

### General Meeting Rules

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

#### 1. Interpretation of Rules

NASS 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 NASS. NASS 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 34th Annual Meeting, and may be given to any authorized agent or representative of the exhibitor.

#### 2. Purpose of Exhibits

The North American Spine Society, a nonprofit scientific and educational association, sponsors the NASS Annual Meeting. The purpose of the technical 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 spine care. NASS 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 Annual Meeting.

#### 3. Eligibility to Exhibit

The Technical Exhibition is designed for the display, demonstration, and sale of products and services relating to the practice and advancement of the art and science of Spine Care and the professional education and support of the members of NASS. NASS reserves the right to refuse space to any company who has failed to meet prior financial commitments to NASS, or whose products or services, in the opinion of NASS, do not meet the educational, scientific, or practice needs of NASS members. NASS reserves the right to limit the number of exhibitors in a given product or service category.

#### 4. Insurance and Liability— Certificate of Insurance Requirement

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 NASS, 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 NASS, its officers, directors, agents or employees.

A Certificate of Insurance is to be submitted to NASS by July 24. 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 NASS 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 NASS, its officers, directors, agents, members or employees. The exhibitor further waives any claim against the North American Spine Society and its agents, employees, representatives, successors and assigns, arising out of the oral or written publication of any statement made in connection with the Annual Meeting by anyone not an employee of NASS concerning the exhibitor or their exhibit. If any part of the exhibit hall is destroyed or damaged, preventing NASS 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 NASS, exhibitors will be charged for space during the period it was or could have been occupied; and exhibitors hereby waive any claims against NASS, 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 NASS being a refund of rent paid for the period it was prevented from using the space.

**5. Space Selection /Priority Points**

The priority point application deadline is April 10, 2019.

Space is selected via an online booth assignment process. This will allow you to select your booth from those available in real time. Space selection will take place the week of May 6-9, 2019.

Your appointment time, determined by priority points, will be sent to you via e-mail on April 23 with more detailed instructions on the process. For companies with the same number of priority points, the appointment time will be based on the date of receipt of the application. (Applications received after April 10 will be assigned as they are received after the initial booth assignment.)

**Priority Points**

Priority points are awarded by past participation based on booth size at a rate of one point per 10’x10’ space and the number of consecutive years of participation in the previous five NASS Annual Meetings. Companies that have merged with, been purchased by, or have purchased another company may use the exhibit history from either company, whichever is more favorable, but not the combined history of both companies. Priority points are non-transferable and may not be used by parent or subsidiary companies. A loss of priority points can occur should a company violate the NASS rules as outlined in rule #67.

Submission of an application does not guarantee space availability, nor does it guarantee size or location.

**6. Booth Payments**

A 100% deposit must be received before the application can be processed and space assigned.

Payments may be by credit card, by check or wire transfer. Check or wire transfers must be received within 10 days of application submission or reserved space will be released. The premium fee \$300 for corner booth space will be invoiced in mid-May after the booth selection process. It does not have to be included at the time the Booth Application is submitted.

**7. Space Relocation**

NASS reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in the Annual Meeting, the deposit and/ or full payment for exhibit space will be fully refunded. NASS reserves the right to change the exhibit floor plan if conflicts arise regarding space requests or conditions that are beyond the control of NASS. NASS reserves the right to locate exhibitors demonstrating loud apparatus, conducting odor producing activities, or engaging in any other activity NASS deems, in its sole discretion, to be a nuisance or distraction to others, to an area where the noise, aroma, or activity will not interfere with other exhibits.

**8. Subletting of Space**

The subletting, assignment or apportionment 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, lose all priority points for that year.

**9. Cancellations or Reductions in Space**

Cancellation of exhibit space must be made to NASS in writing. A refund, minus a 50% cancellation fee, will be made if the cancellation is received by May 30, 2019. Any company canceling after May 30, 2019, will pay a 100% penalty. Canceling companies

may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and available space will be assigned according to the wait list process. All reductions in space require the approval of NASS and may result in space reassignment.

Cancellation of space waives the privileges granted to exhibiting companies, ie, registration lists, exhibitor badges, etc. The cancellation fee may not be used to defray the cost of new orders such as Commercial Business Interest badges. Space reduction is considered a cancellation of space and will follow the rules and deadlines noted above.

In the event that the 34th Annual Meeting is cancelled, shortened or moved because of circumstances beyond NASS’ control, including but not limited to acts of God, labor disputes, acts or threats of war, acts or threatened acts of terrorism, natural disaster, unavailability of the McCormick Place Convention Center, or any other event which would make it impractical for more than 25% of the registered attendees to attend, NASS reserves the right - in its sole discretion – to cancel its agreement with Exhibitor. In such an event, Exhibitor expressly waives any claims it may have against NASS, including, but not limited to, any damages for fees paid by the Exhibitor for exhibit space or other terms in connection with its exhibit space or other items in connection with its planned appearance at NASS 2019.

Companies may not sublet per rule 8; should any subletting be found both the lessor and lessee shall be asked to vacate their space immediately and lose all priority points for that year. Canceling companies may not cede exhibition space to other companies; exhibit space is the property of NASS, is non-transferable and will be assigned according to the wait list. In all cases, the decision of NASS shall be final and binding on all parties.

**10. Wait List**

In the event that NASS runs out of available 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, regardless of size requested, priority points, past participation, contributions or relationships to other companies.

**11. Exhibit Hours**

Wednesday, September 25  
9:00 a.m.—5:00 p.m.

Thursday, September 26  
9:00 a.m.—5:00 p.m.

Friday, September 27  
9:00 a.m.—1:30 p.m.

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

On show days, properly badged exhibitor personnel will be permitted onto the exhibit floor one hour before show opening and may remain one half hour after the daily closing of the exhibit hall.

**12. Installation & Dismantle**

The complete installation and dismantle schedule will be included in the Exhibitor Service Kit available June, 2019. Move in begins Saturday, September 21 at 8:00 am.

Note: Any space not claimed and occupied for which no special arrangements have been made in writing to NASS prior to 5:00 p.m. on Tuesday, September 24, 2019, shall revert to NASS to be relet and occupied in any manner and for such purposes as NASS may see fit.

**Exhibitor Representative Rules and Regulations**

**13. Exhibitor Personnel Registration**

Registration will be via an online system. The link to the online system will be sent to you in June. Personnel not registered by the September 17, 2019 deadline must register on site.

Exhibiting companies may register up to three employees free of charge for each 10' x 10' booth space reserved. Additional registrants will be charged \$575.00 each.

**14. Badge Distribution**

Badges will be printed and distributed from the exhibitor registration area at McCormick Place. Representatives without badges will not be admitted to the exhibit hall. Badges are personal and nontransferable and must be worn in the exhibit area at all times. Defacing badges, photocopying or attaching 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 until Tuesday, September 24 at 4:00 pm. Only the Designated Company Contact can authorize this transfer in person at the registration counter or in writing prior to the deadline.

**15. Defacing or Forgery of Exhibitor Badges**

Defacing or forgery of exhibitor badges by representatives of a company will be considered a violation of show rules by the company and will be treated as a violation by that company.

**16. Admission to General/Scientific Sessions and Receptions**

Exhibitors may attend the General and Scientific Sessions held at the convention center free of charge once all attending doctors have been seated. This does not include the technique workshops or courses on Tuesday, or the after hours hands-on labs which require a separate registration payment.

**17. Exhibitor Representative Conduct**

NASS reserves the right to expel or refuse admittance to any representative whose conduct is, in NASS' sole opinion, not in keeping with the character and/or spirit of the Annual 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.

**18. Unbadged Persons in the Exhibit Hall/Use of Non-contracted Exhibit Space**

Any persons found within the exhibit hall without their badges will be asked by security to provide picture ID. Those persons will then be asked to leave the hall. Persons unable to provide picture ID will be subject to arrest for trespassing. If that person is found to be a badged representative for an exhibiting company, that company will be subject to the violations policy laid forth in the Exhibitor Prospectus. Companies are responsible for the behavior of their badged representatives whether they are independent representatives or company employees.

Any person, company, or organization not having contracted with NASS for booth space in the Exhibit Hall, will not be permitted to display or demonstrate any products, processes, services, or solicit orders in the NASS contracted convention facilities. Those found violating this rule will be escorted from the meeting.

**19. Purchasing Badges for Doctors**

Exhibiting companies may not purchase badges, provide airfare or hotel rooms to any US or International physicians. The only exception is if those physicians are full-time employees of that company. Consultants are not considered full-time employees and must purchase their own badges, air fare and hotel rooms.

**20. 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, businesslike manner, in accordance with NASS guidelines, and the exhibitor complies with all federal, state and local laws, taxes regulations. No signage or advertising of product pricing will be allowed. NASS reserves the right to restrict sales activities that it deems inappropriate or unprofessional.

**21. FDA Disclosure**

Displays or graphical depictions of drugs or devices declared investigational or unapproved by the Food and Drug Administration must contain only objective statements about the product, contain no claims regarding safety, effectiveness or reliability or comparative claims to other marketed products. All products that are not FDA approved for a particular use in humans or which are not commercially available in the United States will be permitted to be displayed only when accompanied by appropriate signs that indicate the product's FDA clearance status. Signs are to be provided by the exhibiting company and text must be at least 18 pt. size and clearly legible.

Signs must be visible, near devices (clearly legible) and contain the following or similar statement: This product is not cleared by the FDA for distribution in the United States. This product is intended to be used in the United States as described in the product's labeling. All exhibitors are advised to take heed of the FDA's prohibition on promotion of cleared devices for unapproved uses. For more information, visit [www.fda.gov](http://www.fda.gov) or contact: FDA/CDRH/Office of Device Evaluation at (800) 638-2041 or (240) 276-3993 FDA Division of Drug Marketing at (301) 796- 1200.

**22. Security**

NASS will provide uniformed security guard service in the exhibit hall beginning with the delivery of freight to the exhibit hall through completion of move-out on Sunday, September 29, 2019. Neither NASS nor the McCormick Place Convention Center will be held responsible for any loss or damage to the exhibitor's property. Exhibitors must take precautions to protect their property against theft, damage, or other hazards.

**23. Children**

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

**24. Program Proceedings**

**Distribution**

The Program Proceedings will be available upon request. Distribution will take place from the registration counters.

**25. Official Service Contractors**

NASS will designate official service contractors to provide all services to exhibitors other than supervision. These official contractors will be listed in the Exhibitor Services Kit. Drayage, rigging, cleaning, catering, electrical and plumbing must be provided by the designated official contractors. The General Services Contractor is Freeman.

**26. Exhibitor Appointed Contractors**

Exhibitors who plan to use a service contractor other than the official service contractors must complete and return the Exhibitor Appointed Contractor Authorization "EAC" form to NASS by August 23, 2019, with the company name, address, telephone number, name of supervisor scheduled to be in attendance at the Annual Meeting and a statement that such contractor will comply with all rules and regulations of the show. Independent contractors must perform all services in a timely and professional manner, in accordance with the Annual 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 NASS no later than August 23, 2019.

The EAC also agrees to comply with the authorization and insurance requirements of the General Contractor, Freeman and McCormick Place. McCormick Place registers all EAC companies working in the facility and requires payment of an annual fee. EAC companies that are not registered will not be allowed to work in the convention center. More details will be included in the Exhibitor Service Manual.

**Identification Badges and Wristbands**

All Contractor, EAC and Service Provider personnel, including

supervisors must possess and visibly display a photo ID issued either by the employer or the appropriate labor union. Failure to produce or display such identification will result in removal of such employee from the Facility.

Contractors, EACs and Service Providers will also issue colored wristbands to all employees that are color-specific for move-in, event, and move-out periods. Information as to these colors will be provided to the Operator in advance of the first move-in day.

Details on the new mandatory Building Entry and Exit Procedure (BEEP) will be included in the Service Kit.

**27. Exhibitor Service Manual**

An Exhibitor Service Manual containing complete show information and order forms for all show services will be available to each exhibiting company in June 2019. All forms should be completed and submitted in advance of the meeting to ensure adequate labor, equipment, etc. is available for a smooth setup. Forms will be included for the following services to be provided by the official service contractors: labor, material handling, electricity, furniture rental, signs, rental displays, utilities, photography service, audiovisual, telephone, florist and cleaning.

**Display Regulations**

**28. Standard Inline Booth Package**

All booths are 10'x10' or multiples thereof. Inline booths will be equipped with an 8' high back drape, 36" high side rails and a 7" x 44" identification sign displaying the exhibitor's name and booth number.

**29. Inline Booths**

The backwall height of Inline booths must not exceed 8' in height unless located along the hall perimeter—such booths may be 12' in height. Display material must be arranged in such a manner as not to obstruct sight lines of neighboring exhibitors. The maximum side height of 8 ft. is

allowed only 5' forward from the back wall of the booth space, with a 4 ft. side height restriction imposed on all materials in the remaining space forward to the aisles. When three or more linear booths are used in combination as a single exhibit space, the 4 ft. side height restriction is applied only to that portion of exhibit space which is within 10 ft. of an adjoining booth.

### 30. Island Booths

An island exhibit is an open area of exhibit space with aisles on all four sides. Island exhibits may occupy 100% of the rental space, but must provide access to the booth from all four aisles. A 50% see-through effect on that portion of the booth from the floor up to 8' in height is required so as not to totally obstruct booths located on any side of the island. There is a 25' height limit. Conference rooms or office enclosures must be constructed of materials that provide at minimum partial see-through visibility or light penetration.

**Important:** Booth rendering for island booths (single story and multi-story) must be submitted to the NASS Exhibit Manager for design approval by August 16, 2019.

Drawings should include all display components including hanging signs, with their dimensions. If the design is not submitted and the construction is determined to be in violation of the above restrictions, NASS has the right to prohibit assembly of the booth, or to order disassembly when and if a violation becomes apparent. To avoid potential issue on site, a floor plan should be submitted for review.

In addition, you must meet the McCormick Place guidelines for two story booth and covered areas, including the design and use of:

1. Second levels
2. Staircases
3. Smoke detectors
4. Fire extinguishers
5. Fire retardancy
6. Certified approval by a structural engineer

Submission of stamped blueprints to McCormick Place for review with the Fire Safety Division is required at least 60 days before the show opens to allow sufficient time for any needed corrections.

Visit [McCormick Place Guidelines](#) for more information. Questions and plans may be submitted to: Dan Cozzi, Fire Safety Manager, McCormick Place, 312-791-6079 [Dcozzi@McCormickPlace.com](mailto:Dcozzi@McCormickPlace.com).

Additional Rules and Regulations apply to Multi-story and covered exhibits in Rule 33.

### 31. End-cap or Peninsula Booths

End-cap booths (a 10' x 20' space spanning two aisles) or peninsula booths (a 20' x 20' booth or larger attached to an in-line row) are not permissible.

### 32. 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 an exhibit space must be skirted. No pins, tacks or adhesives of any kind may be attached to the convention center structure including walls or columns. No nails or bracing wires used in erecting displays may be attached to the premises. Exhibitors are responsible for compliance with the Americans with Disabilities Act of 1992 with regard to their booth space. More information regarding the ADA compliance can be found by contacting (800) 514-0301 or at [www.usjo.gov/crt/ada/infoline.htm](http://www.usjo.gov/crt/ada/infoline.htm).

### 33. Multi-level Booths

Two-story booths will be permitted in exhibit space that is 600 sq. feet or larger. All guidelines that apply to island exhibits (see rule 30) also apply to multi-level booths.

The Convention Center has extensive regulations regarding multistory booths. Please go here to review: [McCormick Place Guidelines](#)

Certain booths may require Fire Watch personnel, electrical ventilations, smoke detection devices, fire extinguishers, multiple exits, etc., as required by Fire Prevention Officials.

Forward this information to your Exhibitor Appointed Contractor (EAC) or other third party, if applicable.

**Important:** A booth rendering for multi-story island booths must be submitted to the NASS Exhibit Manager for design approval by August 16, 2019.

If you have questions regarding these guidelines, contact:

Dan Cozzi, Fire Safety Manager,  
McCormick Place, 312-791-6079  
[Dcozzi@McCormickPlace.com](mailto:Dcozzi@McCormickPlace.com)

### 34. Covered Exhibits

Any covered exhibits (tents, awnings, or canopies) requires review and approval of McCormick Place and the fire marshal.

### 35. Rigging

Freeman is the exclusive rigging service provider for exhibitors. Companies requiring hanging of signs, lights, etc., must submit rigging plans to the General Service Contractor at least 60 days before move-in. Information will be available in the Service Kit.

**36. Hanging Signs/ Banners, Truss Systems and Lighting**

Hanging signs for island booths are permitted subject to show management approval. Certification of structural integrity and safety is required for any item weighing 500 lbs. or more. The Service Kit will have specific information.

The height limit is 25’.

All light fixtures and trussing also must remain within the confines of the exhibit space. Lighting that projects onto a neighboring exhibitor’s space or NASS aisle space, will not be allowed. Lighting that spins, rotates or other specialized effects must be submitted and approved by the NASS Exhibits Manager.

**37. Balloons**

Helium balloons are not permitted in the convention center.

**38. Storage of Crates and Boxes**

The official drayage contractor will handle and provide storage space for crates, boxes, skids and other material during the exhibition and return properly marked materials at completion of the exhibition. Wrapping materials, such as paper and excelsior, must be completely enclosed within the packing boxes. Storage of crates, boxes or any packing material behind the booth is prohibited.

**39. 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. Specific regulations can be found at [www.mccormickplace.com/exhibitors](http://www.mccormickplace.com/exhibitors)

**40. Return Shipments and Abandoned Property**

Advance arrangements for all return shipments must be made with the general contractor prior to the close of the show. Return bills of lading will be required for outbound shipments at the close of the meeting. If no carrier is indicated, the official drayage contractor will select the most convenient carrier available.

Any property unclaimed after forty-eight (48) hours following the close of the show will be considered abandoned by NASS. NASS may take possession of it and treat it as our own or dispose of such property without liability. The Exhibitor shall be liable for any cost incurred, including, but not limited to, storage, if applicable, and disposal of the abandoned property.

**41. Service Desk**

A general contractor service desk will be open at 8:00 a.m., Saturday, September 21. At the desk, exhibitors may verify, check and adjust their requirements for installation, furniture, equipment and other auxiliary services.

**42. Labor**

Labor may be ordered through the general contractor. Full instructions and all rates pertaining to labor will be included in the Exhibitor Services Manual. Exhibitors must comply with local labor jurisdictions and regulations.

**43. NASS Inspection**

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 NASS at their own expense or risk removal from the exhibition without notice and without obligation on the part of NASS for any refund.

**44. Curtain Graphics**

Translucent graphic screens are considered to be sight obstructions and sight-blocks for line of– sight issues. Therefore placement of such is subject to applicable hanging sign, two-story and inline booth regulations regarding use and placement.

**Exhibit Activities**

**45. Exhibitor Conduct**

NASS reserves the right to approve in its sole discretion all exhibits and related activities. NASS may require that an exhibit activity be curtailed if it does not meet the standards set forth herein.

**46. Sounds/Odors**

Show management reserves the right to determine at what point sound or odor interferes with others and must be discontinued. See Rule 56 for details on sound levels.

**47. Laser Equipment**

Exhibitors demonstrating or displaying lasers must comply with all provisions of ANSI Z136.1. Any potentially dangerous laser beams must be enclosed or otherwise made inaccessible to spectators. All laser beams must terminate in a beam block sufficient for the wavelength and energy of the beam. Precautions must be taken to eliminate exposure to stray beams or spurious reflections.

**48. Music**

All ASCAP, BMI, SESAC or other copyright fees applicable to music or entertainment used as part of an exhibit are the sole responsibility of the exhibitor. The exhibitor must make required payment directly to the applicable copyright agency. Live music is prohibited in the exhibit hall.

**49. Smoking**

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

**50. 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. Details about the official photographer will be included in the Exhibitor Services Manual.

**51. Handouts and Giveaways**

Other than medical textbooks or anatomical models used for educational purposes, any such item should have a fair market value of less than \$100. A Company may not provide items that are capable of use by the Attendee (or his or her family members, office staff or friends) for noneducational or nonpatient-related purposes, for example, a tablet or MP3 player/iPod.

A Company may not give Attendees any type of non-educational branded promotional items, even if the item is of minimal value and related to the Health Care Professional's work or for the benefit of patients. Examples of non-educational branded promotional items include pens, notepads, mugs, and other items that have a Company's name, logo, or the name or logo of one of its products. Small catering items, coffee, candy etc. are approvable. 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 August 16, 2019. NASS will require the removal of unapproved items.

**52. Contests, Raffles, Etc.**

Contests and raffles are permitted with prior approval from NASS. Requests must be submitted by August 16, 2019. 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. NASS must be notified of the winners and when the prize was awarded. NASS reserves the right to restrict contests or raffles that it deems inappropriate or unprofessional. Prizes must comply with rule 51 guidelines on gifts.

**53. Catering**

SAVOR Chicago is the official caterer for all food and beverage services within the convention center. All food and beverage items must be supplied and prepared by SAVOR. No alcohol or popcorn may be ordered or served in the Technical Exhibition, Surgical Innovation Labs or other exhibitor planned activity at the convention center. Information including order forms and menus will be included in the Service Kit.

**54. Bioskills/Tissue**

No procedures may be performed on any tissue on the exhibit floor, except within the Learning Place: Surgical Innovation Lab area. NASS includes both animal and human tissue in this prohibition. Any product demonstrations must be conducted on artificial models. Companies found in violation of this will be subject to a more severe penalty sequence than stated in the violations.

**55. Promotion of NASS Speakers, Sessions, Posters**

Companies may not engage in any activity to drive attendance to specific NASS sponsored educational sessions. Promotion of any NASS 2019 CME educational sessions, e-posters, speakers, etc. before, during, or after the Annual Meeting by companies via mailers, advertisements, email or posters is against ACCME regulations, threatens NASS' accreditation status and may result in penalties not following the sequence outlined in the prospectus. This includes promotions featuring the name of the speakers, time and location of the presentation, name of the presentation, poster title or authors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 55 and refrain from forms of marketing the NASS sponsored CME education in ways not specifically mentioned in this rule.

**56. Booth Presentations— non-CME Credit**

Commercial/promotional presentations by physicians that are related to an exhibitor's products or services are allowed within

booth spaces during exhibit hours. Companies may include the names of the physician presenters in promotional literature. NASS is the sole provider of CME credit at the Annual meeting between the hours of 7:15 a.m.—5:30 p.m. CME credit cannot be provided for presentations offered by exhibitors in the exhibit hall.

**New for 2019: Noise, Sound Systems, Audio Visual**

Do not point or angle any of your speakers into the aisle. Speakers must face into your booth and sound emitting from the booth space shall not exceed 85 decibels. Companies receiving notices from Show Management to reduce the noise level must immediately comply or be subject to having power to the sound system disconnected.

**57. Industry Sponsored Meetings and Events**

Any exhibitor wishing to hold meetings, social events or a hospitality suite during the course of the Annual Meeting must comply with the policies set forth in the Industry Event Brochure that is available on the NASS website. NASS prohibits the schedule of companies sponsored events directed to meeting attendees, that conflict with the NASS scientific program and exhibit hall hours. Unapproved meetings conflicting with NASS educational activities will result in the loss of priority points.

**58. Animals**

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

**59. Vehicles on Static Display**

Vehicles and other motorized equipment that are brought into the facility must be approved by NASS. Vehicles that remain in the exhibit hall as part of a display must have the battery cables disconnected. The gas tank must either be taped shut or have a lockable gas cap and may contain no more than one-fourth (1/8) tank of fuel, whichever is less. The McCormick Place Fire Safety Manager will check compliance.

**60. Drones/UAS/UAV**

No use of any Unmanned Aircraft Systems (UAS) and/or Model Aircraft shall be permitted inside the Technical Exhibition without the prior written approval of NASS. All proposed uses for which requests for such approval are made must satisfy all Federal Aviation Administration, State, and Local regulations. If NASS determines that any such use of UAS and/or Model Aircraft pose a hazard to persons or the Convention Center Facilities or grounds, NASS, at its sole discretion, may terminate the operation of such use at any time. The owner and operator of the UAS and/or Model aircraft shall be responsible for any and all damage to persons, property or facilities in any way resulting from such use.

**61. Ground Based Robots/App Enabled Robots/Remote Controlled Ground Device**

Ground Based Robots/App Enabled Robots may be used within the confines of an exhibitor’s rented space. They may not be used in the aisles of the exhibition or any other space within the convention center. All other rules and regulations regarding noise and conduct apply to its use.

**62. Not-For-Profit or Charitable Organization Fundraising**

NASS invites and welcomes the participation of other not-for-profit (NFP) organizations and charitable organizations at its meetings. All fundraising activities for these organizations must be conducted within the confines of their exhibit spaces. Not-For-Profit or charitable organizations may solicit outside of their exhibit space only under the condition that they have specific written agreements from the North American Spine Society or the National Association of Spine Specialists benefiting both the NFP or charitable organization and NASS and provide proof that the entity is properly registered to make such solicitations with state and/or local government agencies. Those organizations found to be soliciting on the show floor without having a prior

specific written agreement will be asked to leave.

**63. Market Research**

Any and all market research efforts are required to be conducted from within one’s exhibit space. Soliciting on the show floor or within the center is not permitted. All personnel staffing these booths must be registered as exhibitor representatives.

**64. Advertising at NASS Contracted Venues**

NASS considers the McCormick Place Convention Center facilities and the hotels within the NASS block to be industry neutral for the duration of NASS 2019. All marketing at the convention center and the hotels within the NASS block will take place within a company’s contracted booth space or as specified by the terms of a defined NASS advertising opportunity or sponsorship. NASS considers the surrounding sidewalks and public fixtures to be contiguous with the Convention Center and the hotels within the NASS block and therefore to be free from advertising. This includes but is not limited to: sidewalk advertisements, sandwich boards, Segways or carts bearing advertising, posters, “footprints” and pamphlet distributors. By submitting an application to exhibit the exhibitor agrees to abide by the spirit of rule 64 and refrain from forms of marketing at the center and at NASS venues in ways not specifically mentioned in this rule.

**65. Motorized Vehicles**

Motorized Vehicles (electric or gas powered scooters, “hoverboards”, Segways, etc.) are not allowed on the showfloor. This does not apply to disabled persons using wheelchairs or a comparable conveyance nor does it apply to Cushman carts or the like during set-up or break down by labor.

**66. Gifts to NASS Staff**

NASS prohibits any NASS employee from accepting gifts, gratuities or any other favors from parties doing business with NASS.

**67. Violations**

Any violation of the Rules and Regulations shall subject the exhibiting company to the following penalties:

- **First Violation:** Loss of the current year’s priority points.
- **Second Violation:** Loss of one-half of the accrued points.
- **Third Violation:** Loss of the remainder of points, removal from the show floor and one-year suspension of exhibiting privileges.

Disciplinary action will be progressive according to the above sequence, whenever possible. However, a different and/or more severe penalty may be levied at the discretion of NASS, without following the above sequence. NASS reserves the right to restrict and/or dismiss at any time any exhibit that it deems – in its sole discretion - undesirable.