each
Pallets	\$75.00 each

The handling and storage fees above will also apply to outgoing shipments following the conference.

#### **Electronic, Phone and Internet Request**

If your space requires electricity, phone hook-up, Internet or other special needs, please contact PSAV Presentation Services at the Hotel @ (404) 365-6476

**Cancellation of Exhibit Space** Exhibitors are requested to telephone, fax or e-mail the FFAS with cancellations. However, the cancellation is not effective until it has been received in writing at the FFAS office. No refunds will be granted after February 1, 2012. If the Exhibitor cancels before February 1, 2012, 50% of the total cost of space will be retained by the FFAS. If the Exhibitor cancels on February 2<sup>nd</sup> or later, the FFAS will retain 100% of the total contract obligation. Any space not claimed and occupied, or for which special arrangements have not been made by March 29 at 9:00am, will be forfeited. Full payment for all space assigned is due with registration.

**Failure to Occupy Space** Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for space. The FFAS will have the right to use exhibit space as it sees fit, provided the space is not occupied by March 29 at 9:00am.

**Security** FFAS shall either provide or arrange for security service throughout the hours of installation, show and dismantling period, and exercise reasonable care for the protection of the exhibitors' materials and display. Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of FFAS or the facility to protect the Exhibitor's property within the Exhibition.

**Insurance** Insurance on all exhibits is the responsibility of the exhibitor. The FFAS will not assume any responsibility for property loss or damage to personal property, as states in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

**Acceptance** Please indicate your acceptance below and return one copy to FFAS.

Accepted By: \_\_\_\_\_  
Printed Name

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**RETURN TO:**

**Foundation for Facial Aesthetic Surgery**  
**7497 Poplar Pike**  
**Germantown TN 38138**  
**(901) 756-5400 office; (901) 757-5543 fax**  
**Email: [mSPIKES@FFASurg.org](mailto:mSPIKES@FFASurg.org)**