



Eastern Association for the Surgery of Trauma
Advancing Science, Fostering Relationships, and Building Careers

Exhibitor Prospectus

37th Annual Scientific Assembly Eastern Association for the Surgery of Trauma

Meeting Dates: January 9-13, 2024
Exhibition Dates: January 10-12, 2024

Signia by Hilton Orlando Bonnet Creek
Orlando, Florida

Annual Scientific Assembly Exhibitor Information:

<https://www.east.org/education-career-development/annual-scientific-assembly/exhibitors-supporters>

Apply Online





Dear EAST Exhibitor:

The Eastern Association for the Surgery of Trauma's (EAST) 37th Annual Scientific Assembly will be held January 9-13, 2024, at Signia by Hilton Orlando Bonnet Creek in Orlando, Florida. EAST is a major, international organization of trauma and acute care surgeons, emergency physicians, advanced practice providers, and nurses who are prominent members of the trauma community. Many are recognized academic authorities, directors of trauma centers, or intensive care units, and almost all are leaders in their respective medical centers.

EAST is a unique organization with a multidisciplinary membership of more than 3,400 who are part of the Trauma Service Team and involved in acute surgical management of the ill and injured patient. EAST believes that the interpersonal interaction among trauma care providers is important as medicine progresses. EAST provides supporters a friendly, receptive atmosphere, affording them the opportunity to promote improved care of traumatized and critically ill patients.

EAST MISSION STATEMENT

EAST is a scientific organization providing leadership and development for early and mid-career surgeons active in the acute surgical management of the ill and injured patient.

EAST's VISION STATEMENT

To be the premier organization for early and mid-career surgeons.

EXHIBIT SPACE - \$5,500

To its best efforts, EAST will provide each Exhibitor with:

- Single 8x10 exhibit space, one 7x44 company ID sign, pipe and drape
- Three complimentary registrations (*additional registrations at \$250 each*)
- Admission to scientific sessions (*solicitation of attendees during sessions prohibited*)
- Admission to Opening Reception and Closing Event
- Company description in official EAST Meeting App
- Complimentary breakfasts and breaks during Annual Scientific Assembly sessions
- Acknowledgement on the EAST website
- Acknowledgement on signage at meeting

Please contact the EAST office for additional information on our marketing and support opportunities.

The EAST Annual Scientific Assembly provides valuable interaction between trauma and acute care surgeons and the companies that work with them in the care of the traumatized and critically ill. The amount of face-to-face physician interaction and caliber of the surgeons who attend, represents an exceptional value to your corporation. **EAST appreciates your support and is looking forward to seeing you in January 2024!**

Sincerely,

Christine C. Eme
Executive Director



JOIN US AND TAKE PART IN... ***“ADVANCING SCIENCE, FOSTERING RELATIONSHIPS, AND BUILDING CAREERS”***

Exhibiting at the EAST Annual Scientific Assembly will provide you with the opportunity to make direct contact with trauma and acute care surgeons & allied healthcare professionals who care for the ill and injured patient. EAST is an organization that continues to grow and thrive as the leading scientific organization providing leadership and development for early and mid-career surgeons active in the acute surgical management of the ill and injured patient. The EAST Annual Scientific Assembly helps advance the mission and purpose of EAST.

More than 800 trauma and acute care surgeons & allied healthcare professionals attended the 36th EAST Annual Scientific Assembly held in 2023.

EAST Statistics & Facts

86% of Attendees are Trauma & Acute Care Surgeons

14% of Attendees are Allied Healthcare Providers who serve on the Trauma Team to include emergency physicians, advanced practice providers, nurses, and EMTs.



EAST Annual Scientific Assembly Exhibitors Have Included:

270 Surgical	Intuitive
AccessPro Medical	InventorRR M.D. Inc
Altrazeal	<i>Journal of Trauma and Acute Care Surgery (JTACS)</i>
American Burn Association	Kerecis®
American Trauma Society (ATS)	KLS Martin Group
Arcos, Inc.	Latino Surgical Society
Aroa Biosurgery	My01
ASR Systems I TITAN CSR Retractor	Neuroptics, Inc.
AtriCure, Inc.	Omega Healthcare Company
Avita Medical	Omni-Stat Medical inc.
Beeken Biomedical	Pediatric Trauma Society (PTS)
BioLab Sciences	PolyNovo North America
Cerus Corporation	Prytime Medical Devices
Coalition for National Trauma Research (CNTR)	RTI Surgical
Coaptech	Samaritan's Purse®
CLR Medical	Society of Trauma Nurses (STN)
DePuy Synthes	Synapse Biomedical, Inc.
Envision Physician Services	Synergy Health Partners
Extant Healthcare, LLC	Teleflex
Frontline Medical Technologies	The Surgicalist Group, PLLC
Hackensack Meridian Health	ThinkFirst National Injury Prevention Foundation
Haemonetics	Trauma Center Association of America (TCAA)
Hayes Locums	US Navy
HemoSonics, LLC	Wellstar Health Systems
Integra Life Sciences	Zimmer Biomet

EAST 37th Annual Scientific Assembly
January 9-13, 2024
Exhibit Dates: January 10-12, 2024
Signia by Hilton Orlando Bonnet Creek- Orlando, Florida

PRELIMINARY SCHEDULE OF EVENTS

(subject to change)

Tuesday, January 9, 2024

8:00 am - 5:30 pm Pre-Meeting Workshops
1:00 pm - 5:00 pm Exhibit Set-Up

Wednesday, January 10, 2024

7:00 am - 1:30 pm Exhibits Open
8:00 am - 8:30 am Opening Ceremony & Flag Presentation
8:30 am - 10:00 am Scientific Sessions
10:00 am - 10:30 am Break / Visit Exhibits
10:30 am - 12:00 pm Scientific Sessions
*12:00 pm - 1:15 pm Lunch on Own – Satellite Symposia Opportunity**
1:15 pm - 2:15 pm Educational Sessions
2:30 pm - 3:30 pm Presidential Address
3:45 pm - 4:45 pm Educational Sessions
5:00 pm - 6:15 pm *EAST Member Forum (EAST Members Only)*
6:30 pm - 8:30 pm Opening Reception (*exhibitors welcome*)

Thursday, January 11, 2024

7:00 am - 1:30 pm Exhibits Open
7:00 am - 8:30 am Breakfast in the Exhibit Hall
7:15 am - 8:15 am EAST Committee Meetings
8:30 am - 9:30 am Quick Shots
9:30 am - 10:00 am Break / Visit Exhibits
10:00 am - 11:00 am Educational Sessions
11:15 am - 12:00 pm Educational Sessions
*12:00 pm - 1:15 pm Lunch on Own – Satellite Symposia Opportunity**
1:30 pm - 3:30 pm Scientific Sessions
3:45 pm - 5:00 pm Educational Sessions

Friday, January 12, 2024

7:00 am - 11:00 am Exhibits Open
7:00 am - 8:00 am Breakfast in the Exhibit Hall
7:15 am - 8:15 am EAST Committee Meetings
8:30 am - 10:30 am Scientific Sessions
10:15 am - 10:30 am Break/Visit Exhibits
10:45 am - 11:30 am Educational Session
11:00 am - 3:00 pm Exhibit Tear-Down
11:45 am - 12:30 pm Closing Keynote - Scott B. Frame, MD Memorial Lecture
12:45 pm - 1:45 pm Awards & Recognition & Gavel Exchange Luncheon
2:00 pm - 3:30 pm Educational Sessions

*Marketing Opportunity

APPLICATION FOR EXHIBIT SPACE

Application to exhibit dated _____ by and between _____
hereinafter called "Exhibitor," and The Eastern Association for the Surgery of Trauma (EAST), hereinafter called "the Association."

In accordance with the following terms and conditions governing exhibits at the EAST 37th Annual Scientific Assembly at Signia by Hilton Orlando Bonnet Creek in Orlando, Florida on January 9-13, 2024, the undersigned hereby makes application for exhibit space, which application, when accepted by the Association, becomes a contract. Terms and conditions listed under the accompanying Exhibitor Agreement, as well as those conditions under which exhibit space in Signia by Hilton Bonnet Creek is leased to the Association, are a part of this contract.

PLEASE PRINT OR TYPE

Contact Person: _____ Title: _____

Company: _____

Address: _____ Suite/Floor: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Ext: _____ Fax: () _____

E-mail (required): _____

Website (required): _____ Twitter: _____

Location Preference (circle one): We would / would not like to be placed next to: _____
(EAST will do its best to take the request above into consideration when assigning space; however, it is not guaranteed.)

We agree to abide by the rules and regulations presented in the Exhibitor Agreement and by conditions under which exhibit space at Signia by Hilton Orlando Bonnet Creek is leased to the Association. Submission of this form constitutes a binding contract between the Exhibitor and the Association.

By submission of this form we agree to abide by [EAST's Meetings Code of Conduct](#).

Authorized Signature: _____ Date: _____

Print Name: _____ Title: _____

EXHIBIT FEE AND PAYMENT INFORMATION

Exhibit Fee: \$5,500 - Includes registration for up to 4 representatives (additional representatives will be at \$250 each).

of 8x10 Booths at \$5,500 each: _____

TOTAL: \$ _____

Payment Method: ☐ Check made payable to: Eastern Association for the Surgery of Trauma (Tax ID #62-1310842)
☐ Visa ☐ MasterCard ☐ American Express

Card #: _____ Exp. Date: _____ Security Code: _____

Name on Card: _____ Cardholder's Signature: _____

Please return the signed, completed application with payment in full and the signed Exhibitor Agreement to:

Eastern Association for the Surgery of Trauma
633 N. Saint Clair Street, Suite 2400
Chicago, IL 60611-3295
Phone: 312-202-5508 / E-mail: managementoffice@east.org

EXHIBITOR AGREEMENT

This Exhibitor Agreement (Agreement) is entered into between The Eastern Association for the Surgery of Trauma (EAST), a nonprofit Corporation with offices located in Chicago, Illinois, and _____ (Exhibitor) with offices located in _____.

Whereas, EAST is holding its 37th Annual Scientific Assembly (Event) from January 9-13, 2024 at Signia by Hilton Orlando Bonnet Creek in Orlando, Florida;

Whereas, Exhibitor desires to exhibit at the Event in accordance with the terms and conditions set forth in this Agreement;

Whereas, Exhibitor prepares for submission with this Agreement an Exhibitor Application (Application), on the form prescribed by EAST, to exhibit at the Event; and

Whereas, Exhibitor understands and acknowledges EAST will only consider granting Applications of exhibitors who agree to the terms and conditions set forth in this Agreement and who submit a signed copy of this Agreement with their Application.

Therefore, in consideration for the opportunity to exhibit at the Event, Exhibitor agrees to comply with all of the following terms and conditions:

The following rules and regulations governing the exhibit of the Eastern Association for the Surgery of Trauma (EAST) are part of the application for space and constitute a contract between the exhibitor and EAST. They have been formulated in the best interest of the exhibitor, and we respectfully ask for the full cooperation of the exhibitor in their observance. Any detail not specified is subject to decision by EAST.

BOOTH ASSIGNMENTS—Booth exhibit space is assigned based on the date application received and number of booths requested. **Booth Selections**—The exhibitor agrees to accept the space assigned. The application, along with full payment (i.e. \$5,500/exhibit booth), should be returned to the EAST Exhibit Coordinator. Subletting of space is not permitted. EAST reserves the right to modify the designated exhibit space and make changes to space assignments should it be necessary.

CANCELLATIONS, REDUCTION, AND

REFUNDS—Written notification of a reduction or cancellation of exhibit space must be received by EAST (90) days prior to the Event's opening date and will result in a refund minus \$300 administrative fee. Written notification of a reduction or cancellation of exhibit space received by EAST (45) days prior to the Event's opening date will forfeit exhibit fee in full and no refund will be issued. Space not claimed or occupied on-site after 5:00 p.m., Tuesday, January 9, for which no special arrangements have been made with EAST, may be resold or reassigned by EAST without obligation to refund exhibit fees or reassign the exhibitor. No refunds will be granted for space after November 24, 2023.

CONTRACT FOR SPACE—The acceptance of the official EAST Exhibit Space Application and deposit of rental charges constitute a contract for the rights to use allotted space. A

completed application for space with payment in full and all requested information must be received by mail. However, facsimile or online applications can be accepted if sent with complete credit card information and signature. Telephone requests will not be honored.

ELIGIBILITY FOR EXHIBITING—The exhibits are an extension of the continuing education program of EAST. For an application to be accepted by EAST, the products and services must be related to the practice of surgery or medicine. Exhibitors may only display products and services that they manufacture or distribute. All exhibiting companies' products and services must be approved by the Eastern Association for the Surgery of Trauma's (EAST) Exhibit Manager. EAST reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in EAST's determination, comply with its rules and regulations.

Exhibit Fee

Exhibitor will pay EAST an exhibit fee in the amount of Five Thousand Five Hundred and No/100th Dollars (\$5,500.00 [USD]) per exhibit space (Exhibit Fee). The Exhibit Fee covers Exhibitor's dedicated exhibit space (8x10 Exhibit space) and registration fees for three (3) Exhibitor representatives to attend the Event and display throughout the Event. An additional fee of Two Hundred Fifty and No/100th Dollars (\$250.00 [USD]) will be charged for each additional representative. The Exhibit Fee is due in full with the submission of the Application and this Agreement. No exhibit space will be assigned unless EAST receives the Exhibit Fee in full.

Checks for Exhibit Fees should be made payable to "Eastern Association for the Surgery of Trauma" and submitted with the Application and this Agreement to: Eastern

Association for the Surgery of Trauma, 633 N. Saint Clair Street, Suite 2400, Chicago, IL 60611-3295.

EXHIBIT BOOTH DESIGN/DISPLAY—Exhibit booths are 8' x 10'. The height of any exhibit shall not exceed 8' and the side rails must not be higher than 42". All back walls and side rails must remain as set by the official contractor. Please note that all display material must be fire retardant. Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric, or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors with covered exhibits must submit plans to the official contractor who will present said plans to the EAST for review and approval. Exhibits must be arranged so as not to obstruct the sightline or otherwise interfere with the displays of the other exhibitors.

ANIMAL TISSUE DEMONSTRATIONS—Under no circumstances may human tissue of any kind be used for demonstration purposes. Animal tissue may be used if a request is submitted in writing to EAST with a detailed description of the proposed method of waste disposal.

FAILURE TO OCCUPY SPACE—Any exhibitor failing to occupy booth is not relieved of the obligation to pay full rental price for space. The EAST reserves the right to use an exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening. **Payment Terms**—A check made payable to Eastern Association for the Surgery of Trauma in the amount of \$5,500 per exhibit booth must accompany the application for space. No applications will be processed without remittance of the full amount due. If paying by credit card, EAST Exhibit Management will charge credit cards the full amount of \$5,500 per each exhibit space requested. No application will be processed without full payment. Services ordered through

the official decorator will only be fulfilled upon receipt of full payment for your booth space.

COMPLIMENTARY REGISTRATIONS - Each exhibiting company is entitled to three (3) complimentary badges per 80 sq. ft. (8' x 10') of space or virtual exhibit space. Substitutions are not permitted, and badges cannot be shared. Badges will provide access to the continental breakfast, opening reception, and scientific sessions. A \$250 per badge fee will be charged above and beyond your booth allotment. Lost or forgotten badges may be reprinted on site at a fee of \$250 per badge. No badges will be issued without proof of company affiliation. Exhibitor registration forms are due December 15, 2023. Details will be sent under separate cover. Exhibitor badges can be picked up at the EAST registration desk located at Signia by Hilton Orlando Bonnet Creek. EAST requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permitted. All exhibitor personnel are always required to wear their registration badges while on the exhibit floor. Booths must always be staffed. Please note you will be in violation of regulations if the booth is not staffed.

MARKETING OPPORTUNITIES—EAST is excited to offer marketing opportunities in 2024. For details, see Marketing Opportunities listed in the prospectus.

CLEANING SERVICE/AISLE CARPET—Each exhibitor is responsible for ordering cleaning service for the upkeep of its booth during the show. A form will be provided in the online exhibitor service manual. EAST will assume responsibility for aisle cleaning in the exhibit hall.

COMPANY DESCRIPTIONS - Company descriptions will be uploaded to the meeting app. More details will be included in the exhibit space confirmation.

EXHIBIT HOURS—All days/times are tentative; Wednesday, January 10, 7:00 am – 1:30 pm, Thursday, January 11, 7:00 am – 1:30 pm, Friday, January 12, 7:00 am - 11:00 am. Times are tentative and subject to change.

EXHIBITOR EVENTS—The opportunity to hold Exhibitor Events will be offered at the EAST Annual Scientific Assembly. Exhibitors will want to take advantage of the opportunity to gain additional exposure to this influential group of trauma surgeons. For details, see Marketing Opportunities listed in the prospectus.

FOOD AND BEVERAGE—Nonalcoholic beverages and food products are permitted in your booth only if ordered or approved through the hotel's food and beverage departments. No popcorn, peanuts, or jelly beans will be allowed.

FOOD AND DRUG ADMINISTRATION (FDA)—All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

NON-FOOD AND DRUG ADMINISTRATION (FDA) APPROVED DRUGS AND DEVICES—

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) premarket notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must: contain only objective statements about the product; contain no claims of safety, effectiveness, or reliability; contain no comparative claims to other marketed products; display the statement, "Caution: Investigational Devices. Limited to Investigational Use.," in prominent size and placement; and not be sold or be the subject of order taking or name gathering until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating, "This device is not cleared by the FDA for distribution in the United States.," or "This device is limited by Federal Law for investigational use only."

GIFTS/PROMOTIONAL ITEMS—Exhibitors are permitted to give gifts and promotional items in their assigned booths but items must be approved by EAST Management. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered.

HOTEL INFORMATION—The EAST meeting will be held at Signia by Hilton Orlando Bonnet Creek in Orlando, Florida. To verify that all hotel rooms within the EAST block are properly allocated, EAST will actively monitor the housing process. Exhibitors who require the use of ten (10) sleeping rooms (or more) at Signia by Hilton Orlando Bonnet Creek per night must contact Julianna Theberge at jtheberge@facs.org. For exhibitors who require the use of fewer than ten rooms, hotel information will be available on the EAST website at www.east.org. The reservation cutoff date at Signia by Hilton Orlando Bonnet Creek is December 19, 2023. Reservations made after the deadline date, or when room block fills, are subject to rate and space availability.

UNAUTHORIZED SOLICITATIONS FROM HOTELS—ALL hotel reservations for EAST must be made via the EAST website. Be aware of hotel resellers who may contact you offering accommodations they are not endorsed by or affiliated with EAST. Beware, entering into

financial agreements with non-endorsed companies can have costly consequences.

LASER POLICY—Exhibiting companies planning to demonstrate laser equipment and other potentially hazardous light sources must request laser information from EAST management.

LEAD RETRIEVAL—Lead retrieval information will be included in the Exhibitor Service Manual.

LIST RENTAL—Exhibitors will have the opportunity to purchase the preregistration attendee list before the meeting and the final attendee list after the close of the meeting. Additional Information, including pricing and guidelines, will be available in the Service Manual.

NON-CONTRACTED EXHIBIT SPACE—Any person, firm, or organization not having contracted with EAST for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes or services; solicit orders, or distribute advertising materials at Signia by Hilton Orlando Bonnet Creek, or in any hotel used by EAST to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person(s) and property from the area. No exhibit will be permitted in a hotel room.

PHOTOGRAPHERS—All exhibiting companies hiring a photographer during the EAST Annual Scientific Assembly must submit in writing the name of the photographic firm to the EAST Exhibit Management office. Unauthorized photographers or camera equipment will not be allowed into the exhibit hall.

RAFFLES/PRIZE DRAWING—Exhibitors may conduct raffles or have individual prize drawings in their assigned booths. All raffle prizes must be approved by EAST Management.

RESTRICTIONS IN OPERATION OF EXHIBITS—The EAST reserves the right to restrict exhibits that because of sound, method of operations, materials, content, or are for any reason objectionable. EAST also reserves the right to prohibit or evict any exhibit that, in the opinion of EAST Management, may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character that EAST Management determines is objectionable to the exhibit. In addition, all demonstrations, interviews, or instructional activities must be confined to the limits of the exhibit booth space. Any person canvassing in any part of Signia by Hilton Orlando Bonnet Creek will be required to leave the building. In the event of such restriction or eviction, EAST and EAST Exhibit Management are not liable for any refunds of rentals or other exhibit expense.

SALES AND ORDER TAKING—Exhibitors are free to solicit sales and take orders within the exhibit hall only.

SECURITY—The exhibit hall will be secured during non-exhibit hours. Children under the age of 16 are not permitted in the hall at any time.

SIGNS—One 7" × 44" ID sign will be furnished to each exhibitor by EAST. Forms for ordering additional signs will be provided in the online Exhibitor Service Manual. Only professionally printed signs are permissible.

SOUND—Sound/audiovisual devices, effects, and demonstrations will be permitted only in those locations and at such sound intensity (maximum 80 decibels or "dB") as, in the opinion of EAST, do not interfere with the activities of neighboring exhibitors. Sound levels exceeding 80 dB are deemed inappropriate and must be discontinued.

INSURANCE—Insurance on all exhibits is the responsibility of the exhibitor. EAST Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability. Each exhibitor shall, at their own cost and expense, provide general liability insurance in an amount not less than \$2,000,000. This insurance should recognize EAST and the American College of Surgeons as an additional insured. Service orders will only be fulfilled by the official exhibit hall decorator when booth space is paid for in full and a certificate of insurance has been submitted.

LIMITATION OF LIABILITY—It is mutually agreed by and among EAST, EAST Management, and the exhibitor that EAST and EAST Management shall have no liability whatsoever to an exhibitor, its employees, or its business invitees; or have any liability for loss or damage to the property of the exhibitor, its employees, or its business invitees resulting from any cause. It is further understood and agreed that all claims against EAST and EAST Management for any damage, loss, or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility. Space is leased with the understanding that EAST, EAST Management, the official Decorator, and Signia by Hilton Orlando Bonnet Creek assume no liability whatsoever for damages for any act of omission in connection with the said agency, and the exhibitor and its representative(s) hereby keep forever harmless EAST, EAST Management, the official Decorator and Signia by Hilton Orlando Bonnet Creek from any and all liabilities for loss ensuing from any cause. It is further understood and agreed that the EAST and EAST Management shall in no event be liable to an exhibitor for any lost profits, sales, or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of EAST and EAST Management to the exhibitor for any breach of the contract shall be for the refund of all amounts paid by the exhibitor pursuant to this contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the State of Florida, the city of Orlando and

Signia by Hilton Orlando Bonnet Creek, as may be amended from time to time.

CATASTROPHE—In the event of fire, strikes, or other unavoidable occurrence(s) rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

INSTALLATION AND DISMANTLING—Exhibitor Installation may begin on Tuesday, January 9 during the hours determined by EAST Management. Setup must be completed by the time determined by EAST on Tuesday, January 9. All display material, packages, crates, etc., not attended to by the set up completed time determined by EAST Management on Tuesday, January 9, will be removed by the official Decorator on a time and material basis, and will be done so at the exhibiting company's expense. Dismantling may begin at 11:00 am on Friday, January 12. Dismantling exhibits before the official closing without just cause and/or permission from EAST Management will result in not receiving an invitation to exhibit the following year.

SERVICE CONTRACTOR—The service desk will be open during installation, dismantling, and show hours for your convenience.

INSTALLATION AND DISMANTLING BADGES—These passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup badges must be presented to the security officers for entrance. Passes may be obtained at the EAST exhibitor registration desk located at Signia by Hilton Orlando Bonnet Creek.

SETUP BY NON-OFFICIAL CONTRACTOR—The unpacking, setup, assembling, dismantling, and packing of displays and equipment must be done by the correct type of labor. The official service contractor will have skilled craftsmen available to assist exhibitors.

CONFIDENTIALITY — EAST and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS — All exhibitors must register to participate in the 37th EAST Annual Scientific Assembly. Exhibitors receive full access to the meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors. Details for exhibitor registration will be available later.

EAST MEETINGS CODE OF CONDUCT — By registering for the 37th EAST Annual Scientific Assembly you acknowledge that you read the [Meetings Code of Conduct](#) available on the EAST website and listed in the exhibitor

prospectus; you know its contents; you entered into it as a free and voluntary act; and you agree to abide by its terms as a condition of meeting attendance.

FORCE MAJEURE —The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

INDEMNIFICATION AND INSURANCE —Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

LICENSE OF INTELLECTUAL PROPERTY — EAST and the Exhibitor are each the sole owner of all right, title, and interest to EAST and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Intellectual Property"). EAST and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Exhibit Program.

LIMITS IN LIABILITY — In no event shall EAST be liable to the Exhibitor for more than the amount paid under the Agreement.

RELATIONSHIP OF THE PARTIES — EAST and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Exhibits does not constitute EAST official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

TERM AND TERMINATION — This Agreement is effective as of the date of last signature and will terminate (i) upon conclusion of the post promotion of the Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by

EAST to Exhibitor, with or without cause. In the event of termination for material breach by EAST, or termination without cause by EAST, EAST will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights and privileges for use of the other party's Intellectual Property shall expire, and each party shall discontinue the use of the other party's Intellectual Property.

MISCELLANEOUS - This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the

parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the

parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS — All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Christine Eme, Executive Director, Eastern Association for the Surgery of Trauma and Jessica Vacha, EAST Exhibit Coordinator, American College of Surgeons.

Acknowledgement

The undersigned hereby represent and acknowledge that: (i) they read the foregoing Agreement; (ii) they know its contents; (iii) in executing this Agreement, they received legal advice regarding the legal rights of the party on whose behalf they are executing this Agreement; (iv) they are authorized to execute this Agreement on behalf of the respective named parties; and (v) they are executing this Agreement as a free and voluntary act and on behalf of the named parties.

AGREEMENT

Please sign, date, and return with **Application for Exhibit Space**.

Exhibitor Representative Name: _____

Title: _____

Signature: _____ Date: _____

Annual Scientific Assembly Marketing Opportunities

The Eastern Association for the Surgery of Trauma (EAST) offers a variety of marketing opportunities at the EAST Annual Scientific Assembly that allow companies to familiarize, educate, and inform trauma and acute care surgery healthcare providers about their products and services. See page 11 for full description of Marketing Opportunities.

Opportunity Available	Qty. Available	Fee	Recognition Level: Gold	Recognition Level: Silver	Recognition Level: Bronze
*Satellite Symposium	6	\$10,000 <i>per symposium</i>	✓		
Meeting App	1	\$8,000		✓	
Conference Wi-Fi	1	\$8,000		✓	
Hotel Key Card	1	\$5,000			✓
No Suit, No Problem Fostering Relationships and Building Careers Networking and Development	2	\$5,000			✓

**If confirmed before November 30, 2023. After November 30, 2023 fee increases to \$12,000.*

Included with each commitment level your company will receive the following promotion:

- Opening Ceremony recognition at the 37th EAST Annual Scientific Assembly**
- Exhibit space signage noting support level (8.5x11)
- EAST Mobile App Visibility (Exhibitor & Corporate Partners Section)
- Recognition in 37th EAST Annual Scientific Assembly printed materials**
- Recognition signage at the 37th EAST Annual Scientific Assembly**
(Gold Level Recognition only)

****Rules Regarding Industry Support and Interactions with Companies**

EAST complies with all Accreditation Council for Continuing Medical Education (ACCME) rules and regulations regarding industry support. In addition EAST refers to the Council on Medical Specialty Societies' (CMSS) Code for Interactions with Companies regarding industry support opportunities.



Satellite Symposium

Satellite Symposium allows you to educate and inform those attending the EAST Annual Scientific Assembly on your company's product or service. Opportunities are available at select times during the EAST Annual Scientific Assembly.

Fee: \$10,000 per symposium

Recognition Level: Gold

Number of Opportunities: 6

**If confirmed before November 30, 2023. After November 30, 2023 fee increases to \$12,000.*

Meeting App

Be the exclusive supporter of the EAST Meeting App. Your company's support will be recognized prominently within the app and on the exhibitor information page of the app.

Fee: \$8,000

Recognition Level: Silver

Number of Opportunities: 1

Conference Wi-Fi

Keep the attendees connected during the Annual Scientific Assembly with dedicated Wi-Fi service.

Fee: \$8,000

Recognition Level: Silver

Number of Opportunities: 1

Hotel Key Card

A great marketing opportunity to let attendees know your company is participating and supporting EAST.

Fee: \$5,000

Recognition Level: Bronze

Number of Opportunities: 1

EAST No Suit No Problem Fostering Relationships and Building Careers Networking Session

The EAST No Suit, No Problem Fostering Relationships and Building Careers Networking Session provides a unique forum for assembly attendees to discuss topics related to science, trauma program development and management and more. The session is a favorite among attendees.

Fee: \$5,000

Recognition Level: Bronze

Number of Opportunities: 2

For information regarding any Annual Scientific Assembly marketing opportunities contact:

Jessica Vacha Hambrick, EAST Exhibits Coordinator

jvacha@east.org



Code of Conduct for EAST Meetings

1. **Introduction.** The Eastern Association for the Surgery of Trauma (“EAST”) is a nonprofit corporation, organized for charitable, educational, and scientific purposes. In particular, EAST: (i) fosters advances in the study and practice of the surgery of trauma; (ii) provides a forum for the exchange of knowledge pertaining to injury control, research, practice, and training in prevention, care, and rehabilitation of injury; and (iii) advances research, education, and training regarding the prevention, correction, and treatment of injuries (“Exempt Purpose”). In furtherance of its Exempt Purpose, EAST conducts and/or sponsors educational meetings including, without limitation, Annual Scientific Assemblies and periodic internal and external meetings and programs (collectively “Meeting(s)”).

EAST seeks participation in its Meetings by individuals with varied and diverse backgrounds. EAST is committed to providing a friendly, safe and welcoming environment for all Meeting attendees, regardless of gender, sexual orientation, ability, ethnicity, socioeconomic status, religion (or lack thereof), and other individual characteristics. This Code of Conduct (“Code”) outlines EAST’s expectations of its Meeting attendees (including EAST members, EAST Board members, sponsors, invited guests, and any other person attending a Meeting), as well as the consequences for Unacceptable Behavior (defined below). We expect all Meeting attendees will abide by this Code at all Meetings, and in connection with activities outside of Meetings when such behavior has the potential to adversely affect the safety and/or wellbeing of Meeting attendees.

2. **Expected Behavior.** EAST expects its Meeting attendees will:

- Exercise consideration and respect in their speech and actions.
- Attempt collaboration before conflict.
- Refrain from demeaning, discriminatory, or harassing behavior and speech.
- Be mindful of their surroundings and fellow attendees.
- Be respectful to all patrons at Meeting venues.

3. **Unacceptable Behavior.** “Unacceptable Behavior” EAST will not tolerate includes, without limitation:

- Violence, threats of violence, or violent language.
- Disruptive, intrusive, insulting, antagonistic, or any other malicious conduct.
- Sexism, racism, homophobia, transphobia, or other discriminatory conduct.
- Inappropriate photography or recording.
- Inappropriate physical contact.
- Unwelcomed sexual attention and/or advances; including, using sexualized language.
- Intoxication, contributing to inappropriate behavior.
- Deliberate intimidation, stalking or following (online or in person).
- Sustained disruption during Meeting events, including talks and presentations.
- Advocating for, or encouraging, any of the above behavior.
- Any other conduct deemed inappropriate and/or that may jeopardize the success of a Meeting, EAST’s reputation and goodwill, or the positive experience of any other Meeting attendee.

4. **Consequences of Unacceptable Behavior.** Unacceptable Behavior by Meeting attendees will not be tolerated. The determination of whether conduct constitutes Unacceptable Behavior, and the consequences imposed by EAST for the same, rest solely within EAST’s discretion, and said determinations are final and not subject to appeal. Anyone asked to stop Unacceptable Behavior is expected to comply immediately. If a Meeting attendee engages in Unacceptable Behavior and/or does not comply with this Code, EAST may take any action deemed appropriate, up to and including a temporary ban or permanent expulsion from a Meeting without warning (and without refund, in the case of a paid event).

5. **Reporting Guidelines.** If you are subject to, or witness, Unacceptable Behavior, or have any other concerns, please notify EAST as soon as possible by contacting EAST’s Executive Director or EAST’s Executive Committee. If the subject Unacceptable Behavior involves the Executive Director, please notify EAST’s current President. Additionally, Meeting organizers are available to help Meeting attendees engage local law enforcement, or to, otherwise, help those experiencing Unacceptable Behavior feel safe. During Meetings, organizers are available to provide escorts as desired to the Meeting attendee(s) experiencing distress.

Any questions or comments regarding this Code should be directed to EAST’s Executive Director.

Adopted: April 30, 2015



Eastern Association for the Surgery of Trauma

Advancing Science, Fostering Relationships, and Building Careers

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