



# Exhibitor Prospectus

ASIPP 11th Annual Meeting Celebration  
Marriott Crystal Gateway, Washington, DC  
June 27-29, 2009

# Please, Join Us

On behalf of the American Society of Interventional Pain Physicians (ASIPP), we invite you to participate in the 11th Annual Meeting, June 27-29, 2009, in Washington, DC.

The American Society of Interventional Pain Physicians was founded in 1998 to represent Interventional Pain Physicians dedicated to improve the delivery of interventional pain management services to patients across the country in the various settings of ambulatory surgical centers, offices and hospital outpatient departments. In addition, the American Society of Interventional Pain Physicians also started Interventional Pain Physicians- PAC in 1999 to represent the political interest of interventional pain physicians. The mission of ASIPP is to promote the development and practice safe, high quality, cost-effective interventional pain management techniques for the diagnosis and treatment of pain and related disorders, and to ensure patient access to these interventions.

The prospectus contains all of the ASIPP rules and regulations regarding your exhibit participation as well as useful information that will enhance your exposition experience. We have a number of exhibit tools, including new commercial support and marketing opportunities. If you have any questions or concerns, we will be happy to assist you. We look forward to receiving your application - and we'll see you in Washington!



Sincerely,

A handwritten signature in black ink, appearing to read 'Laxmaiah Manchikanti'. The signature is fluid and cursive, with a long horizontal line extending from the end.

Laxmaiah Manchikanti, MD

CEO, ASIPP

# GENERAL INFORMATION

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## CONTACT INFORMATION

### **Paula Reynolds, ASIPP Meeting Coordinator**

81 Lakeview Drive, Paducah, KY 42001  
Phone: 270-554-8373 Ext 149  
Fax: 270-554-8987  
E-Mail: paula@thepainmd.com

### **Ray Lane, ASIPP Director of Public Relations**

81 Lakeview Drive, Paducah, KY 42001  
Phone: 270-554-9412 Ext. 220  
Fax: 270-554-5394  
E-Mail: rlane@asipp.org

## EXHIBIT SCHEDULE

### **Exhibit Installation & Registration**

Saturday, June 27th, 2009, 5:30 am - 7:00 am

### **Exhibit Show**

Saturday-Monday, June 27th-29th, 2009

### **Dismantling of Exhibits**

Sunday, June 28th after 4:30 pm or  
Monday, June 29th after 10:30 pm

## FACILITY SHIPPING

### **Marriott Crystal Gateway**

1700 Jefferson Davis Hwy, Arlington, VA 22202  
Phone: 703-920-3230  
Fax: 703-271-5212

## IMPORTANT DATES IN 2009

**Exhibit space cancellation** (\$250 admin. fee)..... May 4  
**Corporate Sponsor/Exhibit application deadline**..... May 18  
**Exhibit space cancellation** (50% penalty) ..... May 18  
**Exhibit space cancellation** (100% penalty) ..... June 1  
**Final Registration Deadline for all exhibitors**..... June 15

## BOOTHS, PAYMENT AND LOGISTICS

Exhibit space is available in 10' x 10' booth.

Note: Special pricing is available for corporate sponsors of the American Society of Interventional Pain Physicians. For more information on the benefits of joining the American Society of Interventional Pain Physicians, refer to the enclosed information.

### **The purchase of exhibit space includes:**

- \* Registration for two representatives per space.
- \* 6 ft. table and two chairs.
- \* Exhibitor badges for each representative.
- \* Admittance into all meetings and meeting events including all meals.
- \* One copy of the course syllabus will be distributed to each company.
- \* One complete registration list (name, city, state) will be given at the meeting.

## SPACE ASSIGNMENT

Initial assignment of exhibit space will be given to corporate members returning their application prior to May 18th, 2009, those submitting after this date will fall into the first-come, first served basis as all other exhibitors.

## APPLICATION INSTRUCTIONS

To apply for exhibit space, please complete the enclosed application form. Return the completed application form with payment in full to the address on the application form. All applications must be received by June 15th, 2009. Submission of an application does not guarantee space availability, nor does it guarantee location.

Payment must accompany the application in the form of a credit card authorization or check drawn on a U.S. bank in U.S. funds. Any applications received without payment will not be process until payment is received.

Please make realistic choices from the spaces as they appear on the floor plan. If none of your selections are available, space will be assigned as near to preferences as possible.

All companies wishing to exhibit at the 11th Annual Meeting must be in good financial standing with ASIPP. Submission of an application is considered an agreement that companies will abide by the rules and conditions outlined in this prospectus and any others issued at any time by ASIPP. Submission of application does not guarantee exhibit space. ASIPP reserves the right to refuse an exhibitor who does not meet the educational, scientific or practice needs of its members.

## CANCELLATIONS

Cancellation of exhibit space must be made in writing on company letterhead. A refund, minus a \$250 administrative fee will be made if the cancellation is received by May 4th, 2009. Any company cancelling after May 18th, 2009 will receive a 50% refund. Any company canceling after June 1st, 2009 will pay a 100% penalty

Cancellation of the convention by ASIPP will result in a full refund to all exhibitors unless due to circumstances beyond the Society's control such as acts of God, labor disputes, acts of war, acts of terrorism, etc.

Space reduction is considered canceling of space and will follow the deadlines set above. Reduction in space must be approved by ASIPP, may be denied and may result in relocation.

## MARKETING OPPORTUNITIES

The 11th Annual Meeting offers many opportunities for companies to maximize their outreach to the participants gathering in Washington. Exhibitors can increase their visibility by sponsoring events and giveaway items that enhance the value and experience of the meeting for the participants and keep your company's name in the frontline of this unique and growing market. A full menu of sponsorship opportunities and their related recognition programs are available. For information about these opportunities, please contact Ray Lane, Director of Public Relations, by phone at 270-554-9412 Ext. 220 or by e-mail at rlane@asipp.org.

# GENERAL INFORMATION

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## EXHIBITOR RULES AND REGULATIONS

All exhibitors must adhere to the following rules and regulations and other rules and regulations that may be promulgated by the American Society of Interventional Pain Physicians (ASIPP), all of which are incorporated by reference as part of all exhibit space rental agreements.

### 1. Interpretation of Rules

ASIPP shall have full power in the interpretation and enforcement of rules and regulations governing exhibitors. Issues and questions not covered by the regulations shall be subject to the final judgment and decision of ASIPP. ASIPP may amend these rules and regulations at any time, and the amendments so made shall be binding upon the exhibitor equally with these rules and regulations, and shall become a part thereof, providing the exhibitor is notified of the amendments. Notice may be verbal or in writing, before or during the meeting, and may be given to any authorized agent or representative of the exhibitor.

### 2. Purpose of Exhibits

The American Society of Interventional Pain Physicians, a non-profit organization. The purpose of the exhibits, an integral part of the Society's educational activity, is to complement the professional meetings and clinical sessions by enabling registrants to evaluate the latest developments in equipment, supplies, and services that are relevant to patient care. ASIPP does not in any manner endorse any of the products or services related to the exhibits that have been accepted for display and sale during the meeting.

### 3. Installation

All exhibits must be erected by the given time within the general information portion of the prospectus. No trunks, cases or other packaging materials are to be left in the exhibit area after installation of the booth, nor may such materials be brought into the exhibit hall during open exhibit hours. Any spaces not claimed and occupied for which no special arrangements have been made in writing prior to 7:00 am on the exhibit installation date, shall revert to ASIPP to be re-let and occupied in any manner and for such purposes as ASIPP may see fit.

### 4. Exhibit Hours

ASIPP requires all exhibits to remain open, with at least one representative in the booth, during the specified exhibit hours. Hours are subject to change.

### 5. Exhibit Hall Access

Exhibitor personnel will be permitted on the exhibit floor one hour prior to the opening and may remain one-half hour after the daily closing of the exhibit hall with the exception of when dismantling begins (please see times within the general information).

### 6. Sales and/or Solicitation of Orders

Sale of products and services is allowed on the exhibit floor provided such sales are conducted in a professional, business-like manner, in accordance with ASIPP guidelines, and the exhibitor complies with all state and local tax regulations. ASIPP reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

### 7. Eligibility to Exhibit

The exhibit is designed for the display, demonstration and sale of products and services relating to the practice and advancement of the art and science of interventional pain management

and the professional education and support of the members of ASIPP. ASIPP reserves the right to determine the eligibility of all exhibit space applicants. Please refer to the ASIPP Approval of Companies Policy.

### 8. Space Assignments

Initial assignment of space will be based on corporate membership when the completed application and full payment, if required, is made by deadline listed within the general information. Applications received without the necessary payment will be returned to the applicant. Those submitting after this date will fall into the first-come, first served basis as all other exhibitors.

### 9. Space Relocation

ASIPP reserves the right to relocate an exhibitor at any time. ASIPP reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of ASIPP. ASIPP reserves the right to locate exhibitors demonstrating loud apparatus or conducting odor producing activities in an area where the noise or aroma will not interfere with other exhibits.

### 10. Subletting of Space

The subletting, assignment or appointment of the whole or any part of an exhibitor's space by the exhibitor is prohibited. Exhibitors may not advertise or display goods in their exhibit other than those manufactured or sold by them in the regular course of business. Should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately and neither company shall be allowed to exhibit the following year.

### 11. Booth Payments

The total amount due must accompany the exhibit application/contract. The application will not be processed nor space assigned without the required payment.

### 12. Cancellations or Reductions in Space

Cancellation of exhibit space must be made in writing on company letterhead. Refund amounts will follow the cancellation policy listed within the general information portion of the exhibiting prospectus. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of ASIPP, is non-transferable and will be assigned according to the wait list. Cancellation of the convention by ASIPP will result in a full refund to all exhibitors unless due to circumstances beyond the association's control such as acts of God, labor disputes, acts of war, acts of terrorism, etc. Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above. All reductions in space require the approval of ASIPP and may result in space reassignment.

### 13. Official Service Contractors

ASIPP will designate official service contractors, if required, to provide all services to exhibitors other than supervision. These official contractors will be listed in the Exhibitor Services Kit. Decorating, drayage, rigging, cleaning, catering, and electrical must be provided by the designated official contractors unless otherwise approved by ASIPP.

### 14. Exhibitor Appointed Contractors

Exhibitors who plan to use a service contractor other than the official service contractors must notify ASIPP in writing at that time of application with the company name, address, telephone number, name of supervisor scheduled to be in attendance at the meeting and a statement that such contractor will comply with all rules and regulations of the show. Independent

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contractors must perform all services in a timely and professional manner, in accordance with the meeting's established deadlines, not engage in solicitation of business on the exhibit floor for present or future conventions, provide a Certificate of Insurance to ASIPP no later than the final application deadline outlined in the general show information and register all employees and temporary help at the exhibitor registration desk.

### 15. Booths

All booths are 10'x10'. All booths no located against a fixed wall of the facility will be limited to 7' in height.

### 16. Booth Arrangement and Construction

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan and all equipment, products or materials to be shown or demonstrated must be placed within the exhibitor's contracted exhibit space in order to ensure attendees viewing the exhibit will stand within the said space, not in the aisles. All exposed parts of displays must be finished so as to present an attractive appearance when viewed from the aisles or from adjoining exhibits. The exposed portions may be draped at the exhibitor's expense. All tables used in the space must be skirted. No pins, tacks or adhesives of any kind may be attached to the facility including walls and columns. No nails or bracing wires used in erecting displays may be attached to the premises without the written consent of facility.

### 17. Fire Regulations

All displays or exhibited materials must be fireproof to conform to all applicable federal, State, and city fire safety regulations and laws. Combustible materials must be treated with an effective flame retardant material. Oilcloth, tarpaper, sisal paper, nylon, orlon, and certain plastic materials that cannot be made flame retardant are prohibited.

### 18. Utilities

Complete information on utilities will be available on the exhibitor application.

### 19. Shipping Information

Complete shipping information will be available on the exhibitor application.

### 20. Return Shipments

Individual shipping arrangements need to be made either with the facility or the Official Service Contractor if one is appointed. ASIPP is not responsible for return shipments.

### 21. Exhibitor Personnel

Registration of exhibitor personnel should be included in the application. In order for all registered personnel to receive the pre-printed name badges these applications should be presented by the listed deadline of applications within the general information material. Applications received after that with personnel listed will not receive a pre-printed badge. Exhibiting companies may register up to two employees free of charge for each 10'x10' space reserved. Additional registrants will be charge \$100 each. Exhibitors' badges are not to be issued to individuals who wish to gain admittance for the sole purpose of contacting other exhibitors.

### 22. Badge Distribution

Badges will be distributed onsite from the exhibitor registration desk. Representatives without a badge will not be admitted to the exhibit hall. Badges are personal and non-transferable and must be worn in the exhibit area at all times. Defacing badges by inserting business cards, photocopying, or attach-

ing ribbons or other items to badges is prohibited. Should a registered Exhibitor Representative be unable to attend the meeting, his/her badge fee may be transferred to another person. Only the Designated On-site Contact can authorize this transfer. Either the Designated on-site Contact would need to accompany the representative to the Exhibitor Registration counter to authorize this or the representative would need a signed letter from the exhibitor representative on company letterhead, noting both the representative who is being replaced and the representative who is taking his/her place.

### 23. Program Proceedings Distribution

The designated on-site company representative is entitled to one (1) copy of the Program Proceedings per 10'x10' booth contracted, up to a maximum of two books. The Program Proceedings may be collected at the Member Registration Desk.

### 24. Admission to the General Sessions

Exhibitors may attend the General Sessions free of charge once all attending doctors have been seated. Exhibitors also may attend all meeting oriented functions such as meals and non-meeting events.

### 25. Exhibitor Conduct

ASIPP reserves the right to approve all exhibits and related activities. ASIPP may require that an exhibit be curtailed if it does not meet the standards set forth herein. An exhibitor of a questionable exhibit or activity related thereto must submit a description of the exhibit or activity with the exhibit application for ASIPP approval.

The exhibit hall will be inspected during installation hours and efforts will be made to advise exhibitors of any deviation from exhibit rules. Exhibitors must make all corrections requested by ASIPP at their own expense or risk removal from the exhibition without notice and without obligation on the part of ASIPP or any refund.

ASIPP reserves the right to expel or refuse admittance to any representative whose conduct is, in its opinion, not in keeping with the character and/or spirit of the meeting.

Exhibit personnel may NOT enter another exhibitor's booth without obtaining permission. Lingering in the aisles surrounding another exhibitor's booth for the purpose of obtaining product information or distracting attendees is strictly prohibited.

Exhibitors may not sell, serve or dispense any food or beverage on the exhibit floor unless approved in writing by ASIPP.

No procedures may be performed on any live tissue on the exhibit floor.

Show management reserves the right to determine at what point sound or odor interferes with others and must be discontinued.

Laser equipment may be operated only if the laser is contained within a safety shield.

No smoking is permitted within the exhibit hall at any time including installation, exhibit hours and dismantling.

### 26. Photography

Only the official photographer may take photographs in the exhibit hall. Exhibitors taking photographs in the exhibit hall will have their film or data cards confiscated.

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### 27. Handouts and Giveaways

Distribution of all giveaways except the exhibitor's own products and literature must be approved in writing by ASIPP prior to the meeting. Requests for questionable giveaway items, accompanied by a sample of the giveaway that will not be returned, or an electronic image of the item, must be submitted by the final application deadline. ASIPP will request the removal of unapproved items.

### 28. Contests, Raffles, Etc.

Contests and raffles are permitted with prior approval from ASIPP. Requests must be submitted by the final application deadline. The rules must be posted at the booth and include: eligibility, date and time of drawing, the words "no purchase necessary to enter", and how winners will be notified. ASIPP must be notified of the winners and when the prize was awarded. ASIPP reserves the right to restrict contests or raffles that it deems inappropriate or unprofessional.

### 29. Children

No children under 18 years of age will be permitted to enter the exhibit hall during the installation or dismantling of exhibits.

### 30. Security

ASIPP will not provide security service in the exhibit hall. Neither ASIPP nor the meeting facility will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against pilferage.

### 31. Insurance and Liability

Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses of whatever kind and nature relating to or arising from an injury to any person, or loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the exhibitor's participation in the exhibition. Exhibitors shall protect, indemnify, hold harmless and defend ASIPP, its officers, directors, agents, members and employees against all such claims, liabilities, losses, damages, and expenses, including reasonable attorney's fees and cost of litigation, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting from the negligence of ASIPP, its officers, directors, agents or employees.

Exhibitors should maintain general public liability insurance against claims of personal injury, death, or property damage incident to, arising out of, or in any way connected with their participation in the exhibition, in the amount of not less than one million dollars (\$1,000,000) for personal injury, death or property damage in any one occurrence. Such insurance should include coverage of the indemnification obligations of exhibitors under the policy and procedures and should cover ASIPP as an additionally named insured. Each exhibit company is responsible for obtaining, for its protection and at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against ASIPP, its officers, directors, agents, members or employees. The exhibitor further waives any claim against ASIPP and its agents, employees, representatives, successors, and assigns, arising out of the oral or written publication of any statement made in connection with the meeting by anyone not an employee of ASIPP concerning the exhibitor or their exhibit.

If any part of the exhibit hall is destroyed or damaged, preventing ASIPP from permitting an exhibitor to occupy assigned space during part or all of the exhibition, or in the event occupation of assigned space during part or all of the exhibition is prevented by strikes, Acts of God, national emergency, or other causes beyond the control of ASIPP, exhibitor will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against ASIPP, its directors, officers, agents, members or employees for losses or damages that may arise in consequence of such inability to occupy assigned space, its sole claim against ASIPP being a refund of rent paid for the period it was prevented from using the space.

### 32. Satellite Events

Any exhibitor wishing to hold meetings, social events or a hospitality suite during the course of the meeting must receive permission in writing from ASIPP. Unapproved meetings conflicting with ASIPP educational activities jeopardize ASIPP's accreditation status and are strictly prohibited.

### 33. Animals

Live animals, with the exception of service animals, are not allowed onto the show floor.

### 34. Market Research

Any and all market research efforts are required to be conducted from within your exhibit space. Soliciting the show floor or within the center is not permitted.

### 35. Waitlist

In the event that ASIPP runs out of available for sale exhibition space, a wait list will be formed. The wait list will be operated on a first-come, first-served basis (based on time/date receipt of application and full payment) regardless of size requested, contributions or relationships to other companies.

As exhibit space becomes available, companies will be assigned to space regardless of location requests. If the location of the space is unacceptable the company will be taken off the wait list and a refund will be issued based on policy.

Companies may not sublet per rule 10; should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately, will receive no refund and neither company shall be allowed to exhibit the following year. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of ASIPP is non-transferable and will be assigned according to the wait list. In all cases, the decision of ASIPP shall be final and binding on all parties.

### 36. Booth Presentations

Exhibitors may hold presentations within their booth spaces anytime during exhibit hours. ASIPP does not allow the promotion of any physicians who are presenting at the meeting as such may be construed as a violation of ACCME regulations. Companies may promote the names of physicians not presenting at the meeting.

### 37. Violations

Any violation of the Rules and Regulations shall subject the exhibiting company to removal from the show floor and one year suspension of exhibiting privileges. However, a more severe penalty may be levied at the discretion of ASIPP. ASIPP reserves the right to restrict and/or dismiss at any time any exhibit that it deems undesirable.

American Society of Interventional Pain Physicians  
**Exhibitor Application**



**11th Annual Meeting Celebration**  
Marriott Crystal Gateway, Washington, DC • June 27-29, 2009

Corporate Member Application Deadline for preferred booth assignment: May 18th, 2009. Payment must accompany all applications. Completed forms with credit card payment can be faxed to (270) 554-8987 or e-mailed to paula@thepainmd.com. If paying by check, mail form to: 81 Lakeview Drive, Paducah, KY 42001.

**Company Information** (as it will appear on signage)

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Company/Product Description**

Please select a company description from below:

- Computer Hardware/Software
- Diagnostics/Imaging
- Rehab
- Pharmaceuticals
- Practice Management
- Publisher
- Research Products/Supplies
- Medical Equipment
- Other \_\_\_\_\_

**Booth Selection**

Booth Selections: 1st choice \_\_\_\_\_ 2nd choice \_\_\_\_\_ 3rd choice \_\_\_\_\_ 4th choice \_\_\_\_\_

**We prefer not to be placed next to or across from any of the following companies**

(completion of this portion is critical as ASIPP will not guarantee last minute placement changes):

**Representative Names (Title):**

1. \_\_\_\_\_

2. \_\_\_\_\_

**Check the applicable booth information:**

- 10' X 10' booth \_\_\_\_\_ X \$2,000.00 \_\_\_\_\_
- Skirting \_\_\_\_\_ (per booth) X \$100.00 \_\_\_\_\_
- Electrical \_\_\_\_\_ (per booth) X \$50.00 \_\_\_\_\_
- Additional Representatives \_\_\_\_\_ X \$100.00 \_\_\_\_\_

**Total Fees:** \_\_\_\_\_

**Method of Payment**

- Check (made payable to ASIPP)
- Credit Card: \_\_\_MC \_\_\_Visa \_\_\_AmExpress
- Pre-paid with Corporate Membership

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Name on Card (print) \_\_\_\_\_

**Agreement**

Signature and submission of this application is considered a binding agreement by the applying company and its representatives to abide by the conditions outlined in this prospectus including all rules and regulations. The signer of this application shall be the sole contact between ASIPP and applicant company.

Company Contact Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Title \_\_\_\_\_ E-Mail \_\_\_\_\_

**For office use only:**

Application Received: \_\_\_\_\_ Amt. of Payment: \_\_\_\_\_ Booth Assigned: \_\_\_\_\_ Ack Sent: \_\_\_\_\_

ASIPP Approval \_\_\_\_\_

University of Louisville Approval \_\_\_\_\_

# Exhibitor Hall

CRYSTAL MARRIOTT

