

Please fill out the application completing all sections. Retain a copy for your files.

Fax to: 1-630-434-1216; or mail to: American Association of Diabetes Educators - Exhibits; Department 4384; Carol Stream, IL 60122-4384
For overnight delivery send to: JP Morgan Chase; Department 4384; Mail Code IL1-6030; 2500 Westfield Drive; Floor 1; Elgin, IL 60124

I. Company Information (published in show directory)

Company _____
Street _____
City _____ State _____
Country _____ Postal Code _____
Web Site _____

II. Contact (person handling logistics/operations)

Name _____
Title _____
Phone _____ Fax _____
E-mail _____

III. Contact (person handling promotion/sponsorship)

Name _____
Title _____
Phone _____ Fax _____
E-mail _____

IV. Product Category (you may check up to 6 categories)

- | | |
|---|--|
| <input type="checkbox"/> Blood Glucose Monitoring | <input type="checkbox"/> Medical ID/Jewelry |
| <input type="checkbox"/> Blood Sampling | <input type="checkbox"/> Needle/Lancet Disposal |
| <input type="checkbox"/> Dietary/Weight Mgt. | <input type="checkbox"/> Oral Health/Dental Care |
| <input type="checkbox"/> Educational Books/Videos | <input type="checkbox"/> Oral Hypoglycemics |
| <input type="checkbox"/> Exercise Programs & Equip. | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Food/Nutritional | <input type="checkbox"/> Publications |
| <input type="checkbox"/> Foot Care/Foot Wear | <input type="checkbox"/> Self-Management Software |
| <input type="checkbox"/> Impotence Treatment | <input type="checkbox"/> Skin Care |
| <input type="checkbox"/> Injectors (Auto/Needless) | <input type="checkbox"/> Supplies (Consumer/Inst.) |
| <input type="checkbox"/> Insulin Delivery Systems | <input type="checkbox"/> Technology/Mobile Comm. |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Vision Care |
| <input type="checkbox"/> Lifestyle Center/Treatment | <input type="checkbox"/> Wound Care |

V. Booth Rates (valid for contracts received prior to 1/15/10)

Rates include a .50 NSF surcharge to support complimentary attendee lunch in exhibit hall.

Linear:	10' x 10'	\$25.50 Sq.Ft.
Corner Charge:	Applies to linear booths only	\$300 per corner
Island:	20' x 20' or larger	\$30.00 Sq.Ft.
Not for Profit:	10 x 10 only*	\$14.50 Sq.Ft.

* Additional space charged at Linear rate

VI. 30-word Directory Listing

VI. Booth Selection

Booth choices: 1. _____ 2. _____ 3. _____ 4. _____
Please indicate four (4) booth preferences

Check One: Corner In-line Island

If you checked "Corner" do you prefer a corner booth (regardless of location) to a better linear booth location? Yes No

We do *not* want to be near the following companies:

Show Management will make every effort to avoid conflicting space assignments where known conflicts exist. However, due to the nature of the exhibits, conflicts may be unavoidable.

VII. Exhibit Cost & Deposit Schedule (U.S. Funds Only)

Total Sq.Ft. _____ (Size of booth)

Booth Rate \$ _____ / Sq.Ft.

+ Corner(s) \$ _____ (add \$300/corner)

= Total Booth Cost \$ _____

1st deposit: 25% of the total booth price (due at reservation) \$ _____

2nd deposit: 75% of total booth price: January 15, 2010 \$ _____

3rd deposit: 100% of total booth price due April 1, 2010 \$ _____

VIII. Payment

Check payable to: American Association of Diabetes Educators

VISA MasterCard AMEX Discover

Expiration Date _____

Credit Card # _____ / _____ / _____ / _____

Name on Card _____

Initials to Authorize Payments on due dates (see VI): _____

IX. Acceptance

The Undersigned Company is hereinafter called "Exhibitor," and the American Association of Diabetes Educators is hereinafter called "The Association" or "AADE." Exhibitor agrees to the Exhibit Terms and Conditions as printed on the reverse hereof, and agrees that they are a part of this contract and hereby further agrees to abide by them and any additional rules deemed necessary by AADE. The undersigned hereby makes application for space which when accepted by AADE becomes a contract. **Application must be dated and include exhibitor signature:**

Exhibitor's Signature

Date

X. For AADE Office Use Only

Accepted by (or agent for) the American Association of Diabetes Educators:

X _____

Date Received _____ Check # _____

Booth Assignment _____

Date Entered _____ Entered By _____

American Association of Diabetes Educators (AADE) Terms & Conditions

The above organization is hereinafter referred to as exhibit Manager or Management. Provisions noted herein are considered Terms and Conditions of this contract. Exhibitor agrees to be responsible for complying with any applicable federal, state and local laws, regarding but not limited to sales taxes and fair employment. Management reserves the right to refuse space to any applicant, or to refuse promotional opportunities to any exhibiting sponsor, which in the opinion of Management is unlikely to contribute to the overall objectives of the Annual Meeting. Refer also to Amendments clause.

EXHIBITOR ELIGIBILITY: Participation in AADE '10 is limited to manufacturers and suppliers of products and services used in the education and care of diabetes. AADE reserves the right to accept, reject or condition acceptance based on AADE's sole discretion, for any reason, which need not be disclosed to the applicant.

BOOTH RENTAL: Rental price (in-line booth) includes 8' high x 10 wide' back drapes with 3' high x 10' wide side rail drapes; standard (7"x 44") two-line booth sign with booth number and name of exhibitor. Furniture, carpeting, and electrical service are not included in the booth rental.

RESERVATIONS: Booth reservations taken by telephone, by Fax or by Email will only be held 21 days without deposit. If the deposit and application are not received within that time, the space will be released and resold.

SPACE ASSIGNMENTS: Management shall assign Exhibit Space and reserves the right to change the location of the exhibitor's assigned Exhibit Space as Management deems necessary to the best interests of the Exhibition. Exhibitors who change the size of their Exhibit Space are not guaranteed the original location but are subject to relocation by Management.

REGISTRATION OF EXHIBIT PERSONNEL FOR THE EXHIBIT AREA: Advance registration will be provided to exhibitors. All exhibitors will be required to register. All exhibiting companies will be entitled to four free exhibitor personnel badges per 100 sq.ft. of space. Additional registrations, substitutions or replacement badges for exhibit personnel will be charged accordingly. Admission to the Exhibit Area will be by badge only.

CANCELLATION: If exhibitor cancels their booth space for any reason, or if Management cancels because of Exhibitor's default or violation of this agreement, monies paid to Management shall be retained as follows: The initial 25% deposit is nonrefundable at any time. Companies canceling after space has been assigned will receive a refund of the amount paid in excess of the 25% initial deposit providing written notice is postmarked prior to January 15, 2010. When canceling after January 15, 2010, 75% of the booth total will be nonrefundable. When canceling after April 1, 2010, the full cost of the booth must be paid. 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 re-letting the space. All cancellations must be in writing and refunds will be based on the above schedule according to the date on the written refund request.

SPACE REDUCTION: If exhibitor reduces their booth space, monies paid to Management shall be retained as follows: The initial 25% deposit for the booth originally contracted is non-refundable and must be paid before the downsized booth can be assigned. An amount paid in excess of the 25% initial deposit for the booth originally contracted will be refunded to companies that provide written notice PRIOR to January 15, 2010. When reducing booth size AFTER January 15, 2010, 75% of the cost of the booth originally contracted will be non-refundable. When reducing booth size AFTER April 15, 2010, the full cost of the booth originally contracted must be paid. In all cases, monies retained will be applied to offset the cost of the downsized booth.

TERMINATION OF EXHIBIT: Management shall not be liable for any damages or expenses incurred by Exhibitors in the event the Exhibit is delayed, interrupted or not held as scheduled; and, if for any reason beyond the control of Management, the Exhibit is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by Management.

NON-EXHIBITORS: No firm or organization not assigned space in the exhibit hall will be permitted to solicit business within the exhibit area. Exhibitors are requested to inform the Management of their knowledge of any such occurrence.

CIRCULATION AND SOLICITATION: Distribution of promotional material may be made only within the booth area assigned to the Exhibitor presenting such material. Likewise, all sales solicitation and promotional activities must be confined to the booth area assigned to Exhibitor.

CHARACTER OF EXHIBITS: No one under the age of 18 is allowed on the exhibit floor at any time. Promotional activities (except for show-sponsored signage and events) and/or sales solicitation outside of the booth are strictly prohibited. This includes areas within the convention center, across the street and within site of the convention center, and participating hotels. Violators will lose priority points; repeat offenders will be subject to expulsion. Each exhibit must be arranged so that built-up displays or equipment will not occupy the entire floor space of the booth, which prevents the reception of visitors within the limits of each booth. Display equipment must not be placed or displayed outside the Exhibitor's booth. Signs, decorations and Exhibitor's equipment must not extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths. There must be no interference by one exhibitor with the light or space of other exhibitors. Sound apparatus in connection with motion pictures or any similar exhibit must be regulated to a point wherein it will not disturb other exhibitors. Displays must not obstruct the general view, or the view of directional aids. The Management reserves the right to restrict, at any time, any exhibit deemed undesirable and the Management's decision must be accepted as final.

SUBLETTING OF EXHIBIT SPACE AND PROHIBITED USES: Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them to other companies or products. Nor shall they exhibit or permit to be exhibited in their space any merchandise not a part of their own regular products, nor shall they exhibit any advertising materials directly pertaining to such merchandise.

EXHIBITOR SERVICES: All services, such as furniture, carpeting, labor and other specially required services may be arranged for through the Service Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. All exhibitors are to comply with union regulations in effect at the exhibit facility. Exhibitor hereby accepts notice that certain services are required to be provided by contractor exclusive to the Henry B. Gonzalez Convention Center. Management will specify exclusive contractors in the Exhibitor Service Manual.

EXHIBITOR-APPOINTED CONTRACTORS: Exhibitors are requested to use the official contractor. Should an outside contractor be used, exhibitors must secure, in advance, written authorization from Show Management at least 30 days prior to the opening of the exhibits. Outside service contractors shall notify the official contractor and the Exhibit Manager of the names and/or number of regular employees who will be working in the exhibit area during the move-in and move-out period 30 days prior to the opening of the exhibits. Certificates of

insurance for Liability and Workmen's Compensation are required for outside contractors working in the exhibit area. The Exhibitor is responsible for notifying his outside contractor of the provisions of the rules and regulations, copy of which is to be provided by the Exhibitor to the outside contractor. Rules, regulations and insurance requirements specific to Exhibitor-Appointed Contractors are detailed in the Exhibitor Service Manual. Exhibitor hereby accepts notice that any Exhibitor-Appointed Contractor not fulfilling requirements as directed in the Exhibitor Services Manual will be prohibited from operating on the exhibition floor.

INDEMNIFICATION: The exhibitor or agent signing this agreement agrees to indemnify, defend and hold harmless AADE, Hall-Erickson, Inc. (HEI), the Henry B. Gonzalez Convention Center and their members, directors, officers, employees, attorneys, insurers, and other agents from and against any and all claims by third parties, and related costs and expenses (including legal fees and court costs), arising from breach of this agreement by the exhibitor or agent or from any act or omission of the exhibitor or agent.

LIABILITY AND INSURANCE: The Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibits, displays, equipment and other property brought upon the premises of the designed convention facilities, and shall indemnify and hold harmless the designated convention facilities, their agents, servants and employees from any and all such losses, damages and claims. Exhibitors agree to protect, save and keep AADE, HEI, the Henry B. Gonzalez Convention Center and their respective directors, officers and employees forever harmless from any damage or charges imposed for violation of any law or ordinance whether occasioned by the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between AADE and the Henry B. Gonzalez Convention Center regarding the exhibit premises. An exhibitor shall at all times protect, indemnify, save and keep harmless AADE, HEI, and the Henry B. Gonzalez Convention Center against any and all loss, cost, damage, liability or expense arising from or out of or by reason of said exhibitor's occupancy and use of the exhibit premises or a part thereof. The exhibitor or agent signing this agreement shall provide AADE with evidence of insurance coverage satisfactory to AADE upon request. Certificates must name AADE, HEI, the Henry B. Gonzalez Convention Center and their respective directors, officers and employees as additional insureds. Such evidence shall include certificates of insurance with at least the following limits: Comprehensive General Liability Insurance (including contractual and copyright infringement coverage) with limits of not less than \$1,000,000 with respect to injuries to any one person in an occurrence, \$2,000,000 with respect to injuries to more than one person in any occurrence, and \$500,000 with respect to damage of property; Comprehensive Automobile Insurance covering owned and non-owned vehicles, as well as loading and unloading hazards, with minimum limits of \$1,000,000 per occurrence for bodily injury and \$500,000 for property damage; and Worker's Compensation and Employers' Liability Insurance in a minimum amount of \$1,000,000 individual and aggregate coverage.

Though guards are provided by AADE, the furnishing of such guards shall not be deemed to affect the non-liability of AADE, its members, officers, representatives or other official service contractors or the Henry B. Gonzalez Convention Center or to modify in any way the assumptions or risk provided herein.

FOOD SAMPLES:

The facilities reserve all rights with respect to food and beverage services. The RK Group LLC is the exclusive caterer for the Convention Center and Lila Cockrell Theatre and is the exclusive concessionaire for all facilities. No other food or beverage that is not provided by the RK Group LLC is allowed in the Convention Center or Lila Cockrell Theatre. Conditions for "sampling" will be provided in your exhibitor manual.

BIO-HAZARDOUS WASTE DISPOSAL: All bio-hazardous waste must be disposed of in accordance with OSHA and EPA material handling guidelines and must be handled by a licensed medical waste transporter. This includes sharps, blood, body fluids, or any contaminated items that would be harmful if mixed with other waste.

HENRY B. GONZALEZ CONVENTION CENTER FIRE REGULATIONS: The decorative and construction materials must be of non-combustibles or flame-resistant material or treated with a solution to make the material flame-resistant. All curtains, drapes, carpet and decorative materials must be non-combustible or flame-resistant material. Any merchandise or material attached to drapes or table skirts must be on non-combustible or flame-resistant material or approved by the Fire Marshal. All booths that are completely enclosed must have a smoke detector within the enclosed area that can be heard outside the enclosed area. Multiple story booths must have a smoke detector on the ceiling of the first level. If any enclosed or multiple story booth is over 50 feet in length and holds more than 50 people, it must have at least two marked exits. The travel distance within any booth or exhibit enclosure to an exit access aisle may not be greater than 50 feet. Multiple Story Booth plans must be submitted to the Fire Marshal's office for approval. The plans must specify maximum number of occupants and have a structural engineer's stamp certifying that the platform can bear the maximum occupant load. Multiple story booths must contain at least two five-pound fire extinguishers, ABC type (2A10BC), with at least one fire extinguisher per floor.

MUSIC LICENSING & USE OF COPYRIGHTED WORKS: The exhibitor or agent signing this agreement shall be responsible for securing any and all necessary licenses or consents for (a) any performances, displays or other uses of copyrighted works, trademarks or patented inventions or designs and (b) any use of any name, likeness, signature, voice or other impression, or other intellectual property owned by others at the event. Among other things, the exhibitor or agent agrees that no musical work protected by copyright will be staged, produced, or otherwise performed, via either "live" or mechanical means, by or on behalf of the exhibitor or agent at the event unless the exhibitor or agent has previously obtained written permission from the copyright owner, or the copyright owner's designee (e.g., ASCAP, BMI, or SESAC) for such use. Furthermore, the exhibitor or agent agrees to be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including, but not limited to, all obligations to report data and to pay royalty fees. Any live musical presentations must be pre-approved by AADE in writing. AADE reserves the right to determine an acceptable volume for the playing of any live or recorded music.

AMENDMENTS: Exhibitor shall be bound by and comply with all terms and conditions set forth herein and any amendments thereof or additional rules or regulations (e.g., Exhibitor Service Manual, Exhibitor Updates and other informational mailings). AADE reserves the right to interpret, amend and enforce the conditions, rules and regulations of the Agreement. Written notice of any amendments or interpretations shall be given to each exhibitor. Each Exhibitor, for himself, his agents and employees agrees to abide by all conditions, rules and regulations set forth in the Agreement or by any amendment thereto or interpretation thereof of which notice shall have been given. All points not covered are subject to the decision of Management.