



The 50th ASAM Annual Conference
Innovations in Addiction Medicine and Science
April 4-7, 2019, Orlando, FL
ASAM Exhibit/Support Rules and Regulations

ASAM Rules and Regulations

All information included in ASAM's Exhibit/Support Rules and Regulations is incorporated by reference into the Exhibit & Support Application (the "Application") and becomes part of the contract between the exhibitor/sponsor and ASAM. These policies have been developed in the best interests of the exhibitors/supporters as a whole. ASAM Management respectfully asks the full cooperation of all exhibitors and supporters in observing these policies. All points not covered are subject to the decision of ASAM Management.

ASAM General Guidelines

ASAM may defer or reject any application for any lawful reason in its sole discretion. By signing the Exhibit & Support Application, your organization agrees to comply with all applicable federal and state laws and regulations, including but not limited to laws, regulations, and policies administered by the Federal Food & Drug Administration and the Substance Abuse and Mental Health Administration. All matters and questions not covered by these regulations are subject to resolution at the discretion of ASAM. These regulations may be amended at any time by ASAM, and all amendments shall be equally binding on all parties upon publication.

ASAM Ethical Policies and ACCME Standards

1. **Ethical Promotion and Patient Recruitment**

ASAM recognizes that individuals with addiction as well as their families and others who assist them to access treatment are vulnerable and at high risk for exploitation, particularly at times of crisis when treatment is sought. As such, treatment programs should be held to the highest standard of ethical practice in the marketing of their services and recruitment of patients.

Exhibitor/sponsor organization must adhere to ASAM's policy recommendations related to the Ethical Promotion and Patient Recruitment by Addiction Treatment Programs outlined in Appendix A – See Below.

2. **Promotion of Addiction Treatment Medications**

Significant and rapid progress has been made in both the scientific understanding of the disease of addiction and the medical interventions available to treat it. There has been especially notable expansion in the number of prescription pharmacotherapies available to treat patients with addiction, with the pharmaceutical arsenal of addiction medicine physicians nearly doubling since 2000.

Exhibitor/sponsor organization must adhere to ASAM's Public Policy Statement on Ethical Promotion of Addiction Treatment Medications outlined in Appendix B – See Below.

3. **ASAM Pharmaceutical, Medical Device and Surgical Procedure Company Guidelines**

As an ACCME accredited provider, pharmaceutical must comply with the ACCME standards for commercial support.

- a. Pharmaceutical, medical devices and products and surgical type procedures must be FDA-approved.
- b. These guidelines, as outlined in Standard 4 of the ACCME Standards for Commercial Support, are as follow:

- Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
- Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

ASAM Name or Logo

The ASAM conference name, show look, or logo may not be used in signs, advertising, or promotions in any media or on product literature either inside or outside the exhibit area. This rule applies before, after, and during the meeting, unless prior approval has been received from the ASAM Exhibit Manager.

ASAM Termination

ASAM reserves the right to terminate any accepted Application if the sponsor/exhibitor or its representatives or agents engage in any conduct, including but not limited to product promotion activities, that ASAM reasonably determines is unlawful or unethical or that ASAM otherwise reasonably determines would adversely affect the goodwill and reputation of the ASAM or its affiliates if the exhibitor were allowed to exhibit at the ASAM Annual Conference. In the event of any such termination, ASAM will relinquish the sponsor/exhibitor contribution and return all unused funds. Upon expiration or termination, no further use may be made by the sponsor/exhibitor of ASAM's name without the written approval of ASAM.

Americans with Disabilities Act (ADA):

All Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their assigned exhibit space.

Booth Description

- The booth description will appear under the Exhibitor's name as submitted by the Exhibitor.
- Descriptions must be factual in nature. Copy will be reviewed and edited at the discretion of ASAM.
- Exhibitor's responsibility to enter all information on behalf of its company by the Friday, March 1, 2019 deadline.

Booth Operations:

No Exhibitor may operate in a way that violates the rights of another Exhibitor. The decision on appropriate conduct will be at the discretion of the ASAM Exhibit Manager.

- Exhibits must not project beyond the space allotted.
- Exhibits may not obstruct the view or interfere with the traffic of other exhibits.
- All exhibits are to be presented in a dignified manner, without a sideshow atmosphere.
- The use of professional actors, magicians, or performers in the Exhibit Hall is prohibited.
- No soliciting of attendees in the aisle or high-pressure "pitch" of any kind is permitted.
- Demonstrations and the distribution of literature and samples must take place inside the assigned booth.
- Canvassing outside the booth and distribution of materials outside the booth and Exhibit Hall are prohibited.
- If live models are used, Exhibitors are expected to be prudent when selecting attire for them.
- Professional discretion should be observed at all times.
- Booths are to be kept clean and in good order.
- No part of any exhibit, or signs relating thereto, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture or in any way to deface them; the Exhibitor is liable for damage from failure to observe these rules.

- Sound and sound systems are only permitted for formal demonstrations. Sound must be directed into the exhibit space, not facing out toward the aisles or neighboring Exhibitors. Sound cannot project beyond the space nor interfere with neighboring Exhibitors. Refer to Sound Restrictions.
- Live performance of music is not permitted.

Cancellation of Space

A \$150 cancellation fee will apply to all cancellations received through **Friday, March 1, 2019**. There will be **no refunds** on cancellations received after **Friday, March 1, 2019**. All cancellation requests must be made in writing and sent to: American Society of Addiction Medicine, Meetings Department, 11400 Rockville, MD 20852 or emailed to ivayner@asam.org. Refund will be processed after the program.

Contract and Terms of Payment for Exhibit Space

The Application constitutes a contract for the right to use the exhibit space. It is the exhibitor's responsibility to confirm that their contract and payment have been received by the ASAM Meetings Department.

Full payment of the exhibit rental charge **MUST** accompany the signed Application. Contact ASAM Exhibit Manager if an invoice is required for payment. Outstanding balances owed to ASAM must be paid in full before approval of exhibit application. Payment is accepted in the form of check or credit card (American Express, MasterCard or Visa).

Conditions

All exhibitors are to remain open during the scheduled hours. Set-up is between 8:00 am – 5:00 pm on Thursday, April 4, 2019. There will be no set-up during scheduled open hours and no teardown until after the closing on Saturday, April 6, 2019, 11:30 am.

Course Location & Shipping Information

The Annual Conference 2019 Exposition will be held at the Hilton Orlando, 6001 Destination Parkway, Orlando, FL 32819. Exhibits will be held in the Orlando Ballroom I-III, Lower Level. It is the responsibility of each exhibitor to manage their shipment directly with Freeman. Freeman will provide shipping and other related logistical instructions and information will be sent early January 2019.

Dismantling of Exhibits

- Dismantling will begin on Saturday, April 6, at 11:30 am and continue through 5:00 pm.
- All Exhibitor freight must be completely removed from the building by 5:00 pm on Saturday, April 6.
- Under no circumstances will children under the age of 12 years be permitted in the Exhibit Hall during dismantling hours.

Exhibit Cost & Sizes

Cost: 8' x 10' Exhibit Booth: \$1,500 Tabletop: \$1,100

Per booth space, price includes standard drapery, company identification sign, two complimentary personnel badges per 80 sq. ft. of booth space, company profile in Exhibit Guide, show security and online exhibitor service manual. Tables and chairs can be purchased for an additional fee through Freeman Exposition Services. Table and chairs for each tabletop are included in the tabletop fee.

Exhibit Activities

All booth activity requests (including catering, giveaways, raffles, music, demonstrations, and guest appearances) must be submitted to ASAM prior to the meeting to ivayner@asam.org for approval.

ASAM reserves the right at its sole discretion to refuse any booth activity on the basis of ASAM policies, rules, and regulations. Unapproved booth activities conducted on-site will not be permitted.

- Catering – The distribution of food and/or beverage must be approved in advance by ASAM. Exhibitors may not dispense food of any kind, including bottled water of any type, without written permission from ASAM.
- Giveaways – Exhibitor giveaways should be educational or modest in value.
- Interviews, demonstrations, detailing, or distribution of literature or samples can take place only inside the assigned booth space.
- Literature or other materials may not be left or distributed in ASAM common areas such as main aisles, lounges, registration, hotels, etc.
- Demonstrations may not extend into the aisle and space must be left within the exhibit booth to accommodate visitors. Demonstrations/presentations are only permitted in a 16'x20' or larger island space. Should visitors interfere with normal traffic or overflow into the neighboring exhibits, the presentation must be limited or eliminated.

Hanging Signs

Signs, banners, or any other exhibit material may not be suspended, taped, nailed, screwed, or in any way attached to the ceilings, walls, columns, drapes, floor, or any facility surface.

Lead Retrieval

An electronic lead system designed to help Exhibitors capture sales leads will be available. E-mail addresses for attendees will be included if available. The lead does not include phone numbers or fax numbers, on the basis of ASAM policy to protect our members' privacy. Information on renting a lead retrieval unit will be included in the Exhibitor Service Manual.

Liability

Neither ASAM nor the Hilton Orlando will assume liability for loss of merchandise or of monies received or damaged to exhibitor's property. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor displays, equipment, and other property brought on the premises of the Hilton Orlando and shall indemnify and hold harmless ASAM, the Hilton Orlando, their agents, servants, and employees from any and all such losses, damages, and claims.

Official General Service Contractor (DECORATOR)

Freeman Exposition Services has been designated as the general service contractor. General questions regarding any services provided by Freeman (rental furnishing and carpet, material handling, labor, special signage, etc.) should be directed to its Exhibitor Service Department, at phone: 1-407-816-7900.

Photography and Videotaping

Photography and videotaping of your exhibit requires written approval from the ASAM Exhibit Manager. Authorization tags will be provided upon written approval and must be kept on cameras during show hours. Photography and videotaping of other companies' exhibits and the Exhibit Hall, other than by the official photographer, is prohibited, as many booth designs contain copyrighted or trademarked materials. Only the Exhibitor may grant permission to have his or her exhibit photographed or videotaped while the Exhibit Hall is closed. Recording of sound or images by any method, including cameras or mobile phones, is prohibited in the Exhibit Hall. ASAM reserves the right to audio or video reproduction of all presentations. No broadcast, resale, repurposing, or other distribution of ASAM content is permitted without express written consent from ASAM.

Publicity and Advertising

All products or service demonstrations, interviews, instructional activities, and distribution of promotional literature must be confined to the assigned exhibit space. Any persons who solicit business or distribute material outside their exhibit booth will be asked to vacate the building. Under no circumstances may products, promotional materials, invitations, magazines, or other materials be distributed to attendees at any

hotel. Exhibitors may not use the ASAM name, show look, or logo on any promotional materials or invitations without ASAM's consent.

Registration Badges

- Each exhibitor is provided two complimentary full conference registrations. The fee for additional registrations is \$200 per badge.
- All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor's badge and must be employed by the exhibitor or have a direct business affiliation. The number of badges issued to each exhibitor may be limited by ASAM.
- Exhibitors must register and obtain their badges from the Exhibitor Registration counter. Without badges, Exhibitors cannot enter the Exhibit Hall.
- Exhibit Hall access before or after these hours must be requested in writing to the ASAM Exhibit Manager.

Sound Restrictions

Electrical and other mechanical apparatus must be muffled so that noise does not disturb other exhibitors. Show management reserves the right to determine at what point sound and traffic constitutes interference with others and whether it must be discontinued.

Space Assignment

The floor plan is designed by ASAM's Meetings Department in accordance to Fire Marshal regulations and the facilitation of floor traffic for all exhibitors. Exhibit assignments will be done on a first-come, first served basis. Applications with full payment will be date-stamped.

Space assignments will begin early September 2018. Every effort is made to accommodate special requests for space and position on the floor. Special requests to avoid or be placed next to certain exhibitors must be sent directly to ASAM Exhibit Manager via email: ivayner@asam.org.

Solicitation

Non-exhibitors or representatives of nonexhibiting companies may not solicit business in any part of the Exhibit Hall or hotel. Solicitation by Exhibitors is strictly prohibited. Should an Exhibitor be in violation, ASAM reserves the right to remove the solicitors from the Exhibit Hall and may result in possible loss of eligibility for participation at future ASAM events.

Irina Vayner, Manager, Development

Phone: 1-301-547-4120

Email: ivayner@asam.org

John Hawkins, Director, Meetings & Development

Phone: 1-301-547-4113

Email: jhawkins@asam.org

Appendix A

ASAM's Public Policy Statement on Ethical Promotion and Patient Recruitment by Addiction Treatment Programs

Recommendations

The American Society of Addiction Medicine recommends that addiction treatment programs should adhere to the following standards related to the marketing of their services and recruiting of patients:

1. Accurately represent their ability to provide specific services and accurately identify services that are not supported by scientific evidence.
2. Clearly communicate the treatment program's status with respect to licensing, certification, and compliance with regulatory requirements.
3. Accurately represent the competence, education, credentialing, and licensure of the program personnel.
4. Advocate for ethical guidelines and federal and state legislation to prohibit patient brokering and payment for referrals, and other inducements for patient recruitment.
5. Avoid marketing strategies that rely on disparaging claims made against differing treatment models or against other addiction treatment programs.
6. Respect patient privacy and not exploit this vulnerable population in marketing efforts. The practice of using patient testimonials in marketing merits particular examination. In most cases, such testimonials serve the needs of the treatment program rather than the patient.
7. Include scientific evidence to support claims about the success and efficacy of the treatment services they provide in marketing materials.
8. Provide accurate estimates about the cost and extent of insurance coverage for treatment and for specific services.
9. Distinguish educational programs from marketing programs.
10. The use of social media and search engine optimization in marketing and program promotion should not be deceptive or violate any of the other ethical standards set forth in this Policy.
11. Eliminate the use of multiple feeder web sites and informational web sites that do not identify the company or center as the origin of information provided.
12. Establish collaborations with ASAM, the National Association of Addiction Treatment Providers (NAATP), consumer groups, Single State Agencies, the Substance Abuse and Mental Health Services Administration (SAMHSA), and other stakeholders to develop appropriate legislative measures and evaluation tools to ensure that all consumers have adequate access to accurate information and appropriate care.

Adopted by the ASAM Board of Directors 5/25/18.

Appendix B

ASAM's Public Policy Statement on Ethical Promotion of Addiction Treatment Medications

The American Society of Addiction Medicine recommends pharmaceutical companies that manufacture addiction treatment medications should:

1. Comply with FDA's regulations governing direct-to-consumer advertising, and should apply these principles to their marketing and information sharing with all consumer groups. This includes clinicians, payers, legislators, family and patient groups, and the criminal justice system. The FDA requires all direct-to-consumer communications to be (1) accurate and not misleading; (2) only include information that is supported by strong evidence; (3) balance the risk and benefit information; and (4) be consistent with the prescribing information approved by FDA.
2. Avoid language that stigmatizes patients or disparages other evidence-based treatment options in all promotional and advocacy communications.
3. Engage in no significant activity that may result in legislative or regulatory action limiting access to competitors' approved products.
4. Use accurate terminology and presentation of data that aligns with the scientific understanding and accepted definitions of substance use disorders.

Adopted by the ASAM Board of Directors September 9, 2017.