

AMERICAN SOCIETY OF PEDIATRIC HEMATOLOGY/ONCOLOGY



Exhibitor Prospectus

24th Annual Meeting

April 13–16, 2011

Hilton Baltimore ♦ Baltimore, MD

About ASPHO

The American Society of Pediatric Hematology/Oncology (ASPHO) is a professional society of **physicians** dedicated to promoting the optimal care of children and adolescents with blood disorders and cancer by advancing research, education, treatment, and professional practice. ASPHO was founded in 1981 and currently has more than 1,650 members.

ASPHO will hold its 24th Annual Meeting April 13–16, 2011, at the Hilton Baltimore in Baltimore, MD. This meeting will be an exciting opportunity for you to interact with an audience of pediatric hematologists/oncologists! Pediatric hematology/oncology is the sole focus of this meeting.

Exhibitor Opportunities

You will have exclusive access to leaders in this field. Every physician entering the exhibit hall will be devoted to this specialty. This is your chance to present your products and services to the preeminent pediatric hematologists/oncologists in the world.

More than 600 attendees will explore the exhibit hall. They are leading international pediatric hematologists/oncologists who are looking for new sources and ideas to improve and manage the quality of care for children with blood and cancer disorders.

By exhibiting at the ASPHO meeting, you can gain access to these leaders who directly affect your industry. Products and services displayed at the meeting include

- ◆ blood services
- ◆ educational materials
- ◆ hospitals
- ◆ institutions
- ◆ insurance
- ◆ medical equipment
- ◆ software
- ◆ pharmaceutical
- ◆ products
- ◆ publications
- ◆ recruitment
- ◆ support services
- ◆ therapeutic products
- ◆ business management services.
- ◆ ASPHO goes the extra

mile to support your exhibit in a variety of ways:

- ◆ Innovative programming draws more than 600 attendees.
- ◆ Unopposed exhibit hours are scheduled to give you maximum visibility and exposure to this target market.
- ◆ A grand-opening reception kicks off the opening of exhibits.
- ◆ Lunch break is placed in the exhibit hall and poster area.
- ◆ Refreshment breaks are located in the exhibit hall to ensure high-quality traffic.

Take advantage of the opportunity to be a part of ASPHO's exhibit program, and reach your target market effectively and efficiently.

Exhibit Schedule

Thursday, April 14

- 8 am–4 pm Exhibit Setup and Registration
- 5:30–7:30 pm Opening Reception with Exhibits

Friday, April 15

- 10:30 am–4:15 pm Exhibits Open
- 10:45–11:15 am Conference Break
- 12:30–1:45 pm Lunch with Exhibits
- 3:45–4:15 pm Conference Break
- 4:15–7 pm Exhibit Teardown

Schedule as of April 2010, subject to change.

Exhibit Fees

- 10' x 10' space (100 sq. ft.) \$1,500
- 10' x 20' space (200 sq. ft.) \$3,000
- 10' x 30' space (300 sq. ft.) \$4,500
- 20' x 20' island (400 sq. ft.) \$7,500

The following services will be provided to exhibitors at no additional charge:

- ◆ four exhibit hall badges per 10' x 10' booth
- ◆ standard identification sign displaying the exhibitor's name and booth number
- ◆ 8-ft-high back wall and 36-in.-high divider rails of quality fabric
- ◆ carpeting
- ◆ general overhead lighting
- ◆ security guard service
- ◆ attendee list
- ◆ listing in the meeting program book
- ◆ discount advertising in the meeting program book
- ◆ discount on attendee mailing labels.

For consideration of a not-for-profit discount on exhibiting, please submit a letter of request to info@aspho.org, Attention: Sales Department.

Ancillary Events

- ◆ Ancillary events may not conflict with any educational sessions, exhibit hours, or corporate forums scheduled during the ASPHO Annual Meeting.
- ◆ Scheduling, including transportation, must begin no sooner than 30 minutes after any activity during the ASPHO Annual Meeting.
- ◆ All events should receive prior written approval from ASPHO.

So that ASPHO can respond to attendee inquiries, you must provide information about these events to ASPHO (e.g., where, when, how to register). A Function Space Request form will be provided upon request.

Become an ASPHO Supporter

Help support the pediatric hematology/oncology field by becoming an ASPHO Commercial Supporter. Commercial support is an excellent way to

- ◆ enhance your visibility
- ◆ drive traffic to your booth or event
- ◆ support research and treatment
- ◆ position your company as an industry leader.

The following advertising, promotional, and commercial support opportunities are available at the ASPHO meeting:

Corporate Forum (see page 4).....	\$25,000	Hosted Wireless Internet Access.....	\$10,000
Opening Reception with Exhibits.....	\$25,000	Portfolio.....	\$10,000
Speaker Room	\$15,000	Massage Center.....	\$10,000
Lunch in Exhibit Hall	\$15,000	Hotel Room Key.....	\$7,500
Awards Reception.....	\$10,000	Afternoon Refreshment Break.....	\$5,000
Battle of the ASPHO Superstars.....	\$10,000	Lanyards.....	\$5,000
Continental Breakfast.....	\$10,000	ASPHO Web Page Banner Ad.....	\$5,000
Mini Map of Baltimore.....	\$10,000	Room Drop	\$3,000
Cyber Café	\$10,000	Program Book Advertising.....	Varies

Partial support is accepted. First right of refusal must be received by October 1, 2010.

Opening Reception, Continental Breakfast, Lunch, and Afternoon Refreshment Breaks—Food/beverage service will be placed near your booth, with signage acknowledging your support and providing excellent visibility. You may provide cups and napkins with your company logo.

Speaker Room—Speakers, board members, and committee chairs use the speaker room to prepare presentations and discuss important issues in the pediatric hematology/oncology field, providing excellent exposure to faculty, speakers, and board members.

Awards Reception—ASPHO award winners will be recognized at this high-profile reception. Awards include the Distinguished Career Award, the Frank A. Oski Lectureship, and the Young Investigator Awards.

Battle of the ASPHO Superstars—This is one of the most exciting and anticipated events at the meeting, where teams square off in a game-show format to see which team knows the most about pediatric hematology/oncology.

Mini Map of Baltimore—Pocket-size map of Baltimore, features key attractions on one side and your full-page, 4-color ad on the other side.

Cyber Café—E-mail/Internet stations located adjacent to registration where attendees find annual meeting information, print handouts, and complete online evaluations to receive CME. Your organization will be recognized on all computer screens, as well as on the kiosks that house the computers.

Hosted Wireless Internet Access—One of the most requested amenities by meeting attendees! You can support the wireless access area at the ASPHO Meeting to receive excellent visibility and recognition, including signage in the wireless area.

Portfolio—Distributed at registration to all meeting attendees, your logo featured on each portfolio will provide excellent visibility and help position your company as an industry leader.

Massage Center—A very popular attraction! The massage center allows attendees to take a break and enjoy an invigorating massage, while reading your company's materials. The massage center is located inside the exhibit hall.

Hotel Room Key—All attendees registering at the headquarters hotel will receive a room key with your company logo or message. This opportunity offers great visibility/branding each time attendees access their hotel room.

Lanyards—The sponsoring organization will receive their company name or logo on the official ASPHO badge holder/lanyard. Lanyards provide excellent visibility throughout the meeting.

ASPHO Web Page Banner Ad—Available on the ASPHO Web site on the annual meeting page, banner advertising is a great way to get your message to ASPHO meeting attendees and ASPHO members.

Room Drop—Delivered directly to attendee hotel rooms, room drops provide an excellent opportunity to introduce a new product or service, invite attendees to your booth or event, educate attendees on the uses of your products, and help position your company as an industry leader.

Program Book Advertising—Reach ASPHO attendees onsite at the meeting and throughout the year, providing repeated exposure to your ad. Program Book advertising is also an excellent way to introduce a new product or service and drive traffic to your booth or event. See page 5 for details.

Commercial Supporters Receive

Bronze Level: \$5,000

- ◆ Sign in the registration area
- ◆ Sign at the supported event
- ◆ Recognition in the meeting brochure
- ◆ Recognition in the meeting program book
- ◆ Commercial support display for your exhibit
- ◆ Commercial support ribbon for your representatives

Silver Level: \$15,000

All of the bronze level benefits, plus

- ◆ Recognition on the ASPHO Web site
- ◆ Recognition in the *ASPHO Membership Directory*
- ◆ Registration list—names and addresses of ASPHO attendees

Gold Level: \$25,000

All of the silver level benefits, plus

- ◆ Quantities of registration brochures to showcase your support
- ◆ Commercial support plaque
- ◆ Full-page recognition ad in the meeting program book

Provide an Educational Grant

Gold Level	\$25,000	Silver Level.....	\$15,000	Bronze Level.....	\$5,000
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Note: Educational grants are unrestricted.

Corporate Forum

- ◆ Corporate forum satellite symposia are held in conjunction with the ASPHO Annual Meeting.
- ◆ Corporate membership is required to conduct a corporate forum.
- ◆ A variety of breakfast and dinner symposia will be offered.
- ◆ The corporate forum guideline and proposal form are available on the ASPHO Web site.
- ◆ The ASPHO Program Committee will review proposals in the summer of 2010 and evaluate them based on the quality of the programs and their relevance to the pediatric hematology/oncology community.
- ◆ The proposed programs must demonstrate scientific rigor and objectivity and be free of commercial bias for or against any product.
- ◆ ASPHO will not provide CME.
- ◆ The fee for a corporate forum is \$25,000.
- ◆ Companies will be notified of their status in September 2010.

Become a Corporate Member

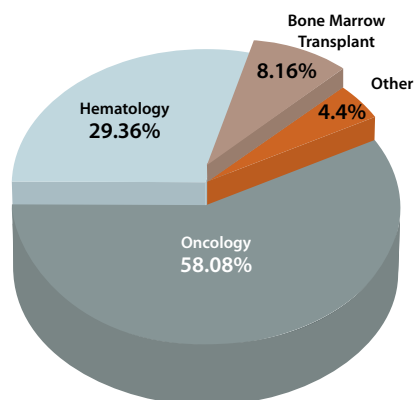
Join ASPHO and help advance the care of children and adolescents with blood disorders and cancer by contributing your voice and support to members' efforts in

▲ research ▲ treatment ▲ education ▲ professional practice

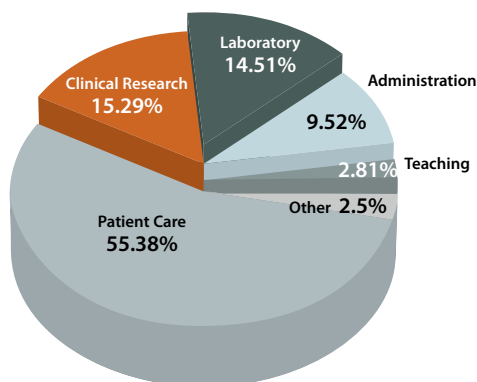
ASPHO Corporate Membership provides a multitude of benefits and services throughout the year. These services include

- ◆ recognition—by more than 1,650 members
 - ◆ educational opportunities—corporate forum satellite symposia at the ASPHO Annual Meeting
 - ◆ complimentary registration—one full registration at the ASPHO Annual Meeting
 - ◆ free publications—*ASPHO Membership Directory* and *Pediatric Blood and Cancer* monthly journal
 - ◆ annual listings—ASPHO Web site, ASPHO Annual Meeting, *ASPHO Program Book*, and *ASPHO Membership Directory*
 - ◆ access to the "Members Only" section of the ASPHO Web site
 - ◆ reduced fees on mailing lists
 - ◆ corporate member plaque.
- Annual corporate membership dues are \$4,000. ASPHO Corporate Member status is available to organizations that support the goals and mission of ASPHO. This is a nonvoting membership extended to a single designated corporate representative.

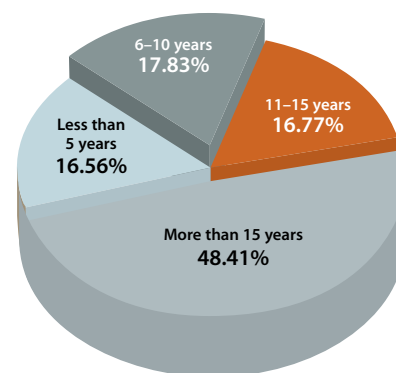
Primary Interests of Members



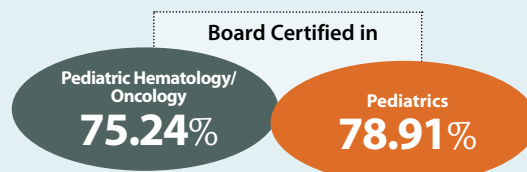
Primary Responsibilities of Members



Years Out of Fellowship



ASPHO members treat nearly all childhood cancers in the United States.



Program Book Advertising

24th Annual Meeting and Exhibit April 13–16, 2011 Baltimore Hilton, Baltimore, MD

Advertising in the 2011 ASPHO *Annual Meeting Program Book* offers concentrated exposure to more than 600 pediatric hematologists/oncologists worldwide. The program book will be distributed onsite to meeting attendees and will contain the complete meeting schedule, session descriptions, meeting location guide, and exhibit schedule and layout. ASPHO physicians will refer to it often throughout the meeting and use it as a reference guide after the meeting, providing repeated exposure to your ad.

Printing Specification

The *ASPHO Program Book* is a full-color publication and is bound using saddle stitch. Halftone images should be 300 ppi; line images should be 1,200 ppi.

Ad Materials: Digital composite ads are acceptable in the following formats: EPS or PDF formats, with all images and fonts embedded; and TIFF formats, which produce "pleasing" color. We do not require a high-end color proof. If you have more exacting color requirements, please send a match print or color-calibrated professional proof.

File Transfer Instructions: For your convenience, ad file attachments can be sent to Karen Vander Heyden at kvanderheyden@connect2amc.com.

Space	Exhibitor Rate
1 page (7" x 10")	\$950
2/3 page (4 5/8" x 10")	\$820
1/2 page H (7" x 4 7/8")	\$700
1/2 page V (3 3/8" x 10")	\$700
1/3 page (2 1/8" x 10")	\$525
1/4 page (3 3/8" x 4 7/8")	\$390
4-color rates add	\$725

Covers (include 4-color)	Cost
Inside Front Cover	\$2,225
Inside Back Cover	\$2,100
Back Cover	\$2,370

Cover size is 8 1/2" x 11", allow 1/8" for bleeds.
Nonexhibitors are charged an additional 10%.

Dates

Space Closes: January 27, 2011
Materials Due: February 18, 2011
First Right of Refusal: November 1, 2010

Program Book Insertion Order

The American Society of Pediatric Hematology/Oncology is authorized, as outlined below, to insert our ad in its official 2011 program book. Artwork will be supplied to ASPHO by February 18, 2011.

(Please print)

Name of advertiser _____ Name of ad agency _____

Billing address _____

City, State, ZIP _____

Submitted by _____ Title _____

Date _____ Phone (____) _____

E-mail _____ Insertion order # _____

Size of ad _____ 4-color B/W Special position _____

Return insertion order form and artwork to

American Society of Pediatric Hematology/Oncology • Sales Department
Attention: Karen Vander Heyden
(847)375-3673 • Fax: (847)375-6483 • E-mail: kvanderheyden@connect2amc.com
4700 W. Lake Avenue, Glenview, IL 60025-1485

Exhibit Information

Installation

All exhibits must be set up by 4 pm Thursday, April 14, 2011, without exception.

Dismantling

The official closing time of the exhibits is 4:15 pm on Friday, April 15, 2011. All exhibit materials must be packed and removed from exhibit area no later than 7:30 pm on April 15.

Space Assignment

Space will be assigned according to the date the contract and payment are received, availability of the requested area, amount of space requested, corporate membership, special needs, and compatibility of exhibitors' products. ASPHO reserves the right to assign space other than the choice requested, if necessary, and to rearrange the floor plan and relocate any exhibits.

Housing

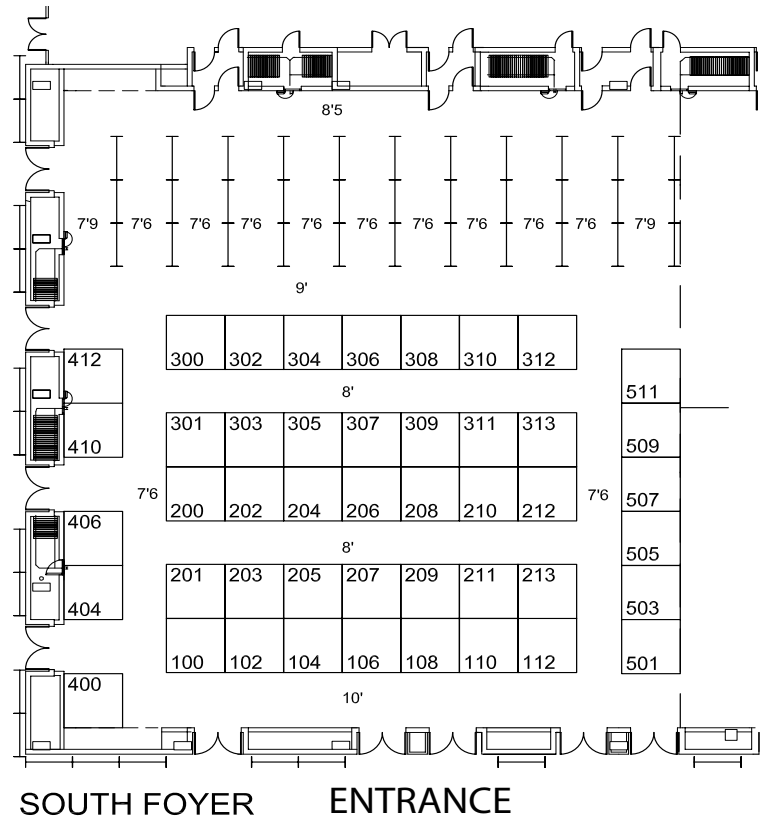
A block of rooms is being held for the ASPHO meeting at the Hilton Baltimore. Make your reservations before March 7, 2011, to receive the ASPHO meeting rates.

Hilton Baltimore
401 West Pratt Street
Baltimore, MD 21201
(800)HILTONS ♦ www.aspho.org
\$219-\$254 single/double

Official Contractor

The assigned contractor will have a service desk in operation at the time of installation and removal and will direct and manage all of the following services: exhibitor information kit, decorator, booths and signs, labor, installation of exhibits, electrical, dismantling of exhibits, and shipping. An exhibitor information kit will be sent approximately 60 days prior to the meeting.

Hilton Baltimore Baltimore, MD



Join This Impressive List of Previous ASPHO Exhibitors

Alex's Lemonade Stand Foundation
ApoPharma
Astellas Pharma US, Inc.
Astra Zeneca
Aventis Behring, LLC
Aventis Pharmaceuticals
Avitro, Inc.
Baxter
Bayer Corporation
BC Decker
Bioenvision
BioPartners in Care
Blood Center of Wisconsin
Braintree Laboratories
Calmoseptine, Inc.
Children's Hospital of Philadelphia
Children's Medical Center of Dallas
Cincinnati Children's Hospital
Cook Children's Healthcare System
Dana Farber Children's Hospital

The Degge Group, Ltd
Desert Samaritan Medical Center
Elan Bio Pharmaceuticals
Enzon Pharmaceuticals, Inc.
Ferndale Laboratories, Inc.
Fujisawa Healthcare, Inc.
Genzyme Corporation
Gideons International
Grifols, USA
Histiocyte Society
ICN Pharmaceuticals
ICU Medical, Inc.
ILEX Oncology, Inc.
Kendall
Laclede, Inc.
Legacy Health System
Legacy Products
Lippincott Williams & Wilkins
Loma Linda University Hospital
MD Anderson Cancer Center

Miller Pharmacal Group
NABI Biopharmaceuticals, Inc.
National Cancer Coalition
National Cooleys' Anemia Foundation, Inc.
National Marrow Donor Program
Novartis Oncology
Novo Nordisk Pharmaceuticals, Inc.
ONCO, Inc.
Progenika
QOL Medical
St. Baldrick's Foundation
St. Jude Children's Research Hospital
Sanofi-Synthelabo, Inc.
Saunders/Mosby
Scott and White Clinic
Smart Chemo
Viacord
Vidacare
Xanodyne Pharmaceuticals, Inc.
YM BioSciences, Inc.



The American Society of
Pediatric Hematology/Oncology

4700 W. Lake Avenue ♦ (847)375-4716
Glenview, IL 60025-1485 ♦ Fax (847)375-6483
E-mail: info@aspho.org ♦ Web site: www.aspho.org

1. Application and Eligibility. Application for booth space must be made on the printed form provided by ASPHO (hereinafter, "the Association"), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of pediatric hematology/oncology and the professional education of those individuals attending the Association's Annual Meeting. The Association shall determine the eligibility of any company, product or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned.

2. Exhibit Booth Price. The prices for each booth in are as follows: \$1,500 for each 10' x 10' booth, \$3,000 for each 10' x 20' booth, \$4,500 for each 10' x 30', and \$7,500 for each 20' x 20' island booth.

These prices include discounted rates on advertising in the meeting program book, an attendee list, access to conference mailing labels at a discount, a uniformly styled draped booth, an identification sign, a listing in the convention program, exhibitor badges for 4 company representatives per paid 10' x 10' booth, 8 representatives per paid 10' x 20' booth, 12 representatives per paid 10' x 30' booth, 16 representatives per paid 20' x 20' island booth, which admit them to the exposition area at no charge. Badges for spouses are charged against each company's badge-per-booth allotment. Exhibit hall badges do not provide access to educational sessions.

3. Payment Dates. No booths will be reserved until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by **January 5, 2011**, the Association will have the right to resell the assigned booth space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due the Association.

4. Cancellation of Booth Space. In the event that the exhibitor notifies the Association in writing of the exhibitor's intent to repudiate the contract after acceptance but prior to **November 5, 2010**, a full refund of monies received, minus a \$250 administrative fee per booth, will be made. A penalty of 50% of the cost of the total booth space contracted will be imposed for a written cancellation received between **November 5, 2010**, and **January 5, 2011**. No refunds will be made or cancellations accepted after **January 5, 2011**.

If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the exhibit facilities by an act of God, the public enemy, authority of the law, fire, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor after pro-rata thereof among all exhibitors.

5. Assignment of Booth Space. Space will be assigned beginning July 1, 2010, according to the date on which the contract and deposit are received, the availability of the requested area, the amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes. The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

6. Booth, Furnishings, Equipment, and Service. A uniformly styled exhibit booth will be furnished that consists of draped material on aluminum framework with a back wall that is 8 ft. high, side rails that are 33 in. high, and identification sign that is 9 in. x 44 in. Exhibit hall ceiling height is 14'. The exhibit hall is carpeted. Exhibit displays must not project so as to obstruct the view of the adjacent booths. In the rear 4 ft. of all booths, display material or equipment can be placed to a height not exceeding 8 ft, without the consent of the association. In the remainder of the booth, all display material or equipment shall not exceed 42 in. in height.

7. Conduct of Exhibits. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of nonexhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of advertising outside the exhibitor's own booth will not be permitted. All sales activities must be compliant with the FDA and OIG. There is no restriction on selling on the exhibit floor provided that sales transactions may be conducted only within the exhibitor's own booth. However, exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales that occur on the exhibit floor. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without consent of the Association. Helium balloons are not allowed in the convention area. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc. No exhibits will be permitted which interfere with the use of, or impede access to, other exhibits or impede free use of the aisle.

8. Installation/Dismantling.

Installation. All exhibits must be set up by 4 pm on **April 14, 2011**, without exception. Assembly of exhibits during regularly scheduled exhibit hours will not be permitted. At 4 pm, an inspection will be made, and exhibits that obviously are not being worked on and have no representative present will be assigned to the labor contractor for uncrating and erecting to facilitate the removal of crates and the initial cleaning prior to the opening. Charges will be billed to the exhibitor. Exhibit aisles must be clear by 4 pm.

Dismantling. The official closing time of the exhibits is 4:15 pm on **April 15, 2011**. All exhibit material must be packed and ready for removal from the exhibit area no later than 7:30 pm on **April 15, 2011**. No packing of equipment or literature or dismantling of the exhibits is permitted until closing time.

Any company violating this regulation will be fined \$100 and may be denied exhibit space at any future Association conferences.

9. Additional Exhibitor Services. All other services are available to exhibitors at normal charges through the official convention contractor (hereinafter "Official Contractor"). An exhibitor's service kit will be mailed to all exhibitors approximately 60 days in advance with complete details and deadline order dates for rental displays, additional decorating, furniture, carpeting, signs, cleaning, photography, floral, electrical, telephone, audiovisual service, drayage, labor, and shipping.

10. Contractor and Labor Coordination. The Official Contractor will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Official Contractor will have complete control of all labor hired and scheduling and coordination of labor for the purpose of the orderly setup, management, and dismantling of the exposition. It is highly recommended that the labor services of the Official Contractor are used for setup and dismantling. If an outside contractor is used, the following steps must be taken:

- The Association and the Official Contractor must be notified, and proof of adequate liability insurance must be given, in an amount no less than the \$1,000,000 combined single limit for personal and property damage, at least 30 days prior to show setup. The booth number, name of the exhibitor, and identification of the outside contractor must be included.
- Check-in by all labor will be required at the labor service desk prior to the start of setup. No setup will be permitted without the authorization of the Official Contractor.
- All outside contractor personnel shall confine their activities to the booth in which they are working and will not be permitted to solicit on the floor or elsewhere in the exhibit hall.

11. Hospitality and Entertainment. Hospitality suites or events sponsored by the exhibitors must be approved by the Association in writing. No entertainment or programs may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours. The Association has blocked suites at the official hotel that will be available on a first-come, first-served basis. Reservations should be made directly with the hotel. Firms that are not exhibiting are not permitted to have hospitality functions.

12. Exhibit Staff Registration. Registration of representatives identified under Exhibit Booth Price will be complimentary provided that registrations are received by the Association before **March 20, 2011**. There will be a \$25 charge for the registration of each additional booth representative who exceeds the allotted number.

After **March 20, 2011**, an on-site \$25 service fee will be incurred for the following:

- Registration of each representative
- Each name change
- Each lost badge or name substitution

Each exhibitor who registered in advance will have a printed exhibitor badge available at the exhibitor registration area at the convention center. This badge will entitle registered exhibitors admission to the exhibit area only. Exhibitors must wear badges at all times—including during setup times, exhibit hours, and dismantling—in order to enter the exhibit area.

Exhibitor staff, temporary help, and setup personnel must wear exhibitor badges or other badges designated by the Association or the Official Contractor. Exhibitor badges do not give admission to other conference functions, nor are they transferable.

13. General Conference Registration. Any exhibitor who desires to attend the program sessions or any optional activities must register through regular channels. Advance registration forms will be mailed to exhibitors as soon as they are available.

14. Special Visual and Sound Effects. Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as in the sole opinion of the Association does not interfere with the activities of neighboring exhibitors. Operation of equipment being demonstrated may not create noise levels objectionable to neighboring exhibitors.

15. Unacceptable Exhibits. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's

expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

16. Insuring Exhibits. Exhibitors are encouraged to insure their exhibits, merchandise, and display materials against theft, fire, etc., at their own expense. It is suggested by the Association that the exhibitor contact the exhibitor's insurance broker and obtain all-risk insurance covering exhibit property while absent from home premises for exhibit purposes, or a rider to the exhibitor's existing policy covering same.

Neither the exhibit facility, the Association, nor the Official Contractor will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, or while in the exhibit building for any loss of income as a result of any reduced sales due to such loss or damage. All property of the exhibitor will be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of the exhibit hall, even though it may at times be under the temporary control or direction of the Association or the Official Contractor.

17. Music Licensing. The exhibitor represents and warrants that it shall comply with all copyright restrictions applicable to exhibitors including, but not limited to, any music performance agreement between the Association and ASCAP or BMI. Exhibitor further represents and warrants that it shall obtain any additional license or grant of authority required of exhibitors under the copyright laws and present the Association with a copy of such license or grant no less than 30 days prior to the start of the show.

18. Liability for Damages or Loss of Property. Guard service is provided by the Association on a 24-hour basis from move-in through move-out. Notwithstanding the guard service provided by the Association for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless the Association, the exhibiting facility, and the Official Contractor from any and all liability, loss, damage, or expense by reason of any injury or injuries sustained by any persons or property or loss of property or income that might be derived therefrom occurring in or about the exposition premises or entrances thereto or exits therefrom, including that caused by or resulting from the negligence of the Association. The exhibiting facility shall not be responsible or liable for any injury, loss, or damage to any property or person brought in by the exhibitor or otherwise located in the exposition premises.

19. Shipping Instructions. Information on shipping methods and rates will be sent to each exhibitor by the Official Contractor. The exhibitor will ship, at his own risk and expense, all articles to be exhibited. The Official Contractor will provide storage for incoming freight, delivery to the booth, and removal, storage and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments must be prepaid. The address on all crated shipments shall include the exhibitor's name and booth number(s).

Exhibit material cannot be received at the convention center prior to the show setup date. Such freight will be directed to and stored at the Association's designated freight handling and storage firm at the exhibitor's expense.

The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor and without liability to the Association or the Official Contractor.

20. Failure to Occupy Space. Any space not occupied at the convention center at 4 pm **Thursday, April 14, 2011**, shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior written approval by the Association.

21. Fire Regulations. No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.

22. Advertising Material. The use or distribution of any souvenirs during the convention shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the convention. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit booths.

23. Convention Program. One (1) copy of the convention program/exhibits directory will be available to each exhibiting company at the exhibitors' registration area.

24. Exhibit Space Floor Plan. Every effort will be made to maintain the general configuration of the floor plan for this convention. However, the Association reserves the right to modify the plan, if necessary, as determined solely by the Association.

25. Miscellaneous. The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association. These terms and conditions may be amended at any time by the Association upon written notice to all exhibitors. The exhibitor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Association from time to time. This contract shall be interpreted under the laws of the United States and of the State of Illinois.

EXHIBIT SPACE APPLICATION—THE 24TH ANNUAL MEETING

Exhibit Dates: April 14–15, 2011
Conference Dates: April 13–16, 2011
Hilton Baltimore
Baltimore, MD

10' x 10' (100 sq ft)	\$1,500
10' x 20' (200 sq ft)	\$3,000
10' x 30' (300 sq ft)	\$4,500
20' x 20' (400 sq ft) Island	\$7,500

We understand further that all space must be paid for in full by January 5, 2011. If assigned space is not paid for in full by the specified date, it may be reassigned to another exhibitor at the option of the American Society of Pediatric Hematology/Oncology.

We agree to abide by the Terms and Conditions printed on the reverse side of this form, which are made part of this contract. This is not a binding contract until signed by the ASPHO sales representative on behalf of the American Society of Pediatric Hematology/Oncology.

Space size _____ Rate _____
(Please print or type.)

Firm name _____
(exactly as you wish it to appear in printed program book and on exhibit ID sign)

Address _____

City, State, ZIP _____

Phone _____

Fax* _____

E-mail _____

Web site _____

Signature _____

Name _____

Title _____

The signer of the application for exhibit space—or person designated below, if different—shall be the official representative of the exhibitor and shall have the authority to certify representatives and act on behalf of the exhibitor in all negotiations.

This contract and related future mailings will be addressed to the signer (or designee indicated below, if different).

Name _____

Title _____

Phone _____

Address (if different) _____

City, State, ZIP _____

Fax* _____

E-mail _____

** I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I am authorized and hereby consent for the company to receive faxes sent by or on behalf of ASPHO.*

After referring to the floor plan, indicate preferred booth numbers.

1st choice _____ 3rd choice _____

2nd choice _____ 4th choice _____

List companies that you would prefer not to be near.
 (We will try to accommodate requests but can make no guarantees.)

Please check product categories to be listed:

- Pharmaceutical Products
- Medical Equipment and Supplies
- Blood Services
- Software
- Hospital/Institution
- Business or Practice Management Services
- Therapeutic Products
- Other _____
- Insurance
- Support Services
- Educational Materials
- Recruitment
- Publications

OFFICIAL PROGRAM INFORMATION: Describe in 500 key strokes (including spaces) or less exactly how you want the information about your products and services to appear **Deadline: February 15, 2011**

Please e-mail the copy to
 kvanderheyden@connect2amc.com.

Make checks payable to the American Society of Pediatric Hematology/Oncology.

Please complete these three steps:

1. Fax the application form to 847/375-6483.
2. Make a copy of the form for your records.
3. Through January 5, 2011, return the form with a 50% deposit. After January 5, 2011, return the form with payment in full.

American Society of Pediatric Hematology/Oncology
 Exhibit Office
 PO Box 3781
 Oak Brook, IL 60522
 847/375-4716
 Fax 847/375-6483

FOR ASPHO USE ONLY:	
Booth number(s) assigned	_____
Total cost	\$ _____
Amount paid	\$ _____
Accepted: ASPHO, by	_____
CC#	_____ Exp _____
Check #	\$ _____ Date _____ Posted _____
Check #	\$ _____ Date _____ Posted _____