



Exhibitor's Prospectus

S
E
A
T
T
L
E
06

**The American Society of
Colon & Rectal Surgeons**

Annual Meeting
June 3-7, 2006

Sheraton Seattle Hotel & Towers
Washington State Convention & Trade Center

2006 Annual Meeting

American Society of Colon and Rectal Surgeons

INSTALLATION DATES/TIMES

Saturday, June 3	12:00 noon – 5:00 pm
Sunday, June 4	8:00 am – 5:00 pm

EXHIBIT DATES/TIMES

Monday, June 5	10:00 am – 4:00 pm
Tuesday, June 6	9:00 am – 4:00 pm
Wednesday, June 7	9:30 am – 4:00 pm

DISMANTLING DATES/TIMES

Wednesday, June 7	4:00 pm – 8:00 pm
-------------------	-------------------

American Society of Colon & Rectal Surgeons

Annual Scientific Meeting

June 3-7, 2006

Seattle, WA

Exhibition Dates:

June 5-7, 2006

The American Society of Colon & Rectal Surgeons invites you to exhibit at its Annual Scientific Meeting, June 5-7, 2006, in Seattle, Washington.

Some 1,300 colon and rectal surgeons and general surgeons will participate in the program to familiarize themselves with new developments in colon and rectal surgery. The program consists of plenary and dialogue sessions, seminars, workshops, and special presentations. Featuring a roster of distinguished faculty, the ASCRS Meeting will draw a diverse blend of physicians and health care professionals dedicated to the health and well-being of colon and rectal patients.

Our technical exhibits are a vital extension of the Scientific Program as they inform our registrants of commercially available products and services germane to colon and rectal surgery or medicine in general. During the Technical Exhibition, your representatives will have the opportunity to meet with the key decision makers from around the world.

This "Invitation to Exhibit" contains all the necessary information to make your participation in ASCRS's 2006 Annual Scientific Meeting a success. Please submit your application to reserve your space as soon as possible. Each Exhibitor shall fill out the application completely. **The Exhibit Space Application/Contract must be accompanied by a 50% deposit and received by January 20, 2006 for initial assignment of space using priority points.** We value the educational contribution made by the technical exhibiting companies and look forward to your participation.



Dianne K. Kubis
Exhibit Manager

PS. Don't be on a waiting list — mail your Application/Contract and deposit for Exhibit Space today.

Table Of Contents

General Information	1	Controversial Procedures	8
Purpose	1	Booth Activity Entertainment/ Promotional Activity	8
Meeting Location	1	Sound and Audio Visual	8
Exhibit Set-up Hours	1	Exhibitor Personnel	9
Exhibit Hours	1	Food Products	9
Exhibitor Registration	1	Photography	9
Exhibit Set-Up & Staffing	1	Audio Visual	9
Exhibit Dismantling	1	Music	9
Admission to ASCRS Scientific Sessions	1	No Smoking	9
ASCRS Message Center	1	Giveaways	9
Badge Designations	1	Amendments	9
Hotel and Travel Information	2	Official Contractors and Services	10
Housing	2	Official Service Contractor and Material Handling Contractor	10
Hospitality Suites	2	Service Desk	10
Air Travel Discounts	2	Service Kit	10
Parking Facilities	2	Electrical Services and Utilities	10
Auto Rental Discounts	2	Installation	10
Marketing Opportunities	3	Dismantling	10
Exhibitor-Sponsored Private Functions	3	Work Badges	10
Advertising in “ <i>Diseases of the Colon and Rectum</i> ”	3	Labor	11
Sponsorship of ASCRS Official Activities	3	Exhibit Supervision	11
Mailing Labels	3	Material Handling/Storage/Hauling	11
Doctor’s Bag	3	Safety	11
Attendance List	3	Display & Exhibit Work - Installation, Dismantling, and Decorating	11
Space Assignment and Fees	4	Exhibition/Job Site Drayage	11
Eligibility to Exhibit	4	Shipping	12
Contract for Space	4	Advance Shipping	12
Space Assignment	4	Direct Shipping	12
Subletting Space	4	Inquiries	12
Exhibitor Listing	4	Storage of Crates and Boxes	12
Point System	4	Security	12
Space Rental Fees	5	Independent Contractors	13
Payment Schedule	5	Use of Independent Contractors	13
Terms of Payment	5	Registration of Exhibit Builders and Specialty Contractors	13
Cancellation of Space	5	Exhibitor Advisory Committee/ ASCRS Officers and Staff	14
Contractual Considerations	6	Important Dates	15
Liability	6	2005 Exhibitors	16
Cancellation of Exhibition	6	Exhibit Floor Plan	Inside Back Cover
Fire and Safety Regulations	6	Application/Contract for Exhibit Space (see center of booklet)	
Hazardous Waste Disposal	6	Request for Function Space (see center of booklet)	
Booth Construction	7	Request for Hospitality Suite (see center of booklet)	
Standard Booth	7	Event Sponsorship Application (see center of booklet)	
Island Booths	7		
General Booth Construction and Arrangements Guidelines	7		
Exhibit Information	7		
Facility Information	7		
Facility Protection	7		
Americans with Disabilities Act	7		
Rules and Regulations	8		
Selling of Products and Services	8		
Distribution of Printed Materials and Canvassing by Industry	8		
Dismantling	8		

General Information

Purpose

The ASCRS Technical Exhibition provides colon and rectal surgeons and health care professionals with the most current information on products and services related to colon and rectal surgery. The purpose of the exhibits is to complement the program sessions by providing opportunity for display and/or demonstration of products and services that could be useful in measuring and improving the quality of health care. In addition to technical exhibits, educational exhibits provide attendees with learning opportunities designed to supply quality continuing medical education.

Meeting Location

Washington State Convention & Trade Center
800 Convention Place
Seattle, WA 98101-2350
Phone: (206) 694-5030
Fax: (206) 694-5398

Technical Exhibits

Exhibit Hall 4A

Poster Exhibits

Exhibit Hall 4A

Registration

South Lobby (Level 4)

Educational Sessions

Room 6ABC

Exhibit Set-up Hours

Saturday, June 3
12:00 noon - 5:00 pm

Sunday, June 4
8:00 am - 5:00 pm

All exhibits must be set-up no later than 5:00 pm, Sunday, June 4.

Exhibit Hours

Monday, June 5
10:00 am - 4:00 pm

Tuesday, June 6
9:00 am - 4:00 pm

Wednesday, June 7
9:30 am - 4:00 pm

Exhibit hours are subject to change. Exhibitors will be notified if a change in hours is necessary.

Exhibitor Registration

Sunday, June 4
8:30 am - 4:00 pm

Monday, June 5
8:30 am - 4:00 pm

Tuesday, June 6
9:30 am - 3:00 pm

Wednesday, June 7
8:30 am - 4:00 pm

To avoid on-site delays, exhibitors are encouraged to register in advance.

A registration form will be included in your Exhibitor Service Kit.

Exhibit Set-up and Staffing

All exhibits must be set-up by 5:00 pm, Sunday, June 4. As a courtesy to the attendees and fellow exhibitors, please open your exhibits on time and staff them throughout the meeting until the scheduled closing of the Technical Exhibition on Wednesday, June 7, 2006. Exhibitors are strongly urged to staff their booths with a minimum of two representatives.

Exhibitors will be allowed in the exhibit hall one hour before the exhibits open each day and may remain in the hall one hour after they close.

Dismantling

No dismantling of exhibits before 4:00 pm, Wednesday, June 7.

Admission to ASCRS Scientific Sessions

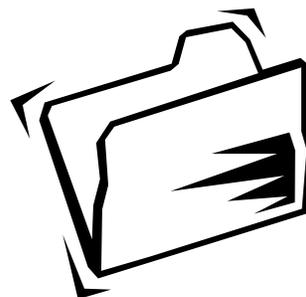
To help you plan your schedule, the preliminary program for the 2006 Annual Meeting will be available in March on our website www.fascrs.org. Your exhibit badge permits you to attend any Plenary Session, Special Presentation, or open meeting for which there are no fees. Exhibitors may purchase tickets for workshops on a space-available basis.

ASCRS Message Center

The ASCRS Message Center will be located in the South Lobby (Level 4). However, no messages will be delivered to exhibit booths. If you expect a large number of calls, we recommend you have a telephone with a lock installed in the booth.

Badge Designations

Blue	Member Physicians
Purple	Non-member Physicians
Green	Nurses/Allied Health
Lime	Residents/C&R Residents
Orange	Non Physicians
Red	Technical Exhibitors
Teal	Spouses/Guests
Lt Org	Press
Fuchsia	Staff
Black	Exhibitor Work Badges



Hotel And Travel Information

Housing

The official housing form will be mailed to all accepted exhibitors in March, 2006. Hotel reservations must be received by the Housing Bureau no later than May 1, 2006. After that date, the ASCRS room block will be released. Exhibitors are encouraged to reserve only those rooms they will definitely use so that room blocks reserved do not go unused.

Hospitality Suites

Hospitality suites are only available to companies who are exhibiting at the Annual Meeting. Exhibitors requesting a suite should do so through ASCRS. Upon approval by the Society, a confirmation will be sent by the hotel (See Hospitality Suite Form in center of book).

Corporate Guidelines

ASCRS welcomes and encourages sponsorship of Corporate Symposia at its Annual Meeting and requests interested companies to submit a proposal approximately 8 months prior to the meeting. While all proposals will be considered, final determination on subjects and speakers rests with the ASCRS Scientific Program Committee.

Sponsors whose proposals are accepted are requested to provide ASCRS with a \$43,500 unrestricted educational grant to cover the costs of speaker honoraria and travel, room rental, audiovisual, signage, promotion, and administrative support.

Companies are prohibited from sponsoring independent scientific programs from 8:00 am, Saturday, June 3 through 11:00 pm Wednesday, June 7.

Special Air Travel Discounts

ASCRS has arranged with United for special discounts on airfares to Seattle. Save up to 15% when your tickets are

purchased at least 30 days in advance. Travel must take place between May 29–June 13, 2006 and some restrictions may apply. Please mention the ASCRS Meeting ID number (listed below) when making your airline reservations.

To book your reservation call the ASCRS official travel agency, Uniglobe Preferred Travel, Inc., at 1-800-626-0359 and after the prompt, dial “0” (M-F 8:30 am – 5:30 pm CST). If you prefer, you may:

- Book your travel online at **www.uniglobepreferred.com**. Scroll down and click on the RapidRez icon. When the booking page comes up, click on the “Sign In/New Account” line in the upper left portion of the screen. Fill in your Member ID and Password, or if this is your first time at the site, click on “create a new account” line in the first paragraph and then fill in the required information and you are ready to book. Please record your Member ID and Password for future use. Discount fares are automatically displayed on this site and booking will have a reduced agency service fee of \$15.
- Call United’s toll-free number, 1-800-521-4041. Mention the ASCRS Meeting ID Code - 557QO - to qualify for discount fares.
- In addition, Delta Air Lines offers new SimpliFares™:
 - More flexible minimum stay requirements
 - Significantly reduced fares
 - Lower change fees, reduced from \$100 to only \$50
 - Fewer type fares
- To make reservations, call Delta Air Lines at 1-800-221-1212 or visit **www.delta.com**. Be sure to include your Skymiles frequent flyer number and the ASCRS SkyBonus #US809444233.

Exhibitors are reminded that their travel schedule should take into consideration the time needed for the completion of the installation and dismantling of their booths. Arriving flights should be scheduled to allow sufficient time for booth set-up (which must be completed by 5:00 pm Sunday, June 4).

Departing flights should be scheduled to allow adequate time for the return of crates and dismantling of booths after the close of the exhibits on Wednesday.

Parking Facilities

Parking space is available at the Convention Center as well as at several nearby parking lots.

Auto Rental Discounts

Hertz Car Rental has been designated as the official car rental company. Reservations may be placed online at **www.hertz.com** or through the Hertz Meeting Sales Desk within the US at (800) 654-2240; from within Canada at (800) 263-0600; or from within Toronto at (416) 620-9620. When booking reservations through Hertz reservations, please reference the Meeting Number CV# 025B0012 to get the qualified discounts.



Marketing Opportunities

Exhibitor-Sponsored Private Functions

Exhibitor-sponsored private functions are separately organized events during which exhibitors meet with ASCRS participants outside of the exposition for the purpose of networking, entertaining and continuing business begun on the exhibit floor.

Exhibitors sponsoring any type of private function are required to adhere to the following guidelines:

1. ASCRS must be informed of all planned social and hospitality functions. Exhibiting companies must complete the Hospitality Suites Form enclosed in this invitation and return it to Gina Seegers at the ASCRS Executive Office.
2. Hospitality and social functions may only be scheduled during times that will not interfere with official ASCRS scheduled activities. The following hours are available for Exhibitor sponsored events:
Sunday, June 4 after 8:30 pm
Monday, June 5 after 5:00 pm
Tuesday June 6 after 10:00 pm
Wednesday, June 7 after 5:00 pm
3. Social and hospitality functions should be handled on an invitation only basis. Host companies must make it clear to their guests that the event is not an official ASCRS function.
4. Host companies agree to assume all liability, arising out of or in conjunction with such functions and agree to indemnify ASCRS against any and all liability and claims and demands arising out of or in connection with the foregoing undertakings and responsibilities of the exhibitor.
5. Sponsoring companies requiring function space must complete the Request for Function Space Form enclosed in this invitation. Any questions regarding function

space, should be directed to Gina Seegers at the ASCRS Executive office.

6. Hospitality functions within the hotel may only be advertised via the hotel activities board and must be cleared through the hotel management.

Non-exhibiting firms are prohibited from hosting hospitality functions during the Annual Meeting.

Advertising in *Diseases of the Colon & Rectum*

The *Diseases of the Colon & Rectum*, official journal of the American Society of Colon and Rectal Surgeons, is the ideal vehicle for contacting surgeons. The *Diseases of the Colon & Rectum* is mailed monthly to over 5,000 health care professionals. The format offers four-color as well as black-and-white advertising. For information on placing your ad in the *Diseases of the Colon & Rectum*, please contact Neil Adams, Springer-Verlag, 233 Spring St., New York, NY 10013; phone: (212) 460-1500; fax: (212) 460-1575; email: nadams@springer-ny.com

Sponsorship of ASCRS Official Activities

ASCRS encourages support from exhibitors for various ASCRS activities, sessions and events that compliment the educational nature of the Annual Meeting. Recognition of your support and sponsorship is given through slides, printed sign in the sponsors booth, a listing in the convention Program Guide and other publications. Sponsorship opportunities are provided in the center of this Prospectus. If your company is interested in sponsorship opportunities, please contact James Slawny, ASCRS Executive Director.

Mailing Labels

Exhibitors may request a complimentary set of mailing labels of PRE-REG-

ISTRANTS to send product information or invitations to sponsored events or sessions. All mailing pieces must be approved by ASCRS prior to printing. Orders for labels are filled after May 1 to provide exhibitors with the maximum number of labels.

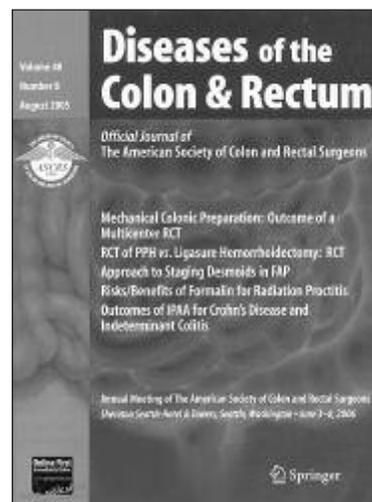
Exhibitors may purchase ASCRS MEMBERSHIP mailing labels (adhesive or cheshire labels) for \$250. Quantities will be approximately 2,900 depending on entire mailing list or USA only. Written or faxed requests must be received for mailing labels, as well as the mailing piece.

Doctor's Bag

ASCRS will provide an opportunity for exhibiting companies to advertise their symposia, products and/or services to registered attendees via a Registration Doctor's Bag. Information, pricing and deadline dates on the Doctor's Bag will be included in the Exhibitor Service Kit.

Attendance List

Each exhibiting company will be mailed the names and addresses of all 2006 ASCRS Annual Meeting attendees about three weeks after the meeting. This service is provided **free of charge** to all exhibiting companies in appreciation for your participation.



Space Assignment and Fees

Eligibility to Exhibit

ASCRS retains the sole and exclusive right to determine which organization may exhibit at the Annual Convention. Submission of an Application/Contract for Exhibit Space (“Application”) or other communication requesting exhibition space at the Annual Convention constitutes an offer on the Applicant’s part to lease exhibition space. By submitting an “Application” or making other communications regarding the leasing of exhibition space, the applicant acknowledges that ASCRS is under no obligation whatsoever to accept the “Application” or other request for space. Nothing contained in the Exhibitors’ Prospectus Application or other information, or material prepared or provided by ASCRS, grants or confers any right or rights on an applicant to obtain, lease or rent exhibition space.

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 colon and rectal surgery and the professional education of ASCRS members. Only those applicants whose exhibits serve these purposes will be considered eligible to apply for exhibit space. ASCRS reserves the exclusive right to determine the eligibility of all exhibitor space applicants.

Contract for Space

The information contained in this “Invitation to Exhibit,” the Application/Contract for Exhibit Space, and the Formal Notice of Assignment constitute a contract for the right to use the space allocated.

Space Assignment Consideration for All Exhibitors

Exhibitors who wish to avoid assignment of space adjacent to that of a

particular competitor should so indicate in their application. All such requests will be given careful consideration.

Because it is almost impossible to contact all exhibitors for new selections of booth space, ASCRS reserves the right to assign the next best substitute space when the requested space is not available. ASCRS also reserves the right to modify the floor plan to accommodate space sales or to avoid conflicts. ASCRS reserves the right to adjust the floor plan, relocating exhibit booths as necessary after consultation with affected exhibitors. Exhibitors are encouraged not to concentrate all space choices in one area of the floor.

Subletting Space

The subletting, assignment or apportionment of the whole or any part of this exhibit space by any exhibitor is prohibited. No exhibitor may permit any other party to exhibit in its space any goods other than those manufactured or handled by the contracting exhibitor in the regular course of its business, nor permit the solicitation of business by others within its space.

Advertising material or signs of persons or firms other than those actually engaging the space are prohibited. This rule will be strictly enforced.

Exhibitor Listing

Exhibiting companies will be listed in the ASCRS Convention Program Guide. This publication contains an alphabetical listing with booth number, address and a description of exhibitors’ products and services.

Point System

Initial space assignments – based on ASCRS’ point system – are made after January 20, 2006. Following initial space assignments, all additional assignments are made on a first-come, first-served basis.

Unfortunately, we cannot accept phone requests for exhibit space prior to January 20th.

- Only points earned during the previous five years will be considered.

Priority points for selecting booth space for the 2006 meeting in Seattle will be determined as follows:

- Six (6) points for participation via an exhibit booth in each Society Meeting beginning with 2001 and ending with 2005
- Two (2) points for each booth contracted beginning with 2001 and ending with 2005
- One (1) point for half page or less advertisement in the journal, *Diseases of the Colon and Rectum* beginning with 2001 and ending with 2005
- Two (2) points for a full page advertisement in the journal, *Diseases of the Colon and Rectum* beginning with 2001 and ending with 2005
- Five (5) points for each \$10,000 corporate sponsorship (25 points maximum) and three (3) points for corporate sponsorships less than \$10,000 in each Society meeting beginning with 2001 and ending with 2005
- Twenty (20) points for contributions of \$400,000 and above; fifteen (15) points for contributions of \$250,000 - \$399,000; ten (10) points for contributions of \$100,000 - \$249,000; five (5) points for contributions of less than \$99,000 to the ASCRS Research Foundation



Space Assignment and Fees

Space Rental Fees

Booth Size	Total Cost	Deposit
10' x 10' (inside)	\$2,300	\$1,150
10' x 10' (corner)	\$2,600	\$1,300
Island Booths	\$28/sq ft	
Island Booths larger than 20' (30' x 30', 30' x 40', etc)	\$30/sq ft	

Payment Schedule

A 50% deposit of total booth price must accompany the signed contract before booth space is assigned. The 50% balance due must be submitted by January 20, 2006. If the contract is submitted after January 20, 2006, it must be accompanied by payment of 100% of the total booth price.

Terms Of Payment

A deposit of 50% for each 10' x 10' unit of exhibit space reserved must accompany the completed Application/Contract for Exhibit Space. Applications will not be processed, nor space guaranteed without the required deposit. The Application/Contract for Exhibit Space Form and the deposit must be sent together for a company to reserve space and received by January 20, 2006 to qualify for *initial* assignment of space using priority points. **Exhibit spaces will be assigned on a priority basis determined by previous years of exhibiting, convention support provided to the "Society" (preceding five years) and total advertising in ASCRS's journal, *Diseases of the Colon and Rectum* (preceding five years).** Exhibitors will be invoiced for the balance due after space assignment is made. **Full payment for requested booth space must be received by ASCRS by February 24, 2006,** or the space reserved may be cancelled.

Cancellation Of Space

Notification of booth space cancellation or reduction of booth space must be made in writing and received on or before the dates listed. Cancellations sent via FAX will be accepted at (847) 290-9203.

There will be no refund for exhibitors who for any reason do not exhibit at the ASCRS Exhibition and have not submitted a written cancellation request prior to the deadlines outlined. So that hotel rooms do not go unused, exhibitors cancelling exhibit space must also cancel hotel reservations.

Any cancellation or reduction of booth space for any reason is subject to the refund schedule and terms.

Written Cancellation Received By ASCRS and Amount Retained:

On or before February 24, 2006
\$200 per booth

February 25, 2006 to March 30, 2006
50% of total booth cost

March 31, 2006 to April 28, 2006
75% of total booth cost

After April 28, 2006
100% of total booth cost

The retained rental shall be liquidated damages for the direct and indirect costs incurred by management for organizing, setting up and providing space for exhibitor, and losses and additional expenses caused by Exhibitor's withdrawal including reletting the space. All cancellations must be in writing and refunds will be based on the above schedule according to the postmark date on the refund request.



Contractual Considerations

Liability

It is mutually agreed that the Society and the facilities in which the ASCRS meetings are being conducted shall not be held liable by an exhibiting company for any damage to or for the loss or injuries to the exhibitor resulting from any cause. All claims for any such loss, damage, or injury are expressly waived by the exhibiting company. Each exhibitor by signing an application to exhibit, expressly understands that he thereby releases the American Society of Colon & Rectal Surgeons and the Washington State Convention & Trade Center from, and agrees to indemnify each, against any and all claims for any such loss, injury or damage.

Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless the Society and the facilities in which the ASCRS meetings are being conducted for any damage caused by theft and those perils normally covered by fire and extended coverage policy.

As a courtesy to exhibitors, the Society will provide security service in the exhibit area on a 24 hour basis.

The furnishing of such service should not be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

Cancellation of Exhibition

It is mutually agreed that in the event the 2006 Annual Meeting is cancelled due to disasters, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and the management of the American Society of Colon & Rectal Surgeons shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

Fire and Safety Regulations

Federal, state and city fire laws must be strictly observed. Aisles must be kept clear of boxes and crates during installation and dismantling. Empty boxes and crates may not be stored in exhibit booth or behind drapery. Wiring must comply with fire department and underwriters' rules.

All decorations must be flame retardant to the satisfaction of the Fire Department and the Fire Marshal's requirements. All table coverings, walls, paper, or any decorative material whatsoever must have a flameproof certificate or tag. All certificates must be prominently attached to the material so they can be easily seen by the facility Fire Marshal. This does not

apply to your product or any decorations provided by the official service contractor.

Only those individuals directly responsible for the erection and dismantling of the booth will be permitted in the exhibit hall during move-in/move-out times. Children under the age of 12 are not allowed in the exhibit hall during the move-in/move-out times.

Hazardous Waste Disposal

Hazardous waste is any material being stored, recycled, or thrown away that could cause injury or death, or pollute air, land, or water. Exhibitors who generate material fitting any of these criteria should inform the Exhibit Manager and the Washington State Convention & Trade Center staff of the presence and planned disposition of hazardous waste at the time of space application to allow for thorough planning and preparation.



Booth Construction

When designing exhibits and planning for the display of products and literature, for both in-line and island booths, good judgment and consideration for neighboring exhibitors and attendees should be the exhibitors primary objective.

Standard Booth

All linear booths are 100 sq ft (10' x 10') unless otherwise noted. Booths have a back wall drape that is 8' high, with sidewall drapes that are 36" high.

Total height of exhibits (including decorations) may not exceed 8' in height. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line.

The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit.

Island Booths

An island booth is exhibit space with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. Island booths are shown on the enclosed floor plan.

No drapery is provided for island booths. Island booth displays (including decorations) may not exceed 24' in height. An exhibitor whose booth is adjacent to island booths should expect the same reasonable sight line from the aisle as they would expect as if they were adjacent to an exhibitor with a standard booth.

General Booth Construction and Arrangements Guidelines

Booth decorations are to be professional, standard booth design. No gimmicks or attention-getting decorations are permitted.

Exhibits are not permitted to span an aisle by ceiling or floor covering. No signs, parts of exhibits, supplemental lighting or any other exhibit material may be suspended from or attached to the ceiling of the exhibit hall or taped, posted, nailed, screwed or otherwise attached to columns, walls, drape, floor or any interior or exterior surface of the center.

Exposed or unfinished sides and/or backs of exhibits and displays must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. All exhibits will be inspected during set-up and, at the direction of the ASCRS Exhibit Manager, the decorator will install draping at the exhibitor's expense to any part of the exhibit deemed objectionable by other exhibitors or ASCRS.

Exhibit Information

Exhibit Hall 4A is not carpeted. All booths must be carpeted. Booth cleaning is mandatory after move-in and is NOT included in the exhibit rental fee. The Society has the right to order daily cleaning if booth appearance is unsightly. Cost will be charged to the exhibiting company.

Draping colors for the Technical Exhibition will be green, white and gray. Aisle carpet is forest green.

Electrical requirements, projection requirements, and all furniture and accessories are the responsibility of the exhibiting company. Supplemental lighting should be considered.

Order forms for the above services and equipment will be included in the Exhibitor Service Kit, which will be mailed to exhibitors in February, 2006.

Noise from electrical or mechanical apparatus must not interfere with other exhibitors. No exhibitor shall operate equipment or voice reproducing machines that would cause annoyance to other exhibitors. Ear-

phones must be provided or such recording devices must be enclosed in a special booth. ASCRS reserves the right to determine at which point sound constitutes interference with others and if it does, it must be discontinued.

Cylinders containing oxygen, compressed air or other medical gas must be secured by a strap, stand or cart in an upright position to prevent tip-over. Exhibitors not complying with this rule are not permitted to use such cylinders in the exhibit area. X-ray equipment may be displayed but not operated.

Combustible materials used in the exhibit hall must be flame-proof in accordance with City of Seattle, Fire Department Codes. Use or storage of flammable liquids, gasses or solids are strictly forbidden.

Facility Information

Hall Clearances/Floor Weight Limits

Ceiling Height:

25' height

Floor Load:

250 cwt/sq ft

Lighting: Metal halide and fluorescent lights

Facility Protection

Nothing shall be posted, tacked, nailed or otherwise attached to the walls, floors or other parts of the convention center or furniture contained in the facility. The use of stick-on decals is discouraged and the distribution and display of helium balloons are prohibited in the hotel.

Americans with Disabilities Act

Each exhibitor shall be responsible for compliance with the Americans With Disabilities Act (ADA) within its booth and assigned exhibit space.

Rules and Regulations

Over 80 companies are expected to participate in the 2005 ASCRS Annual Meeting Exhibition and it is ASCRS's intent that a professional atmosphere for the attendees and a viable marketplace for exhibiting companies exist. To that end, ASCRS has established Rules and Regulations that govern the Exhibition and participating exhibitors.

The ASCRS Rules and Regulations are based on those developed by the Healthcare Convention and Exhibitors Association (HCEA) and the ASCRS Exhibitors' Advisory Committee, and are in place to serve the best interest of all parties and provide a fair and equitable environment for all. A mutual commitment of good faith and cooperation to all parties involved will ensure the quality of the ASCRS Exhibition.

The Rules and Regulations are subject to change at the discretion of ASCRS. By applying for exhibit space, all applicants and exhibitors understand and agree they will be bound by the ASCRS Exhibition Rules, Regulations and Guidelines that appear in the Exhibitors' Prospectus and all ASCRS materials.

IMPORTANT

PLEASE READ CAREFULLY. All Exhibitors must adhere to the following **Rules and Regulations** and, any others promulgated by ASCRS, all of which are incorporated by reference as part of all Application/Contract for Exhibit Space agreements. ASCRS reserves the right to interpret and make final decisions regarding all rules and regulations.

Please be sure that your marketing department or anyone else involved in the arrangements for your exhibit has a copy of these Rules and Regulations. It is the responsibility of the exhibitor to see that all booth staff

are aware of and adhere to these rules. If you require any additional information, please contact:

Dianne K. Kubis, Exhibits Manager
ASCRS
85 W. Algonquin Road, #550
Arlington Heights, IL 60005-4460
Phone: (847) 290-9184
FAX: (847) 290-9203
Email: diannekubis@fascrs.org

Selling of Products and Services

Only those products listed on the exhibit application may be exhibited.

Additional products for display must have ASCRS approval prior to the exhibition.

Orders for merchandise may be taken for delivery and payment after the exhibition.

Distribution of Printed Materials and Canvassing by Industry

Canvassing in any part of the facilities utilized by the Society is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by the Society. Regulations also apply to all hotels used by the Society to house meeting attendees. These rules begin at 8:00 am, Saturday, June 3, and continue to 11:00 pm, Wednesday, June 7.

Signs for ASCRS-approved sponsored functions are permitted, but limited to two per hotel and must have prior written approval by ASCRS's Executive Director. Signage for product or activity promotion is NOT permitted outside the space contracted unless specifically authorized by ASCRS.

Dismantling

Exhibitors may not dismantle or disturb their exhibits until after the official closing. Failure to observe this rule may jeopardize the exhibitor's space assignments or right to exhibit at forthcoming ASCRS Exhibitions.

Controversial Procedures

Diagnostic and therapeutic modalities advocated by exhibitors should be in compliance with the standards of practice endorsed by the Executive Council of the American Society of Colon & Rectal Surgeons. Should a potential exhibitor have a question in this regard, that exhibitor should contact the Exhibit Manager before the meeting opens.

Booth Activity Entertainment/Promotional Activity

Demonstrations or live interviews must be confined to the limits of the space contracted.

The use of magicians, fortune-tellers, dancers, mimes, puppet shows, or other entertainment of this nature is prohibited unless exhibitor has written permission from the Society. The use of celebrities who are not routinely employed as spokespersons for the exhibiting company is discouraged. Special promotional activities must have ASCRS written permission and must be contained within the space contracted.

Sound and Audio Visual

Audio visual and other sound effects must be regulated so that they do not disturb neighboring exhibits. The ASCRS Exhibit Manager reserves the right to determine at which point sound interferes with others and must be discontinued.

Rules and Regulations

Exhibitor Personnel

Exhibitor badges are not to be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors or others who wish to gain admittance for the purpose of making contacts.

Food Products

Food products may not be distributed unless they are the products being promoted at the exhibit or they are used to demonstrate the company's product(s). Food must be wrapped or in a container and not cause litter in the exhibit area. Exhibitors are responsible for keeping their booths litter free. Any exception to this policy must be approved by the Society prior to the exhibition.

Photography

An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press.

Audio Visual

Audio Visual Headquarters is the official audio visual company. Exhibitors needing audio visual equipment should contact Warren Abraham (215) 625-0885 x216.

All sound and audio visual equipment must conform to fire regulations of the city of Seattle and the Washington State Convention & Trade Center.

Video monitors or projection screens must be placed inside the booth so viewers do not block aisles.

Music

Live performance of music is not permitted.

No Smoking

The Society has established a no-smoking policy for all ASCRS meetings. This policy applies to the exhibit hall as well as all lounges and meeting rooms.

Giveaways

The American Medical Association has adopted guidelines governing gifts to physicians from industry. These guidelines have been endorsed by the Society and other medical organizations and by the Pharmaceutical Manufacturers Association.

Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to the Society for review. These premiums should be items that can be used during the meeting or professional activities of the attendee. The "Notification of Intent to Distribute Premium or Novelty Items" form will be included in your Exhibitor Service Kit and must be returned to the Society for approval by May 3, 2006. The Society may withhold or withdraw permission to distribute souvenirs, advertising, or other material it considers objectionable.

Exhibitors may not distribute unofficial badges or company nameplates. No helium balloons may be used as booth decoration or inflated to distribute to visitors.

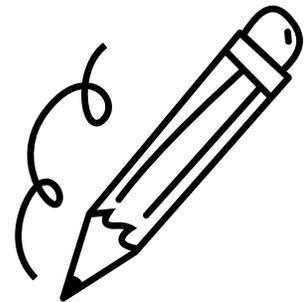
Amendments

Each exhibitor subscribes to and agrees to comply with and abide by each and all of the restrictions and regulations set forth in this Prospectus, and understands and agrees that the same, by reference, are to be made a part of his contract for exhibit space.

Any controversy involving the meaning or interpretation of these rules and regulations, not specifically covered, shall be left to the judgment and discretion of the Exhibit Manager, and his ruling or decision shall be final and binding on all parties to the controversy and they respectively agree to abide.

Throughout these rules for exhibitors whenever the pronoun "his" appears, it shall in all instances be understood to include the pronoun "her" whenever the context and correct usage so require.

The regulations were formulated for the best interests of all participating exhibitors. We express our sincere appreciation for your full compliance.



Official Contractors and Services

Official Service Contractor and Material Handling Contractor

Freeman
8801 Ambassador Row
Dallas, TX 75247

Account Executive:
Ed Hayward
Phone: (214) 670-9000
Fax: (214) 670-9100

Service Desk

A Service Desk will be open at 8:00 am on Saturday, June 3, in the Exhibit Hall. Here exhibitors may verify, check, and adjust their requirements for installation, furniture, equipment, and other auxiliary services. This service will be available from 8:00 am to 5:00 pm and will be in operation throughout the entire meeting.

Service Kit

The Exhibitor Service Kit, containing order forms for the most often needed exhibitor services, will be mailed in February 2006. One Exhibitor Service Kit per exhibiting organization will be provided by Freeman. Exhibitors are responsible for forwarding the kit onto suppliers who may be ordering services on their behalf. Sample charges for advance orders of rental furnishings are as follows:

- 9' x 10' carpet \$120.00
- 6' skirted table. \$105.00
- Side chair. \$65.00

Electrical Services and Utilities

Electrical and utility services will be handled by the TSE. Billing questions and equipment ordering: (800) 475-2098; Fax: (866) 329-1437. A sample electrical charge is as follows:

- 500 watt/120 volt duplex outlet. \$53.00
- 1000 watt/120 volt duplex outlet. \$88.00

- 2000 watt/120 volt duplex outlet. \$126.00

Telephone service will be handled by CCPI.

- 1 standard telephone line. \$225.00 (installation plus daily phone services)

Late orders and/or late arrival at show site can push these costs up 20% to 50%. For water and plumbing services, contact TSE. (See Exhibitor Service Kit)

Installation

**Saturday, June 3
Sunday, June 4
8:00 am - 5:00 pm★**

Installation of exhibits must be carried out during the times listed. All crates must be available for removal no later than 3:00 pm, Sunday, June 4. Any exhibit not set up by 5:00 pm, Sunday, June 4, or for which arrangements to set up have not been made, will automatically be set up at the exhibitor's expense and liability. Any booth not occupied by 9:30 am, Monday, June 5, may be assigned to another exhibitor unless the ASCRS Exhibit Manager has been made aware of extenuating circumstances. There will be no refund to the original exhibitor.

★ **Exhibitors who need to work past 5:00 pm, Sunday, June 4, must obtain permission from the ASCRS Exhibit Manager.**

Dismantling

**Wednesday, June 7
4:00 - 8:00 pm**

No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time, 4:00 pm, Wednesday, June 7. Such activity will be considered in violation of ASCRS Rules and Regulations and exhibitors will be subject to the penalties outlined in the Rules and Regulations section of this Prospectus.

Any exhibit not dismantled by 8:00 pm, Wednesday, June 7 — or for which arrangements for tear-down have not been made — will automatically be dismantled at the exhibitor's expense and liability for proper dismantle. The floor must be cleared by 8:00 pm, Wednesday, June 7.

Work Badges

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish access to the exhibit floor during installation and dismantling hours will be required to show proof of affiliation with the exhibiting company or exhibitor-appointed contractor to receive a work pass. Work passes will be available at the Exhibitor Registration area during the registration hours noted on page 1.

Work passes are not valid during show hours. Individuals will be asked to leave the floor and register as a technical exhibitor for that specific exhibiting company.

Exhibitor Badges/Fees

Exhibitor badges are personal and not transferable. Each representative of an exhibiting company must wear the official badge at all times while in the exhibit area. Supplementing this identification with business cards, ribbons, or company logo types is not permitted. Exhibitor badges may be made out only in the name of the company shown on the application for technical exhibit space. False certification of individuals as exhibitor representatives, misuse of exhibitor badges, or any other method or device used to assist unauthorized persons to gain admission to the exhibit floor is in strict violation of ASCRS Rules and Regulations.

While ASCRS does not charge for pre-registering booth personnel; however, it is expected that exhibiting firms will keep the number of representatives within reasonable limits, i.e. no more than five individuals per each 10' x 10' booth space purchased. (Maximum – 75 badges).

Official Contractors and Services

All exhibitors must pre-register.

Representatives who register on-site will be required to complete an on-site registration form and submit proof of company affiliation.

PLEASE NOTE: Badges are not mailed and must be picked up at the ASCRS Exhibitor Registration Desk located in the South Lobby (4th Level) of the Washington State Convention & Trade Center.

Exhibitors must pick up their own badges. **Company representatives cannot pick up all badges.**

Replacement/Lost/On-Site Badges
— \$10 each badge.

Labor

Freeman will provide the labor for set-up, dismantling, and material handling. Labor will be available based upon advance orders. To assure that the correct craftsmen are available, exhibitors are urged to order labor in advance from the Official Service Contractor. Labor rates are as follows:

\$58.00/person/hour Straight time
8:00 am - 5:00 pm;
Monday through Friday

\$87.00/person/hour Overtime
5:00 pm - 12:00 am
Monday through Friday, all hours on
Saturday, Sunday and holidays

\$112.00/person/hour Doubletime
12:00 am - 8:00 am
Monday through Friday

Exhibit Supervision

Please refer to the information provided in the Exhibitor Service Kit for further information and pricing on exhibit supervision labor and rates.

Material Handling/Storage/Hauling

Triumph Expo & Events Inc. will control access to the loading docks in order to provide for a safe and orderly move-in/move-out. All forklift and material handling from the loading dock to the point of installation is handled by the Carpenter's Union. (This is not applicable to materials that can be carried by one person.) This service includes:

- Storage prior to the show (30 days)
- Transportation from warehouse to booth
- Storage of empty crates
- Reloading at show sites
- Clerical assistance and delivery to a common carrier at the loading dock at the close of the show

Freight material handling rates are as follows:

Warehouse: \$67.00 per cwt (100 lbs)
Show site: \$74.00 per cwt (100 lbs)

Safety

Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Freeman cannot be responsible for injuries or falls caused by the improper use of rental furniture. Please assist in our efforts to provide a safe working environment for everyone.

Display and Exhibit Work – Installation, Dismantling, and Decorating

Triumph Expo & Events Inc. has an agreement with the local Carpenters Union to provide labor for display installation and dismantling. Full time employees of the exhibiting companies, however, may set their own exhibits without assistance from this local, provided that the exhibit can be set up in less than one half-hour without the use of tools or ladders. Any labor services required beyond that must be rendered by the Union. Labor can be ordered in advance by returning the Installation and Dismantle Labor order form, or at showsite, at the service desk. Proof of full time employment status may be requested by the Union Steward of any personnel working in your booth.

Exhibition/Job Site Drayage

All material handling, forklift operations, and work requiring material handling equipment is to be performed by Freeman.

Gratuities

Freeman specifically requests that exhibitors do not tip its employees. Requests for tips should be reported to the on-site Freeman Service Desk.



Shipping

Advance Shipping

Freeman has been selected to receive, warehouse, transfer, and handle all exhibits.

Exhibitors must ship all displays, **ALONG WITH A BILL OF LADING**, for arrival no later than May 26, 2006. Ship to:

(Exhibiting Company Name)
(Booth Number _____)
HOLD FOR: American Society
of Colon & Rectal Surgeons
2006 Annual Meeting
% Freeman
Triumph Expo & Events
20488 - 84th Avenue S
Kent, WA 98032

Note: The above is in reference to advance shipments only. Collect shipments will not be accepted.

If your shipment is missing or delayed, the Bill of Lading will be used to trace the shipment. Exhibitors are urged to verify the delivery of their freight before they arrive in Seattle. Many shipments cannot be traced or delivered on the weekend.

Direct Shipping

Direct shipments should not be made to arrive prior to June 3, 2006. Direct shipments should be sent to:

(Exhibiting Company Name)
(Booth Number _____)
**American Society of Colon
& Rectal Surgeons
2006 Annual Meeting
% Freeman
Triumph Expo & Events
800 Convention Place
Seattle, WA 98101**

Note: Advance and direct shipping labels are available from Freeman.

Inquiries

Please direct all calls regarding exhibit requirements, freight, and shipments to:

Exhibitor Services
Freeman
(214) 634-1463
FAX: (214) 637-0412

Storage of Crates and Boxes

Proper identification tags will be available at the Exhibitor Service Desk. Storage of crates and boxes can be arranged with Freeman as outlined in the Exhibitor Service Kit. Following installation, all cartons, crates, containers, packing materials, etc. which are necessary for repacking must be labeled with "empty" stickers and they will be removed from the floor and stored by Freeman.

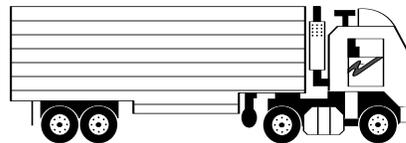
Facility regulations do not allow storage of materials behind exhibits. Exhibitors must arrange for access storage through Freeman for materials that they will require daily. The charges for material handling and delivery to the booth can be obtained from Freeman. Arrangements for this service may be made at the Exhibitor Service Desk.

Security

The Society will provide round-the-clock security to control access to the exhibit hall, beginning at 8:00 am, Saturday, June 3, and continuing until 8:00 pm, Wednesday, June 7. *However, the Society and the Washington State Convention & Trade Center are not responsible for loss or damage to exhibitor property. Exhibitors are urged to exercise normal precautions to discourage pilferage.*

We recommend you do not place product or items of value on display in your booth(s) until company representatives are in attendance. If items of value are missing please contact security immediately. We highly recommend exhibitors take any portable valuable items out of their exhibits during off hours.

For the protection of ASCRS exhibitors, security guards will require a materials release pass from persons leaving the exhibit floor with equipment, cartons, luggage, etc. Passes may be obtained at the ASCRS Registration Desk between the hours of 9:00 am and 4:00 pm daily. To avoid delays, passes should be requested as early as possible on the day the materials and equipment are to be removed from the exhibit hall.



Independent Contractors

Use of Independent Contractors

Exhibitors who plan to use the services of anyone other than the official service contractor must notify the ASCRS Exhibit Manager at least 30 days in advance of show dates by completing the "Request for Use of Exhibitor-Appointed Contractor" form included in your Exhibitor Service Kit.

Independent contractors must:

- Perform all services in a professional manner in accordance with the exhibition rules and regulations
- Not engage in solicitation of business on the exhibit floor for present or future conventions

- The exhibitor appointed contractor must have all licenses, permits or bonding required by the federal, state, county or municipal governments, and the Washington State Convention & Trade Center management prior to commencing work, and shall provide ASCRS with evidence of compliance.
- Provide an original Certificate of Insurance to the ASCRS Exhibit Manager 2 weeks prior to the show dates (May 19, 2006). The insurance certificate must prove the policy will be in effect during the installation and dismantling dates, June 3-7, 2006. Comprehensive general liability insurance against claims for bodily injury or death and property damage of not less

than \$1,000,000 for each occurrence and an active worker's compensation insurance policy covering all permanent employees and temporary labor hired to perform work on this event are required.

- Order decorator labor in advance, either with the official service contractor or directly from the union or from exhibitor appointed contractor.
- Upon arrival, check in at the Exhibit Registration Desk located in the South Lobby, (Level 4) to obtain work badges to enable personnel to work on the exhibit floor.

Registration Of Exhibit Builders And Specialty Contractors

So that insurance coverage can be verified and access to the exhibit hall authorized, exhibitors must notify the Society if a contractor not included in the Exhibitor Service Kit will service the exhibit. This includes exhibit designers and builders, audiovisual and computer suppliers, florists, security firms, photographers, etc. All rules and deadlines contained under "Independent Contractors" apply.



Exhibitors' Advisory Committee/ASCRS Officers & Staff

Exhibitors' Advisory Committee

The Exhibitors' Advisory Committee was established to advise the Society on issues and concerns affecting exhibitors. Exhibitors are encouraged to make their viewpoints and concerns known to the Committee members or the Exhibit Manager.

Committee Members

W. E. Cummings - *Adolor Corporation*
Debra Green - *Ethicon Endo-Surgery*
Penny Hiler - *Ferndale Laboratories*
Ray Pennino - *Fleet Pharmaceuticals*
James Kaiser - *Jamark*
Dan O'Connor - *Glaxo SmithKline*
Danielle Brown - *Konsyl Pharmaceuticals*
Craig Simpson - *CS Surgical, Inc*
Michael McAndrews - *ESI*

Exhibitors' Advisory Committee Meeting

The Exhibitors' Advisory Committee will meet at 9:00 am, Tuesday, June 6, 2006 in the Washington State Convention & Trade Center.

ASCRS Officers

- Ann C. Lowry, M.D.
President
- Lester Rosen, M.D.
President-Elect
- John L. Rombeau, M.D.
Vice President
- Anthony J. Senagore, M.D.
Treasurer
- James W. Fleshman, M.D.
Secretary
- Bruce G. Wolff, M.D.
Immediate Past President
- David A. Rothenberger, M.D.
Research Foundation President

Council Members

- David E. Beck, M.D. ('07)
- W. Donald Buie, M.D. ('07)
- Walter A. Koltun, M.D. ('08)
- Clifford L. Simmang, M.D. ('08)
- Michael J. Stamos, M.D. ('06)
- Judith L. Trudel, M.D. ('06)

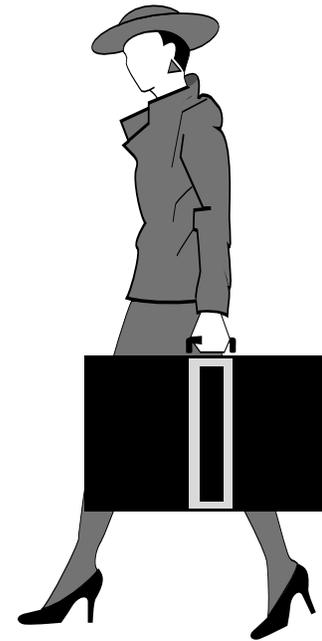
Staff

James R. Slawny, *Executive Director*

Dianne K. Kubis
*Exhibit Manager & Director,
Administrative & Convention Services*

Gina Seegers
Director of Meetings & Conventions

Stella Zedalis
Associate Executive Director



Important Dates

October, 2005	Exhibit Prospectus mailed by ASCRS
January 20, 2006	Initial assignment of exhibit space.
February, 2006	Letter of Assignment Exhibitor Service Kit mailed
February 24, 2006	Booth cancellation with a \$200 cancellation fee. Program Copy due to ASCRS Full booth payment due.
February 25, 2006	50% total contracted booth fee retained, if contract is cancelled.
March 31, 2006	“Request for Hospitality Space” form due to ASCRS 75% total contracted booth fee retained if space cancelled on or after this date “Request for Function Space” form due to ASCRS
April 29, 2006	100% total contracted booth fee retained if space cancelled on or after this date
May 3, 2006	“Notification of Intent to Distribute Premium or Novelty Items” form due to ASCRS “Request for Use of Exhibitor-Appointed Contractor” form due to ASCRS
May 19, 2006	Independent contractors must submit to ASCRS: Certificate of Insurance
May 26, 2006	Advance freight shipments due
June 3, 2006	Direct shipment accepted Exhibitor set-up begins
June 4, 2006	Exhibit installation must be completed by 5:00 pm
June 5, 2006	Official opening of exhibits at 10:00 am
June 7, 2006	Official closing of exhibits at 4:00 pm Exhibits and material must be removed from Exhibit Hall by 8:00 pm



2003 Attendance in New Orleans

Physicians	1,063
Nurses/Office Staff	83
Non Physicians	5
Spouses/Guests	219
Media	10
Exhibitors	449
TOTAL	1,829

2004 Attendance in Dallas

Physicians	1,007
Nurses/Office Staff	44
Non Physicians	25
Spouses/Guests	136
Media	10
Exhibitors	553
TOTAL	1,775

2005 Attendance in Philadelphia

Physicians	1,168
Nurses/Office Staff	45
Non Physicians	30
Spouses/Guests	168
Media	11
Exhibitors	662
TOTAL	2,084

Future Annual Meeting Sites

2007 St. Louis, MO	May 2-7
2008 Boston, MA	June 7-12
2009 Hollywood, FL	May 3-7

2005 Exhibitors

A

Adolor Corporation/Glaxo SmithKline
Aloka Ultrasound
American Medical Systems, Inc.
Applied Medical

B

B-K Medical Systems, Inc.
Boston Scientific Corporation
Braintree Laboratories, Inc.

C

Calmoseptine, Inc.
The Cleveland Clinic
Coloplast Corp.
ConvaTec – A Bristol-Myers
Squibb Co.
Cook Surgical
CS Surgical, Inc.
Curon Medical Inc.

D

Deltex Medical, Inc.
DLTech USA Inc.

E

Electro-Surgical Instrument, Co.
Ethicon Endo-Surgery, Inc.

F

Ferndale Laboratories, Inc.
Fleet Pharmaceuticals

G

General Surgery News
Genzyme Biosurgery
Glaxo SmithKline Consumer
Healthcare
Glaxo SmithKline/Adolor Corporation
Gore & Associates

H

HRA Research

I

Inkine Pharmaceutical Company
Inlet Medical Inc.
Intermark Medical Innovations
Int'l Foundation for Funct.
GI Disorder (IFFGD)

J

Jamark Laboratories, Inc.

K

Karl Storz
Kenwood Therapeutics
Konsyl Pharmaceuticals, Inc.

L

Lippincott Williams & Wilkins
Lone Star Medical Products, Inc.
Lumitex, Inc.

M

Market Access Partners
Marriott Vacation Club
MAST Biosurgery, Inc.
George Percy McGown
MD Logic, Inc.
Medical Measurement Systems
Medtronic
Microline, Inc.
Mosby/W. B. Saunders
Myriad Genetic Laboratories Inc.

O

Olympus America, Inc.
Oncotech
Origin Rx

P

Pentax Medical Corporation
Pfizer
Power Medical Interventions
P & G Pharmaceuticals
Procter & Gamble

R

Ranbaxy Laboratories
Redfield Corporation
Resi Cal, Inc.

S

SAGES
Sandhill Scientific, Inc.
Sanofi-Aventis
Sanofi-Synthelabo, Inc.
Schwarz Pharma Inc.
Sigma Tau Pharmaceuticals, Inc.
SLA Pharma (UK), Ltd.
Snowden Pencer Products
Sontec Instruments, Inc.
Springer-Verlag
Starion Instruments
Stryker Endoscopy
SurgRx Inc.

T

TSL, Plc
Turbo-Doc Electronic Medical
Records, Inc.
Tyco Healthcare

W

Richard Wolf Medical Instruments
Corporation

Application/Contract for Exhibit Space

Booth Size	Total Cost	Total Deposit
10' x 10' (inside)	\$2,300	\$1,150
10' x 10' (corner)	\$2,600	\$1,300
Island Booths	\$28/sq ft	
Island Booths larger than 20' (30'x 30', 30'x40', etc)	\$30/sq ft	

Method and Payment Schedule

50% deposit of total booth price and contract due for assignment of space. (check or credit card).

50% balance due by **February 24, 2006**. 100% of total booth price with contract submitted after **February 24, 2006**

Credit Card # _____ (Visa, Master Card, American Express) _____

Expiration Date: _____ Name on Card: _____

Signature: _____ Amount: _____

A description of products or services must be completed for publication in the program. (Must be received by Feb. 24)

Note: Companies that have not exhibited at an ASCRS Annual Meeting must also submit product brochures and a photograph or sketch of the exhibit.

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted by ASCRS with the signature of ASCRS's Exhibit Manager.

Company Name: _____

Applicant's Signature: _____

Type or Print Name: _____

Title: _____ Date: _____

To guarantee Exhibit space at the ASCRS Annual Meeting, the required deposit must be forwarded to ASCRS with the signed application and agreement. Make check payable to ASCRS and mail to:

Dianne K. Kubis, Exhibit Manager
 American Society of Colon & Rectal Surgeons
 85 W. Algonquin Road, Suite 550 • Arlington Heights, IL 60005-4460
 Phone: (847) 290-9184 FAX: (847) 290-9203

To be Completed by ASCRS Convention Management:

Space No.(s) Assigned: _____ Total charged for assigned space: \$ _____

Date Received: _____ Check No.: _____ Dated: _____ Amount Received: \$ _____

Balance Remaining: \$ _____ **Balance Due on or Before February 24, 2006**

Date Received: _____ Check No.: _____ Dated: _____ Amount Received: \$ _____

ACCEPTED FOR ASCRS: Signature: _____ Date: _____

Application Checklist:

- Have you... Signed the Application? Completed the Product/Service Description
- Included the 50% deposit for each 10' x 10' space
 (made payable to American Society of Colon & Rectal Surgeons) or (ASCRS)

Please Complete Reverse Side

Application/Contract for Exhibit Space

**2006 Annual Meeting • Seattle, WA
June 3-7, 2006**

The American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550 • Arlington Heights, IL 60005-4460

ASCRS space will be assigned on or about January 20, 2006 on a priority basis determined by previous years of exhibiting, convention support provided to the "Society" (preceding five years) and total advertising in ASCRS's journal, *Diseases of the Colon & Rectum* upon receipt by ASCRS of a completed and signed application and a 50% deposit. Balance due on or before February 24, 2006. 100% of the total cost of exhibit space is required with completed application and signed agreement submitted after February 24, 2006. The application and signed agreement, when accompanied by the required deposit, and when countersigned by ASCRS, shall become a binding contract in accordance with the terms of the agreement and all Rules & Regulations. Upon assignment of exhibit space, a copy will be returned with space assignment and balance due. Final payment is due by February 24, 2006. On April 29, 2006 and thereafter, an Exhibitor cancelling assigned exhibit space(s) shall be responsible for payment of the full booth rental fee for such assigned space(s).

PLEASE PRINT OR TYPE

Exhibitor Information for Listing in Convention Program:

Company Name: _____

Website: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

Contact Name: _____

Title: _____

Contact to Whom Exhibit-Related Correspondence Should be Sent:

Contact Name: _____

Title: _____

Mailing Address: _____

City: _____

State: _____

Zip: _____

Phone: _____

Fax: _____

Email: _____

The undersigned applicant hereby applies for exhibit space at the 2006 ASCRS Annual Meeting and requests the following exhibit space(s) in order of preference. (Refer to the Official Floor Plan for exhibit space and booth numbers - inside back cover)

Space requested (indicate booth choices in order of preferences as selected from the floor plan.)

1st choice # _____

at \$ _____

3rd choice # _____

at \$ _____

2nd choice # _____

at \$ _____

4th choice # _____

at \$ _____

*We wish to avoid having our exhibit located adjacent to or opposite from the following company(s): _____

*Booth assignments are made on a first-come, first-served basis. Therefore, ASCRS cannot guarantee that you will not be placed next to the firms listed above.

Please list category of products or services that best describe what you will be displaying (i.e., Computer Hardware, Educational Material, Health Care Products, Office Management Systems, Pharmaceuticals, Surgical Equipment, etc.) _____

Event Sponsorship Application

Select a complete or partial sponsorship option from the list below (additional sponsorship opportunities are available that have not been listed). The costs listed are estimated. Or call us to talk about your own creative ideas! There is an opportunity for every company's budget. Sponsorship costs vary depending on the event or service. Sponsorship commitments are subject to final approval by ASCRS. **NOTE: 2005 sponsors have the right of first refusal to repeat their sponsorship in 2006.** Review the following list and if you find a sponsorship opportunity that interests you, just fill out the form on the reverse side and mail or FAX it to James Slawny, Executive Director.

SPONSORSHIP OPPORTUNITIES

Lectureships

- Joseph Mathews Lecture (\$6,000)
- Normal Nigro Research Lectureship (\$7,500)
- Ernestine Hambrick Lectureship (\$6,500)

Publications/Video Tape

- Preliminary Program (\$34,000)
- Convention Program Guide (\$39,500)
- 2005 ASCRS Membership Directory (\$27,500)
- Abstracts on Disk (\$25,500)

Scientific Programs

- Monday "Meet the Professor" Breakfasts (\$7,500) . . .
- Tuesday "Meet the Professor" Breakfasts (\$7,500) . . .
- Research Forum (\$9,500)
- International Scholarships (\$7,000 ea.)
- Industry Symposia (\$43,500)

Workshops

- Hand-Assisted Laparoscopic Intestinal Surgery (\$10,000)
- Research Forum (\$5,000)
- Update on Core Subjects (\$15,000)
- Endorectal Ultrasound Course (\$15,000)
- Consumer Education Program (\$10,000)

Breakfast Meetings

- Tuesday in Exhibit Area (\$5,000)
- Wednesday in Exhibit Area (\$5,000)
- Thursday for Members (\$3,500)
- Residents' Breakfast (\$6,500)
- Young Researcher's Breakfast (\$7,500)

- Daily Schedule Board (\$22,500)
- Foundation Honor Roll Board (\$18,000)

Social Events

- Welcome Reception (\$60,000)
- Annual Dinner Dance Reception (\$40,000)
- Annual Dinner Dance (\$40,000)
- Annual Banquet Reception in President's Suite.
- Executive Council Annual Reception/Dinner (\$13,500)
- Past President's & Spouses Reception/Luncheon (\$6,000)
- Residents' Reception (\$8,500)
- Colorectal Jeopardy (\$12,500)

Refreshment Breaks

- Monday am (\$3,800)
- Monday pm (\$ 3,800)
- Tuesday am (\$ 3,800)
- Wednesday am (\$ 3,800)
- Wednesday pm (\$ 3,800)

Luncheon Snacks in Exhibit Area

- Monday Snack Luncheon (\$6,000)
- Wednesday Snack Luncheon (\$6,000)

Registration Materials

- Vinyl or cloth valises (\$16,000)
- Writing Pads for Registration Packets
- Pens for Registration Packets
- Question/Answer Pads (\$5,000)
- Lanyards (\$7,500)

Poster Discussion Session

- Monday (\$3,500)
- Tuesday (\$3,500)

Hospitality Suites Form

ASCRS Annual Scientific Meeting • June 3-7, 2006 • Seattle, WA

Exhibitors are required to inform ASCRS of a hospitality function. Submit this form to ASCRS NO LATER THAN **March 31, 2006**. You will then be contacted by the Hotel for your requirements.

Exhibiting Company: _____

Contact Person: _____

Phone: _____ Fax: _____

Email: _____

HOSPITALITY SUITE:

Description: _____

Location: (i.e. name of hotel, restaurant, etc.) _____

Date(s): _____

Proposed Entertainment: _____

If event is planned outside of hotel, will the exhibiting company be providing transportation for attendees?
Please indicate type of transportation to be utilized:

I/we have read the Guidelines for Hospitality Suite Functions outlined in the 2006 Invitation to Exhibit (page 2), and agree to abide by all ASCRS and hold harmless the American Society of Colon & Rectal Surgeons from and against any and all liability and claims and demands which may arise from or be asserted in connection with the foregoing undertakings and responsibilities.

Signature of Exhibitor: _____ Date: _____

Return form to: American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
ATTN: Gina Seegers, Director of Meetings & Conventions
Phone: (847) 290-9184 • Fax: (847) 290-9203
email: ginaseegers@fascrs.org

Request for Function Space

2006 ASCRS Annual Meeting • June 3-7, 2006 • Seattle, WA

Exhibition Dates: June 5-7, 2006

DEADLINE FOR RECEIPT: March 31, 2006

(Company Sales Meetings or ASCRS-Approved Activities ONLY, Not Industry-Sponsored Hospitality Suites or Functions)

Please complete ONE request for each function room requested.

Function Name: _____

Contact: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: () _____ or: (800) _____ FAX: () _____

Email: _____

Function Type

Sales Meeting Business Meeting Other Activity (to be approved by ASCRS)

Attendance

Company Personnel Physician/Company Other Number Attending _____

Function Day/Date: _____ Time: _____ am/pm until _____ am/pm _____

Function Day/Date: _____ Time: _____ am/pm until _____ am/pm _____

Room Needed Early for Special Set-up No Yes Time: _____

Setup Desired

Conference Hollow Square U-Shaped
 Theater Schoolroom Rounds
 Diagram Attached Cocktail Tables Other

Additional Specifications (Check all that apply)

Using Audio visuals Elevated Stage for Lectern/Head Table of _____
 Standing Lectern Only Other _____

Authorized Signature: _____ Date: _____

ASCRS Use Only

Date: _____ Time: _____ Room: _____ Facility: _____

Return form to:

American Society of Colon & Rectal Surgeons
85 W. Algonquin Road, Suite 550 • Arlington Heights, IL 60005-4460
ATTN: Gina Seegers, Director of Meetings & Conventions
Phone: (847) 290-9184 • Fax: (847) 290-9203
Email: ginaseegers@fascrs.org

Event Sponsorship Application

Hotel Key (\$8,500 + expenses)

Unrestricted Grant

Internet Café (\$18,000)

Photography Services

Photos taken throughout convention for: (a) Publication in ASCRS Newsletter; (b) President & Program Chairman's Scrapbook; and (c) Mailing to physician registrants following convention. (\$3,500)

Speakers' Ready Room

FAX, Photocopier, slide maker, AV equipment, technician, refreshments (\$5,000)

Pocket Planner (\$2,000)

Spouse Events

Hospitality (\$2,000)

General Areas of Sponsorship

12 month Complimentary Subscription to
Diseases of the Colon & Rectum to 3rd Year
General Surgery Residents (\$58,500)

ASCRS Newsletter (\$16,000)

Abstract Section of *Diseases of the Colon
& Rectum* (\$10,000)

International Scholarships (\$7,000)

Specialty Informational Brochure (\$7,500)

Website (\$45,000)

Webcast ASCRS Annual Meeting (\$53,000)

Member E-Newsletter (\$20,000)

Specialty Informational Brochure (\$7,500)

Record Convention Plenary Sessions

on CD-ROM (Grant to be determined)

Event Sponsorship Form

Please complete the following information:

Name: _____

Title: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

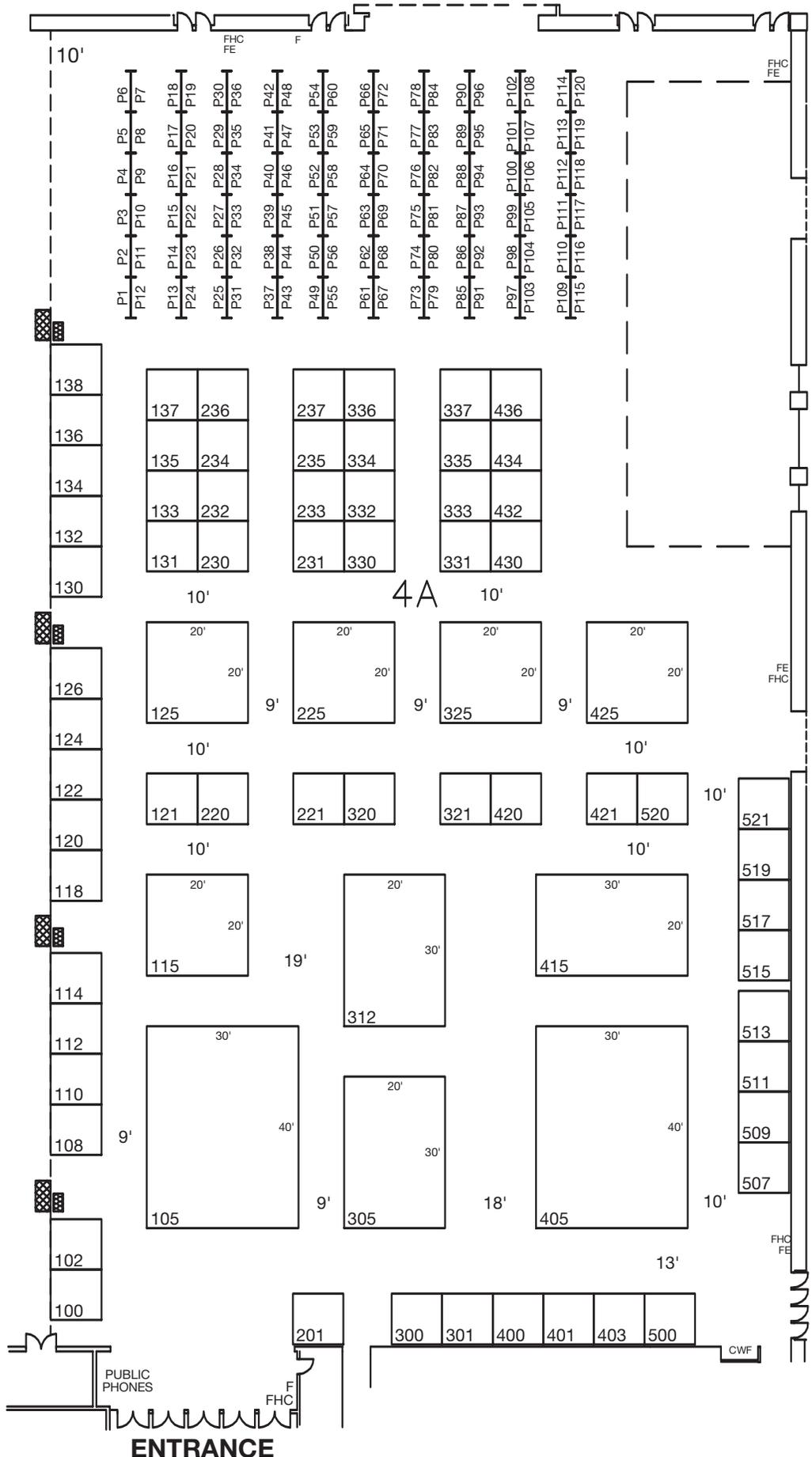
Fax: _____

Return to: James Slawny, Executive Director
ASCRS
85 W. Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
Phone: (847) 290-9184
Fax: (847) 290-9203

2006 Exhibit Floor Plan

Washington State
Convention &
Trade Center
Exhibit Hall 4A
Seattle, Washington

Space Rental Fees		
Booth Size	Total Cost	Total Deposit
10' x 10' (inside)	\$2,300	\$1,150
10' x 10' (corner)	\$2,600	\$1,300
Island Booth under 20'	\$28/sq ft	
Island Booth larger than 20' (30' x 30', 30' x 40', etc.)	\$30/sq ft	



ASCRS

American Society of Colon and Rectal Surgeons
85 West Algonquin Road, Suite 550
Arlington Heights, IL 60005-4460
