



ASHG 2023 Annual Meeting Exhibitor Rules and Regulations

Updated November 23, 2022

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Booth Rental Terms and Conditions

The following terms are agreed to by each company at the time of application submission.

EXHIBITOR/SPONSOR AGREEMENT AND ENFORCEMENT OF RULES

By applying for exhibit space or purchasing advertising or sponsorship opportunities, each company and its representatives, agents, and outside vendors (regardless of company type, booth size, booth space rate, etc.) agrees to adhere to all terms, conditions, rules, and regulations outlined in the 2023 Exhibit Prospectus, these 2023 Exhibitor Rules and Regulations, and the 2023 Freeman Exhibitor Service Manual (hereafter “ESM”). These rules and regulations have been formulated in the best interest of the exhibitors and ASHG. The exhibitor understands and agrees that the information contained in the prospectus, the rules and regulations, and the Freeman ESM are an integral and binding part of the exhibit space contract. The Exhibit Prospectus serves as the Statement of Work (SOW) from ASHG for all contract purposes.

The exhibitor also agrees that providing a digital signature on the online exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the prospectus, the rules and regulations, and the Freeman ESM, and any others issued by the ASHG regarding the ASHG Annual Meeting; willingness to abide by the payment policy; acknowledgment of reading the rules and regulations; and agreement to distribute them for proper execution to those individuals involved with the company’s exhibit.

ASHG Exhibits Management will monitor conformity with these rules and regulations for the meeting. Each exhibitor is granted a terminable license to exhibit, subject to all the rules herein and the general control of Exhibits Management. If Exhibits Management determines that any exhibitor has failed to comply with any rules herein or any directive issued to the exhibitor by Exhibits Management, the license may be terminated without refund, rebate, or compensation, and the exhibit closed and the exhibitor’s display, materials, and representatives removed as necessary. The exhibitor shall pay all expenses and damages which ASHG may incur in the process.

INTERPRETATION AND AMENDMENT

ASHG shall have full authority to interpret or amend these rules and its decision is final. The exhibitor agrees to abide by any rules or regulations that may hereafter be adopted or amended, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of ASHG. Exhibits Management promises its full cooperation for a successful show and will be pleased to work with all exhibitors toward this end.

ELIGIBILITY TO EXHIBIT

The purpose of the ASHG exhibit program is to further the education of individuals working in the field of human genetics. Therefore, all exhibits, advertising, and sponsorships must be of an educational character or practical application that emphasize instruments, publications, products, or services for use in teaching, research, treatment, or diagnosis, and books or other publications in scientific fields of relevance to the interest of registrants, or that directly convey scientific research findings in those areas

of science represented by ASHG. License will not be granted for exhibits that principally express a point of view. ASHG reserves the right to accept or reject at its sole discretion any application to exhibit and to determine the eligibility of any proposed exhibit.

ASHG reserves the right, without refund, to refuse to allow the placement or maintenance at the Annual Meeting of any exhibit, advertising, or sponsorship that does not in good faith substantially conform to the company description submitted for publication or which contains unrelated material(s).

The character of exhibits is subject to the approval of ASHG Exhibits Management. Exhibits Management reserves the right to refuse applications of concerns not meeting standards required or expected. ASHG also reserves the right to close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct and attire of persons, etc.

PAYMENT TERMS AND SCHEDULE

Each company applying for exhibit space or purchasing advertising or sponsorship opportunities must pay a nonrefundable deposit of 10% of their total balance to reserve their space(s). 2023 exhibit rates are outlined in subsection “Booth Fees and Configuration Guidelines”.

- For companies reserving space during the priority pre-sale, **the 10% nonrefundable deposit of each space requested must be received by Monday December 5, 2022**, or the space will be released. (See subsection “Priority Points and Onsite Space Selection” for details on how space may be reserved.)
- After Monday December 5, 2022, a deposit of **50% of total sale for each space requested must be received by Monday March 6, 2023**.
 - For exhibitors requesting space after the priority pre-sale, a 50% deposit of total sale is due at the time of application.
- Upon assignment of booth, advertising, or sponsorship space and receipt of booth confirmation email, **the total balance is due no later than Monday June 5, 2023**.
 - After Monday June 5, 2023, the full amount of the booth reservation will be due at the time of application.
- All booths reserved after **Friday June 30, 2023** are subject to a **10% late-reservation rate increase** for each space requested.

It is each exhibitor’s responsibility to submit payment within 10 business days of confirming space. Exhibitors may submit credit card payment through the online exhibit portal, accessible by username and password, or they must inform ASHG that a check, wire transfer, or ACH payment will be coming for payment due. Nonprofit and advocacy group exhibitors must pay the full amount of their booth space at the time of contract submission. Exhibitors are responsible for paying any payment processing fees (e.g. wire transfer fees) in addition to their balance due to ASHG.

All outstanding balances must be paid in full prior to the start of the Annual Meeting's setup and Exhibit & Poster Hall (Exhibit Hall) installation dates. Any exhibitors or sponsors with outstanding balances will

be barred from exhibiting and related events, promotions, sponsorships, etc. until the balance is paid in full. No credits, rebates, or refunds will be made if an exhibitor or sponsor is barred from participating in the Annual Meeting due to outstanding balances, and the outstanding balance will still be due to ASHG.

SPACE CANCELLATION OR REDUCTION

All cancellation and downsizing notices must be submitted in writing to ASHG Exhibits at exhibits@ashg.org.

- If notice is received by **Monday June 5, 2023**, the company will be eligible for a **50% refund** of eligible fees, less the 10% nonrefundable deposit paid when reserving space. Any remaining fees paid will be applied towards other existing orders or refunded as necessary.
 - For example, if a company reserved a 10' x 10' inline space for **\$40.15/sf** and submitted notice to cancel before June 5, 2023, the refund would be calculated as follows:

Contracted fee:	\$ 4,015.00
10% non-refundable deposit:	\$ 401.50
Eligible balance:	\$ 3,613.50
50% retained from the eligible balance:	\$ 1,806.75
Total refund:	\$ 1,806.75

- If notice is received between Tuesday June 6, 2023, and **Monday July 31, 2023**, the company will be eligible for a 25% refund of eligible fees, less the 10% nonrefundable deposit paid when reserving space. Any remaining fees paid will be applied towards other existing orders or refunded as necessary.
 - 25% Refund Example A: If a company reserved a 10' x 10' inline space after June 30, 2023, at the late-registration rate of **\$44.17/sf** and submitted notice to cancel between June 7 and July 31, 2023, the refund would be calculated as follows:

Contracted fee:	\$ 4,417.00
10% non-refundable deposit:	\$ 441.70
Eligible balance:	\$ 3,975.30
75% retained from the eligible balance:	\$ 2,981.48
Total refund:	\$ 993.82

- 25% Refund Example B: If a company reserved an email banner ad for \$7,500 and submitted notice to cancel between June 7 and July 31, 2023, the refund would be calculated as follows:

Contracted fee:	\$ 7,500.00
10% non-refundable deposit:	\$ 750.00
Eligible balance:	\$ 6,750.00
75% retained from the eligible balance:	\$ 5,062.50
Total refund:	\$ 1,678.50

- **No credits, rebates, or refunds** for exhibit space, advertising, or sponsorship item reserved will be made **after Monday July 31, 2023**, with or without formal cancellation notice.

ASHG reserves the right to resell any cancelled or downsized booth space, advertisement, or sponsorship item to another company without rebate or additional permissions, and ASHG reserves the right to relocate the exhibiting company's booth after downsizing.

Any advertising or sponsorship benefits executed prior to receiving notice (such as banner ads in ASHG-produced emails, company logo or branding on ASHG webpages, etc.) will not be eligible for refunds. For orders for email banner advertisements or similar single-point-in-time digital advertising (such as scheduled push notifications), cancellation notices received within 5 business days of the advertisement's scheduled run date will not be eligible for refunds. Artwork not delivered in time for the scheduled run date will constitute a cancellation without notice and will not be eligible for refunds.

FORCE MAJEURE AND CANCELLATION, MODIFICATION, OR DELAY OF EVENT

It is mutually agreed that ASHG will not be held responsible in the event that the ASHG Annual Meeting is modified or cancelled in whole or in part, or the scheduled opening is cancelled or delayed, due to causes that are beyond the reasonable control of ASHG ("force majeure"), such as disasters, strikes, lockouts, acts of nature (earthquakes, floods, etc.), civil disturbances, acts of terrorism, health warnings, advisories or directives, epidemics, pandemics, governmental regulations or shutdowns, major transportation or supply chain disruptions affecting the event, or any other circumstance beyond the control of ASHG or the convention center that make it impossible or inadvisable to open or continue the event. Evidence that it is impractical to open or continue the event may include that 30% of expected attendees are unable, unwilling, or reluctant to attend due to such causes, which may be shown through surveying ASHG's members.

In the event of a force majeure delay or cancellation, then and thereupon the contract between the exhibitor and ASHG will automatically be terminated, and the exhibitor hereby waives any and all claims against ASHG for damages, reimbursement, refunds, rebates, or compensation. Exhibitors are strongly encouraged to add show cancellation insurance as an additional coverage option to their required exhibitor insurance policy (see subsection "Liability and Insurance").

ASHG in its sole discretion may transition the Annual Meeting to a hybrid meeting (conducted partly in person and partly on virtual/online platforms), a fully virtual meeting, or other alternative meeting format. Modification of the event by transition to an alternative meeting format shall not be deemed to be cancellation of the Annual Meeting, in which case this Agreement and all applicable policies shall continue in full force.

EVENT FORMAT TRANSITION

In the event ASHG transitions from our standard in-person meeting to an alternative meeting format, companies that reserved exhibit space, advertising, or sponsorship items will have the following options:

- **Window of Withdrawal:** Companies will have no more than 21 calendar days (from the date of the official transition announcement) to provide notice to ASHG whether they would like to downgrade or cancel their reservations. If a company does not communicate their intention within the 21 calendar days provided, the company is thus agreeing that they will continue to participate in the new format for all previously contracted fees, in which case this Agreement and all applicable policies shall continue in full force.
- **Exhibit Space:** If a company elects to downgrade or cancel their exhibit space, the company will be eligible for a maximum 80% refund of eligible exhibit fees, less the nonrefundable 10% deposit fee paid when reserving space. (See subsection “Space Cancellation or Reduction” for examples on calculating eligible refunds.)
- **Advertising/Sponsorships:** If a company elects to downgrade or cancel advertising or sponsorship benefits not already executed by the time the transition is officially announced, the company will be eligible for a maximum 90% refund of eligible advertising and sponsorship fees, less the nonrefundable 10% deposit fee paid when reserving space. (See subsection “Space Cancellation or Reduction” for examples on calculating eligible refunds.)
 - Advertising or sponsorship benefits executed prior to the official announcement (such as banner ads in ASHG-produced emails, company logo or branding on ASHG webpages, etc.) will not be eligible for refunds.

All downgrading and cancellation notices must be submitted in writing to exhibits@ashg.org.

ASHG Exhibits Management will strive to provide updated exhibit, advertising, and/or sponsorship opportunities that are in proportion to the offerings previously sold. ASHG is open to reallocating eligible retained fees towards new purchases for the current meeting year only and we do not offer holding of funds toward future events, i.e. rollovers. ASHG assumes no responsibility for any orders placed or fees incurred by exhibitors through third-party providers such as Freeman, etc. All exhibitor deadlines and payment due dates as listed in “Appendix A: Important Exhibitor Dates & Deadlines” will remain in effect unless ASHG transitions to an alternative meeting format.

HEALTH AND SAFETY ADHERENCE

Exhibitor representatives, agents, and outside contractors are expected to comply with all applicable health policies and protocols, screening practices, and vaccination requirements established by the convention center, or by local, state, or federal law. The exhibitor will not be entitled to any credits, refunds, or compensation if its representatives, agents, or outside contractors are removed from or barred entry to the convention center due to noncompliance with such policies and protocols.

Booth Rental Pricing, Inclusions, and Assignments

The following terms are agreed to by each company at the time of application submission.

BOOTH FEES AND CONFIGURATION GUIDELINES

ASHG is pleased to offer interested and eligible companies the following rates for exhibit space (*pricing to be determined by early 2023*):

Booth Type	2023 Standard Rate per square foot (sf) <i>(by June 30, 2023)</i>	Sample 10' x 10' Fee	2023 Late Rate per sf <i>(on or after July 1, 2023)</i>	Sample 10' x 10' Late Fee
Prime Space	TBD	TBD	TBD	TBD
Corner Space	TBD	TBD	TBD	TBD
Inline/Aisle Space	TBD	TBD	TBD	TBD
New Exhibitor Pavilion*	TBD	TBD	TBD	TBD
Nonprofit Organization**	TBD	TBD	TBD	TBD
Advocacy Organization**	TBD	TBD	TBD	TBD

*See subsection "New Exhibitor Pavilion and Eligibility" for details.

**See subsection "Nonprofit and Advocacy Rate Eligibility" for details.

ASHG does not permit booth sales in endcap or peninsula configurations, where a booth would span two rows of booths at the end of an aisle.

Island booths (bounded on all sides by aisles) are sold at our prime space booth rate and are available at a minimum dimension of 20' x 20'. A few sample totals for various island booth sizes are below (*pricing to be determined by early 2023*):

Island Booth Size	Standard Fee <i>(by June 30, 2023)</i>	Late Fee <i>(on or after July 1, 2023)</i>
20' x 20'	TBD	TBD
20' x 30'	TBD	TBD
20' x 40'	TBD	TBD

INCLUDED WITH BOOTH FEES

The following benefits are included in the price of each 10' x 10' exhibit space reserved:

- Company name, booth number, URL, and description on the ASHG 2023 interactive floor plan and mobile app (upgraded digital packages also available through official ASHG partners);
- Opportunities to host exhibitor and/or social events for meeting attendees during specified times throughout the ASHG Annual Meeting for exclusive rates;
- Exclusive access to promotional and advertising opportunities that reach ASHG meeting attendees;
- Exhibitor registration for up to six (6) company representatives for each 10' x 10' space reserved;

- Six (6) complimentary single-day badges for guests of exhibitors for admission to show floor for each 10' x 10' space reserved;
- Exclusive opportunity to rent exhibitor suites in the convention center for private meeting space with clients or exhibitor business meetings;
- Identification sign for company name: 7" x 44" (name will appear exactly as entered on contract, no logos);
- 8' high back drape and 3' high side rails in show colors (side dividers will only be installed on booth sides in contact with a neighboring booth);
- Aisle carpeting in show colors (if applicable); and
- Exhibit floor perimeter security when exhibits are closed.

All exhibiting companies reserving 10' x 10' exhibit space or more also receive two (2) complimentary full scientific meeting registrations for each company, regardless of booth size.

NONPROFIT AND ADVOCACY RATE ELIGIBILITY

There will be a dedicated portion of the Exhibit Hall at ASHG for advocacy groups and nonprofit organizations only, for reduced fees with booth furnishing included. Both nonprofits and advocacy groups may purchase (1) 10' x 10' space that includes the following pre-selected furnishings (final furnishings to be determined with Freeman and are subject to change):

- Standard booth carpet in show colors (padding sold separately);
- One (1) standard café height table;
- Two (2) standard chairs; and
- One (1) waste basket.

Any additional furnishings and services, or furnishings other than the pre-selected items, must be ordered/procured by the exhibitor.

A **nonprofit organization** must have one of the following characteristics and may be asked to furnish proof of status:

- A 501 (c) 3 organization
- Federal (U.S.) or Canadian government agency
- Not-for-profit entity that sells a product or service to professional attendees or institutions
- Membership and/or professional association
- Hosts a scientific meeting or conference relevant to ASHG attendees

NOTE: Academic labs owned and managed by for-profit organizations must pay the applicable commercial exhibit rate for all spaces.

An **advocacy group** is defined as a group that exists to promote advocacy/awareness of genetic disorders and/or relevant causes. These groups do not have membership or annual meetings.

Exhibit space at the nonprofit or advocacy rate is limited. Each eligible organization is limited to one (1) 10' x 10' booth space at this special rate and will be assigned a position in the Nonprofit/Advocacy Pavilion. Organizations contracting for more than one (1) 10' x 10' booth space or requesting space outside of the Nonprofit/Advocacy Pavilion must pay the applicable commercial rate for all spaces reserved.

NEW EXHIBITOR PAVILION RATE ELIGIBILITY

There will be dedicated portion of the Exhibit Hall for companies who have exhibited with ASHG three (3) times or fewer. New exhibitors may purchase (1) booth space that includes the following pre-selected furnishings (final furnishings to be determined with Freeman and are subject to change):

- Standard booth carpet in show colors (padding sold separately);
- One (1) 1M counter with company logo (logo only);
- Two (2) bar stools; and
- One (1) waste basket.

Any additional furnishings and services, or furnishings other than the pre-selected items, must be ordered/procured by the exhibitor.

Exhibit space at the new exhibitor rate is limited. Each eligible company is limited to one (1) booth space at this special rate and will be assigned a position in the New Exhibitor Pavilion. Companies contracting for more than one booth space or requesting space outside of the New Exhibitor Pavilion must pay the applicable commercial rate for all spaces reserved.

Companies who have exhibited more than three (3) times at the Annual Meeting are not eligible to reserve exhibit space in the New Exhibitor Pavilion.

CAREER FAIR BOOTHS

There will be a dedicated portion of the Exhibit Hall with 6' x 10' exhibit spaces available for companies to promote open positions within their company and to discuss these roles and professional development opportunities with interested attendees. Career fair exhibit spaces are separate from our standard commercial or nonprofit/advocacy exhibit spaces described above and are not permitted to display content that is purely commercial or promotional in nature for products or services. Career fair exhibitors are also required to adhere to all exhibitor rules and regulations, including code of conduct, proper staffing of booths during show hours, payment and refund deadlines, build guidelines, etc.

ASHG is pleased to offer interested and eligible companies the following career fair booth space rates, observing the same configuration guidelines as our standard 10' x 10' exhibit spaces (*pricing to be determined by early 2023*):

Company Type	Career Fair Booth Standard Fee <small>(by June 30, 2023)</small>	Career Fair Booth Late Fee <small>(on or after July 1, 2023)</small>
Exhibitor	TBD	TBD

Non-Exhibitor [^]	TBD	TBD
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[^]Non-Exhibitor refers to a company with no commercial / nonprofit exhibit space reserved at the standard 10' x 10' size or more.

INCLUDED WITH CAREER FAIR BOOTH FEES

The following benefits are included in the price of each career fair exhibit space reserved:

- Company name, booth number, URL, and description on the ASHG 2023 website and mobile app (upgraded digital packages also available through official ASHG partners);
- Exclusive access to promotional and advertising opportunities that reach ASHG meeting attendees (limited to career-related or open position-related advertisements only);
- Identification sign for company name: estimated 7" x 44" (final size to be determined by Freeman, name will appear exactly as entered on contract);
- 3' high back drape and 3' high side rails in show colors (side dividers will only be installed on booth sides in contact with a neighboring booth);
- Aisle carpeting in show colors (if applicable); and
- Exhibit floor perimeter security when exhibits are closed.

The following registrations are included with each career fair exhibit space reserved, depending on exhibitor or non-exhibitor status:

- Exhibiting companies also reserving a career fair booth will receive two (2) additional exhibitor registrations for each career fair space reserved.
- Non-exhibiting companies will receive three (3) exhibitor registrations for each career fair space reserved.
- There are no scientific registrations or single-day exhibitor guest registrations included with career fair space reservations.

The following pre-selected furnishings are included with each career fair exhibit space reserved (final furnishings to be determined with Freeman and are subject to change):

- Standard booth carpet in show colors (padding sold separately);
- One (1) draped standard café height table;
- Two (2) standard chairs, and
- One (1) waste basket.

Any additional furnishings and services, or furnishings other than the pre-selected items, must be ordered/procured by the exhibitor.

PRIORITY POINTS AND ONSITE SPACE SELECTION

As a benefit of exhibiting at the American Society of Human Genetics (ASHG) Annual Meeting, current exhibitors are invited to select exhibit space for the next year's meeting while onsite. Exhibit space in next year's Exhibit Hall is first offered and assigned in priority point order for the top 30 ASHG exhibitors in advance of the current year's meeting. Remaining exhibitors come to the Exhibits Management office

onsite during the current Annual Meeting and choose their booth space for the next year. Assignments are made onsite and then confirmed after the close of the current Annual Meeting.

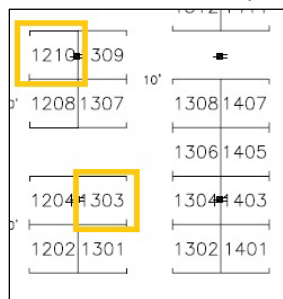
ASHG uses data from the previous three years to calculate priority points, using the following scale:

- 1 point per 10' x 10' booth space reserved per year, no maximum (in-person meetings)
--OR--
1 point per \$5,000 in exhibitor/partner packages reserved, rounded up to the nearest whole point, maximum of 8 points per year (alternative format meetings)
- 1 point for exhibiting two years in a row, maximum of 3 points
- 1 point per \$1,000 in advertising with ASHG or approved media partners per year, rounded up to the nearest whole point, maximum of 5 points
- 1 point per \$1,000 in sponsorships per year, rounded up to the nearest whole point, maximum of 10 points
- 1 point per Industry Education session per year, maximum of 3 points
- 1 point per CoLab session per year, maximum of 2 points (purchased sessions only, CoLabs included as part of an exhibitor/partner package are not applicable)

ASSIGNMENT OF SPACE AND LOCATION

Remaining booth space for ASHG 2023 can be selected and reserved via online application. Booths are assigned in the order in which applications are received.

For exhibitors requesting to avoid competitors, this may affect your booth space selection. For example, if your first choice in booth space is located near a competitor already assigned, you will be assigned the next best available space. You may only list four competitors on the contract. The larger number of competitors listed, the more your booth assignment may be affected.



ASHG considers booths facing opposite directions and in the next aisle sufficient in avoiding a competitor. For example, the two highlighted booths in the figure (left) would not be considered competing booth space. If you object to this distance, please email exhibits@ashg.org prior to booth assignment. Note also that the next best booth space may not be as favorable.

After booth space has been assigned and confirmed, exhibitors may log into their account anytime to view booth space assignments and manage aspects of their booth online such as assigning badges to booth staff, submission and updating of company description and contact information, product categories, and more.

Exhibitors may request to move their assigned booth spaces to new locations on the exhibit floor, subject to current floor plan availability and the needs and approval of ASHG Exhibits Management. Exhibitors will be billed at the current applicable rates for the new location, including any cancellation/downsizing fees for released booth spaces and any late reservation fees if requested after the standard rate deadline. Move requests will be processed in the order in which the request is

received among requests for new booth reservations, regardless of when the exhibitor's booth was originally reserved. Exhibitors may request to relocate to new locations no more than three times per company per year.

SUBLETTING OF EXHIBIT SPACE

Subletting or sharing of contracted exhibit space is not allowed at any time. All signs, advertisements, publications, materials, products, and company representatives' badges must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate removal of the booth, materials, and exhibit staff in violation.

PARENT COMPANIES AND DISPLAYING MULTIPLE BRANDS

Occasionally parent companies (companies owning multiple distinct brands or child companies) may wish to showcase more than one brand that are relevant to the industry in the same booth space. In these instances, the booth must be contracted and displayed on the floor plan under the parent company name; in addition, the graphics displayed in the booth must substantially reflect the contracted parent company name and branding (greater than 50% of the overall booth graphics). If any such booth is found to be lacking sufficient parent company branding, any graphics or display materials in the booth not reflecting the parent company name or branding must be removed to restore the proper graphics balance to the contracted company. Any removal of such graphics or display materials will be done at the full expense of the exhibiting company.

If a parent company wishes to have two or more brands called out on the floor plan and to display significant graphic treatments for each brand, then each brand must apply separately for its own contracted exhibit space, subject to individual contract submissions, booth staffing requirements, priority point accumulations, and all other rules and regulations identified herein.

MERGERS

In the event that an exhibiting company merges with, is acquired by, or purchases another exhibiting company, the higher seniority accumulated by either company will be used to determine priority for reserving space. ASHG must be notified in writing of such changes, including a public announcement of the transaction.

Registration and Housing

The following terms are agreed to by each company at the time of application submission.

EXHIBITOR REGISTRATION

All booth personnel working in rented exhibit space must be registered. An exhibitor will be permitted to register their company employees for an exhibitor badge, and the quantities included depend on the reserved booth size and type (see section “Booth Rental Pricing, Inclusions, and Assignments”). It is the responsibility of the authorized individual signing the application for space to inform all company personnel of the rules and regulations contained in the prospectus. Additional exhibitor badges may be purchased through the official ASHG exhibitor registration portal at the current rate.

Exhibitor badges are made out in the name of the company shown on the exhibit reservation and application form only. Exhibitors may register personnel and make changes anytime via ASHG’s online registration with assigned exhibitor login and password created when submitting a contract for space.

ONSITE EXHIBITOR REGISTRATION DESK

The exhibitor registration desk will be open during the installation of exhibits and on select official Exhibit Hall open days. Exhibitors must have a badge to enter the Exhibit Hall during installation and dismantle, as well as prior to each day’s opening. All badges must be picked up onsite. Photo ID will be required to pick up pre-assigned badges and to register new badges.

COMPLIMENTARY SCIENTIFIC REGISTRATION ALLOTMENT

Each exhibiting company reserving a 10’ x 10’ exhibit space or larger is entitled to a total of two (2) complimentary full scientific meeting registrations, regardless of booth size. The complimentary registration must be in the name of a specific company employee and are made out in the name of the company shown on the exhibit reservation and application form only. They also grant access to the Exhibit Hall as exhibit staff.

Exhibitor badges do not allow or authorize attendance at ASHG Annual Meeting scientific sessions or social events, nor do they allow exhibit company staff to present any posters that may have been accepted for presentation during the Annual Meeting. If an exhibitor's representatives or booth personnel wish to attend scientific sessions above and beyond any complimentary full scientific registrations allotted, or if any staff are presenting their posters during the Annual Meeting, they are required to register as a regular scientific registrant at the current applicable rate.

There are no other exhibitor discounts or bulk discounts on scientific registrations. We welcome and encourage our industry partners to join as ASHG members to take advantage of year-round learning and networking opportunities, as well as discounted Annual Meeting registration rates.

GUESTS OF EXHIBITORS

To maintain the professional value of the exhibition and ensure focus on the exhibits, access to the Exhibit Hall is limited to registered attendees.

However, ASHG is pleased to provide guest badges to exhibitors to encourage customers and other visitors. Each exhibiting company receives a total of six (6) single-day guest badges per 10' x 10' booth reserved for exhibitor guests, defined as customers/individuals you wish to invite to view your display who would not otherwise register for the meeting.

An exhibitor guest badge permits entry for one (1) day into the commercial exhibits area only and does not authorize your guest entry into ASHG scientific sessions or the scientific poster areas. It is the responsibility of the exhibiting company to inform all guests of the rules and regulations in the prospectus, particularly the rules regarding general conduct of exhibitors and non-exhibiting companies. If the same guest wishes to attend for more than one day or to attend any scientific sessions, they will need to purchase a scientific attendee registration at the current applicable rate.

Individuals who must pay a registration fee to attend the ASHG Annual Meeting include:

- Exhibiting company personnel who are presenting posters or at sessions
- Company employees, either full or part time, not already registered with an exhibitor badge
- Potential exhibitors

Persons wanting access for the purpose of making contacts (leads) cannot be designated as guests.

HOUSING AND SCAM ALERTS

The headquarter hotel and all overflow hotels for the ASHG 2023 Annual Meeting in Washington DC will be listed on the official ASHG 2023 Annual Meeting website as they are confirmed. When exhibitors and attendees book at official ASHG hotels, it gives ASHG negotiating power in future cities for better rates from convention center rental to hotel rates. Your loyalty and cooperation are greatly appreciated!

Please be aware that you may be contacted by companies or hotels claiming to be the official ASHG Annual Meeting housing providers. ASHG will never call you to solicit reservations or demand any money up front for any reason. The only official emails regarding housing for the Annual Meeting will come from an email address ending in ASHG.org or from the official housing firm listed on the Annual Meeting website, if applicable. All lodging for the Annual Meeting should be arranged using the links and phone numbers provided by ASHG. If you are unsure of who has contacted you regarding your hotel reservations or if one of these scammers contacts you, please notify ASHG as soon as possible by emailing meetings@ashg.org.

Industry & Ancillary Events, Promotions, and Catering

The following terms are agreed to by each company at the time of application submission.

INDUSTRY & ANCILLARY EVENTS

ASHG recognizes that meeting attendees seek to maximize their networking opportunities and fulfill their professional responsibilities while at a location with so many of their colleagues. Space will be available for commercial companies to host events at either the convention center and/or official ASHG host venues. Exhibitors/sponsors plan the content of each session, subject to application and approval by ASHG. Industry and ancillary events are not permitted to overlap scientific programming schedules, in order for ASHG to meet our CME accreditation requirements. Applications and deadlines may be found on the ASHG 2023 Annual Meeting website.

Industry CoLab Sessions are 30-45 minute sessions held in theater-style setups on the Exhibit Hall floor during scientific session breaks, the lunch period, and during poster presentations. Examples of these sessions include product theaters, demonstrations, patient perspectives, Q&A sessions, and panels. These sessions are turnkey: your speaker shows up with their laptop and presentation materials and presents! The CoLab fee covers a portion of the total CoLab Theaters' setups and A/V equipment rental, a listing on the online planner/schedule of events and mobile app, and ASHG's administrative cost. Due to the tight scheduling, exhibitors may not order any services (such as wifi, catering, more AV equipment, etc.) for any sessions held in CoLab Theaters.

Industry Education Sessions are non-ASHG sponsored events held during the breakfast and lunch windows over the open Exhibit Hall dates for the Annual Meeting. All Industry Education sessions will be held at either the convention center or official ASHG host venues. Presentation examples include the types noted above, and these events are also well-suited for workshop-style discussions and demonstrations. The Industry Education session fee includes the room rental fee, a listing on the online planner/schedule of events and mobile app, and ASHG's administrative cost. No services are included (such as wifi, A/V, catering, etc.).

Ancillary Events are non-ASHG sponsored events held during official meeting dates: Wednesday November 1 through Sunday November 5, 2023. Examples include business meetings, committee meetings, industry meet-and-greets, networking or social gatherings, or happy hour/cocktail receptions. Ancillary events may not be primarily educational in nature. Full rules and guidelines may be found on the ASHG 2023 meeting website.

Due to limited availability of lunchtime sessions, ASHG will only program one industry lunch event per company per event type. Exhibiting companies at the Annual Meeting receive preference for scheduling events and they also pay lower fees. Exhibitors do not receive additional badges for reserving sponsored events in addition to their booth space. Non-exhibiting companies (companies with no commercial booth, e.g. 10' x 10' or larger) may sponsor no more than two events (at a higher fee per event type) and will receive 1 scientific badge and 2 exhibitor badges per reserved event.

ASHG accepts no financial or organizational responsibility for these events, except for the CoLab Theater setups and the CoLab Theater A/V equipment rental noted above. All room rentals, A/V rentals, catering, and other services are the separate and sole responsibility of the event organizer and must be ordered separately by each company. Companies are permitted to hire photographers and/or videographers to record and/or livestream their session(s), provided they capture only their session(s) and observe all rules in subsection “Photography/Video Policy”.

ASHG does not provide any marketing in relation to these events other than a basic listing in the online planner/schedule of events and mobile app, and basic room listings on applicable onsite signage, if available; for advertising options, please contact exhibits@ashg.org for pricing and availability.

PROMOTIONS: GIVEAWAYS, RAFFLES, AND DRAWINGS

Giveaways, prize contests, raffles, lotteries, drawings, and games of chance are permitted during exhibit hours only. All drawings must be held off the Exhibit Hall floor and be approved by Exhibits Management. Live drawings are not permitted at any time and attendees do not have to be present to win. Prizes must be educational in nature or must be appropriate for use in the attendees’ place of work, the meeting, or travel. In-booth giveaways of pens, company branded bags/totes, educational materials/brochures, stationary items (such as sticky notes, notebooks), stress balls, USB drives, fun-size candy and individual candy bars (in their wrappers), and water bottles (empty) are automatically approved and do not require written approval.

All requests must be submitted for approval to ASHG Exhibits Management via the booth promotion form on the ASHG 2023 meeting website and by the deadlines listed therein. Any exhibitor found conducting prize contests, giveaway contests, raffles, lotteries, drawings, and/or games of chance that have not been approved by Exhibits Management will be required to cease immediately.

With limited exceptions, ASHG generally does not restrict the number, type, or value of promotional items or giveaways and leaves the practice of giveaways and booth content/display to each exhibitor’s discretion, based on the determinations of their legal and regulatory departments. See subsection “Industry Regulations and Guidelines” to ensure compliance with any outside agencies.

Approval of any promotional material or giveaway does not indicate an endorsement by ASHG of the products or services promoted, the company, or the claims made. ASHG is not responsible for sourcing, procuring, marketing, shipping, or distributing any promotional or giveaway materials, or emailing any links to promotional items or giveaways. ASHG does not sell mailing lists of any kind; ASHG exhibitors and sponsors are thus expected to secure email and mailing addresses in an ethical manner, and compliant with GDPR guidelines where applicable. For advertising options, please contact exhibits@ashg.org for pricing and availability.

CATERING / FOOD AND BEVERAGE

Exhibitors may have food and beverage on the Exhibit Hall floor, provided that the items being distributed are appropriate for the space and do not block aisles or neighboring exhibits, and in their Industry Education session rooms. All food and beverage must be approved by Exhibits Management via

the booth promotion form, provided on the ASHG Annual Meeting website, and ordered by the exhibitor/sponsor.

Aramark Catering is the exclusive caterer of the Walter E. Washington Convention Center. All food and beverage brought into the convention center intended for distribution must be provided by Aramark unless expressly approved by Aramark in advance; companies in violation are subject to financial penalties and potential removal of materials from the convention center. ASHG is not responsible for approving any outside catering requests, for any orders placed by exhibitors/sponsors, or for any penalties assessed by Aramark.

Code of Conduct and Exhibitor Policies

The following terms are agreed to by each company at the time of application submission.

ASHG CODE OF CONDUCT FOR ANNUAL MEETING PARTICIPANTS

ASHG maintains a comprehensive Code of Conduct that applies to all meeting stakeholders and covers all events associated with the Annual Meeting, listed in part below. Please see the full text at <https://www.ashg.org/about/code-of-conduct/>.

ASHG is committed to fostering a welcoming environment that is safe, collaborative, and productive for supporting dialogue and discovery for all attendees at ASHG-sponsored events and values the participation of all attendees and participants in its events. All who register to participate, attend, speak at, or exhibit at an ASHG event agree to comply with this policy.

ASHG expects that all attendees, media, speakers, organizers, staff, and exhibitors associated with any official ASHG-sponsored event will adhere to the following principles:

- Respect common-sense rules for public behavior, personal interaction, courtesy, and respect for private property.
- Be considerate and respectful of differing perspectives during the meeting.
- Respect the rules and policies of the Society, the meeting venue, hotels, and city.

ASHG also prohibits any form of harassment, sexual or otherwise. Accordingly, some behaviors are specifically prohibited, whether directed at other attendees, ASHG staff, speakers, exhibitors, or event venue staff:

- Intimidation, stalking, harassment, inappropriate physical contact, unwelcome sexual attention, or discrimination towards fellow attendees, Society staff, and others.
- Abusive, harassing, or threatening behavior towards any other attendee, volunteer, or staff. This behavior will not be tolerated and may result in expulsion from the event.
- Yelling at, threatening, or personally insulting participants or presenters (verbally or physically).

Participants asked to stop engaging in hostile or harassing behavior are expected to comply immediately.

The conduct rules apply to all ASHG venues, including official ASHG-sponsored events and related ASHG-sponsored social events, as well as the Annual Meeting and Society online presence (i.e., ASHG Society and meeting hashtags, Facebook pages, and other social media). All participants are expected to treat others with respect and consideration, follow venue rules, and alert staff or security of any dangerous situations, violations of this Conduct Policy, or of anyone in distress.

For how to report and other procedures, see the full text at <https://www.ashg.org/about/code-of-conduct/>.

GENERAL CONDUCT OF EXHIBITORS

Exhibitors and their agents and representatives are expected to act in a professional manner. Any disruptions or unacceptable conduct may result in loss of priority points or removal from the convention center with no rebate, credit, or refund of space rental fees.

The following practices are prohibited at the ASHG Annual Meeting:

- Noisy electrical or mechanical apparatus interfering with other exhibitors.
- Playing music in the Exhibit Hall.
- Soliciting booth traffic in the aisles or otherwise harassing registrants.
- Loitering by competing company's exhibit space or otherwise harassing other exhibitors.
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during exhibit hours or scientific session hours.
- Entry into another exhibitor's booth, reserved meeting room, or industry event without their express permission, or blocking access to another exhibitor's booth, room, or event.
- Photography of other exhibitors' booths and/or products without express permission.
- The use of entertainers such magicians, fortune-tellers, dancers, puppets, etc. that may disrupt the professional atmosphere of the meeting.
- Strolling entertainment or moving advertisements (robots, persons carrying or wearing signs, scooters, etc.) outside an exhibitor's space.
- Obstruction of aisle space due to any activity in and around an exhibitor's booth.
- Unwrapped food of any kind (note that any catering must be approved by Exhibits Management, other than fun-size candy or individual candy bars in their wrappers).
- Packing and/or dismantling of exhibits before the official close of the show.
- Attending industry events or workshops given by other exhibitors unless the organizer of the workshop provides written permission. This includes scientific attendees who are employees.
- Partaking of other exhibitors' food and beverage activities is strongly discouraged.

ATTIRE

Exhibitor representatives, agents, models, and contractors must be attired in an appropriate business or business casual fashion to maintain the professional atmosphere of the meeting.

BOOTH STAFFING AND BREAKS

All companies are required to staff their booths at all times during the Exhibit Hall's full listed open hours, including standard commercial booths and career fair booths. Exhibitors with three or fewer onsite staff working their booth are permitted no more than two breaks per day of no more than 30 minutes each without a company representative at the booth, to permit time for lunch and personal breaks. Exhibitors may not take booth breaks within the first or last hour of the exhibit hall open hours and must space breaks at least one hour apart (no consecutive breaks). Exhibitors are also strongly encouraged to coordinate breaks around times when the exhibit hall will be less populated (i.e. during scientific sessions) to have the best possible opportunity to interact with attendees. These breaks may not be used for fliering, suitcasing, or other prohibited activities.

When there is no staff in an exhibitor's booth, it is expected that a sign will be left in a conspicuous location in the booth indicating a specific estimated return time within the permitted 30-minute window. (For example, if the staff needs a break at 12:45 pm, a sign that reads "Back by 1:15 pm" would be acceptable, while a sign that reads simply "Back in 30 minutes" would be unacceptable.)

Abuse of break times or extended abandonment of the booth may result in the forfeiture of the rented exhibit space and dismantle of all display materials at the exhibitor's full expense with no rebate, credit, or refund of space rental fees.

LITERATURE IN BOOTHS

Literature on display shall be limited to a one-day supply. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner. Storage of any kind is prohibited behind the back drapes or display walls or inside display areas. ASHG Exhibits Management will inspect all exhibits to ensure compliance and instruct Freeman to provide any additional draping in show colors deemed necessary over the unsightly area and submit the charges to the exhibitor.

DISTRIBUTION OF MATERIALS/ADVERTISEMENTS OUTSIDE OF EXHIBIT BOOTH

Exhibitors shall not, without the written consent of the ASHG, distribute or permit to be distributed any advertising matter, fliers, literature, souvenir items, or promotional materials in or about the exhibit areas or convention center, except from its own allotted exhibit space. Exhibitor shall not post or exhibit any signs, advertisements, show bills, lithograph posters, cards, or stickers of any description on any part of the premises of the convention center or ASHG hotels, except within the exhibitor's exhibit space. Mobile advertisements along the roads immediately surrounding the perimeter of the convention center and ASHG hotels are prohibited during conference hours regardless of permits.

NON-EXHIBITING COMPANIES

Companies that are not contracted to exhibit and their representatives, agents, and contractors will not be permitted in the Exhibit Hall at any time for the purpose of "suitcasing" either exhibitors or attendees. Non-exhibiting companies and their representatives will not be allowed to display or demonstrate any services or products in the convention center or ASHG hotels.

Non-exhibitors may not solicit business from scientific registrants or contracted exhibiting companies, nor will their materials be accepted for distribution onsite at the convention center or ASHG hotels.

LEAD LISTS AND SCAM ALERT

Exhibitors may be contacted by individuals or companies claiming to sell official ASHG member lists or ASHG Annual Meeting registration lists, also known as lead lists, containing contact information for members or attendees such as email addresses, mailing addresses, or phone numbers. **ASHG does not sell, rent, or share lead lists of Society members or Annual Meeting attendees of any kind; any solicitations for ASHG mailing lists are scams and are in no way endorsed, promoted, or protected by ASHG.** Please report any such scam as soon as possible to exhibits@ashg.org.

Exhibitors and sponsors are welcome and encouraged to purchase lead retrieval services through our official registration vendor, listed in subsection “Exclusive Services”. Exhibitors and sponsors are expected to secure attendee information in an ethical manner and compliant with GDPR guidelines where applicable.

USE OF ASHG NAME AND LOGO

The use of the ASHG 2023 logo, the 73rd Annual Meeting of the American Society of Human Genetics (ASHG) name, the American Society of Human Genetics (ASHG) name, and the standard ASHG logo may be requested for use by exhibitors for mailers or other meeting-related literature, subject to approval. Please note that use of the logo does not imply endorsement of your company, publication, event, etc. The ASHG Annual Meeting logo may be used in exhibitors’ promotional material by requesting permission from ASHG at exhibits@ashg.org. Please be prepared to share a sample of the material for which you are requesting the logo. Companies approved to use the ASHG Annual Meeting logo are expected to adhere to the ASHG Brand Guidelines regarding its use and placement.

INDUSTRY REGULATIONS AND GUIDELINES

The ASHG Annual Meeting offers CME credit to its attendees who request them and as such must maintain appropriate delineation between commercial and educational endeavors. It is the responsibility of exhibitors to ensure adherence to applicable guidelines and regulations such as PhRMA’s Code on Interactions with Healthcare Professionals. ASHG is not responsible for violations of any applicable code by any exhibiting or sponsoring company.

Visit the following links for additional information on current specialty codes:

- **Advanced Medical Technology Association (AdvaMed)** – Code of Ethics on Interactions with Health Care Professionals: <http://www.advamed.org/MemberPortal/About/code/>
- **American Medical Association (AMA)** – Opinion 8.061 Gifts to Physicians from Industry: <http://www.ama-assn.org/ama/pub/physician-resources/medical-ethics/code-medical-ethics/opinion8061.shtml>
- **Council of Medical Specialty Societies (CMSS)** – Code for Interactions with Companies: http://www.cmss.org/uploadedFiles/Site/CMSS_Policies/CMSS%20Code%20for%20Interactions%20with%20Companies%204-19-10.pdf
- **Food and Drug Administration (FDA)** – Guidance Documents for FDA-Regulated Products: <http://www.fda.gov/RegulatoryInformation/Guidances/default.htm>
- **Department of Health and Human Services – Office of Inspector General (OIG)** – Compliance Program Guidance for Pharmaceutical Manufacturers: <http://oig.hhs.gov/authorities/docs/03/050503FRCPGPharmac.pdf>
- **Pharmaceutical Research and Manufacturers of America (PhRMA)** – Code on Interactions with Healthcare Professionals: <http://www.phrma.org/code-on-interactions-with-healthcare-professionals>

Installation and Dismantle Guidelines, Dates, and Times

The following terms are agreed to by each company at the time of application submission.

ASHG Exhibits Management will monitor all booth equipment and spaces during and following installation to ensure that all exhibits conform to the rules for setup. In all interpretations of the rules and regulations, ASHG Exhibits Management's decision is final.

SHOW HOURS

Please note the official 2023 Exhibit & Poster Hall hours below, subject to change. ASHG strives to maximize time for attendees to be in the Exhibit Hall while respecting programming schedule needs.

Dates	Times
Thursday November 2, 2023	10:00 am – 5:00 pm
Friday November 3, 2023	10:00 am – 5:00 pm
Saturday November 4, 2023	10:00 am – 2:00 pm

INSTALLATION OF EXHIBITS

Standard exhibit installation will be Tuesday October 31, 2023, from 12:00 pm - 5:00 pm, and Wednesday November 1, 2023, from 8:00 am - 5:00 pm. Early exhibit installation for island exhibitors (400 sf or more) begins Tuesday October 31 at 8:00 am. Island exhibitors must request the early move-in with Freeman in advance in order to coordinate for an early freight delivery to your booth.

Please note the following:

- **Shipping:** Freight shipped in advance to the Freeman warehouse will be delivered to booths on Tuesday October 31 by 8:00 am for approved island exhibitors and by 12:00 pm for all other exhibitors. Direct-to-show-site deliveries should be scheduled to arrive at the convention center starting at 12:00 pm on Monday October 24. Island exhibitors shipping directly to show site must alert Freeman in advance, so they know to deliver your freight to your booth early.
- **Floor Covering and Furnishings:** The convention center is not carpeted. Exhibitors must have floor covering in their booth that covers the entire net square footage of the contracted exhibit space. Additionally, no floor coverings or furnishings are included with the booth rental (except for booths in the Nonprofit/Advocacy Pavilion and New Exhibitor Pavilion). Exhibitors may use their own floor coverings and/or furnishings, or order them from Freeman or another vendor, subject to any exclusive services indicated in subsection "Exclusive Services". Orders can be placed in advance via the Freeman ESM online or on show site at the Freeman service desk.
- **Unfinished Exhibits, Including Sides and Behind Booths:** Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during setup and Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to the exhibitor. See subsection "Exposed or Unfinished Booth Sides" for examples of acceptable and unacceptable booths.

- **Installation Completion:** All exhibit material must be unpacked, and empty containers tagged for removal and storage, by Wednesday November 1 at 5:00 pm to permit the removal of empty crates, cartons, and pallets/skids from the Exhibit Hall. Any exhibit not unpacked by this time will be placed in storage and can be returned only after the Exhibit Hall closes on the first day of exhibits, Thursday November 2, or may be ordered set up by ASHG Exhibits Management and the cost charged to the exhibitor.
- **Post-Installation Cleaning:** Booth cleaning services – such as vacuuming, sweeping, waste basketing emptying (also called porter service), etc. – is the sole responsibility of the exhibitor and is strongly recommended once installation of your display is complete (the night before the exhibit hall opens). Cleaning can be ordered in advance via the Freeman ESM online or on show site at the Freeman service desk. No refuse, such as empty cartons, boxes, or literature wrappings, may be placed in the aisles after the final cleaning in the Exhibit Hall. Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning since there will be no vacuuming of booths or aisles on opening morning. See subsections “Storage of Crates and Boxes” and “Literature” for instructions and guidelines.

WORK LATE PASSES

Special after-hours work permits are available for island booths only and may be requested in advance or onsite at the exhibitor services desk during regular exhibit installation hours before the Exhibit Hall closes at 5:00 pm. Security guards cannot authorize after-hours permits or late work in the Exhibit Hall.

DISMANTLING OF EXHIBITS

Exhibit dismantle will be Saturday November 4 from 2:00 pm - 10:00 pm, and Sunday November 5 from 8:00 am - 11:00 am. Please note the following:

- No packing of equipment, literature, etc., or dismantling of exhibits is permitted until the official Exhibit Hall closing time of 2:00 pm on Saturday November 4. Delivery of crates will begin just after this time; please plan your dismantle labor and activities accordingly.
- **Any exhibitor found packing up or dismantling their booth before 2:00 pm on Saturday November 4, or found to have vacated their booth early entirely, will lose 50% of their total accumulated priority points and will be charged a \$750 early dismantle penalty. If an urgent situation arises, contact Exhibits Management first.**
- Exhibitors must clear the floor and all freight must be picked up by 11:00 am on Sunday November 5.
- To avoid any damage to your equipment, remain with your exhibit booth until crates are delivered and labor is available.
- Security will be on duty; however, ASHG, the convention center, Freeman, and the security company will not be liable for any losses of any materials or items taken from the Exhibit Hall or from the convention center. Any losses from booth spaces are the liability of the exhibiting company and its representatives.

Booth Construction Guidelines, Use of Contractors, and Labor Regulations

The following terms are agreed to by each company at the time of application submission.

See the complete “Technical Rules and Guidelines” section to ensure compliance.

BOOTH CONSTRUCTION AND USE OF EXHIBIT SPACE

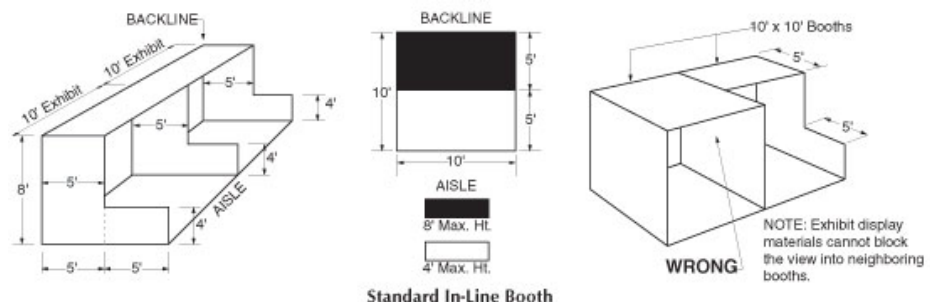
ASHG strives to provide a fair opportunity for all exhibitors’ booths to be visible and relatively unobstructed on the exhibit floor while still allowing for creative and attractive displays. To this end, ASHG requires all exhibits to comply with the following basic display standards:

- Booths must be completely set and show ready by 5:00 pm on Wednesday November 1, 2023.
- Booths must have sufficient see-through areas (line-of-sight) to permit the unobstructed view of adjacent exhibits.
- Displays may not span an aisle by roofing, signage, or floor covering.
- Booths must be safely constructed.
- Exhibitors must have floor covering in their booth that covers the entire net square footage of the contracted exhibit space.
- Exposed or unfinished sides, especially the ends of pop-up displays, must be draped to present an attractive appearance. If this is not completed by the exhibitor, then Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to the exhibitor.
- Exhibitors are responsible for ensuring proper flow of traffic throughout booths.
- Exhibitors must provide space within the booth to accommodate spectators. If spectators or queues interfere with normal traffic flow in the aisles or if they overflow into adjacent exhibits, Exhibits Management has the right to discontinue the activity.
- Hanging signs and two-story (“double-decker”) booths are permitted for island booths only and at the discretion and approval of ASHG and the convention center, as space allows.

Additional standards and guidelines apply depending on booth type, as follows.

STANDARD INLINE AND CORNER (LINEAR) BOOTHS

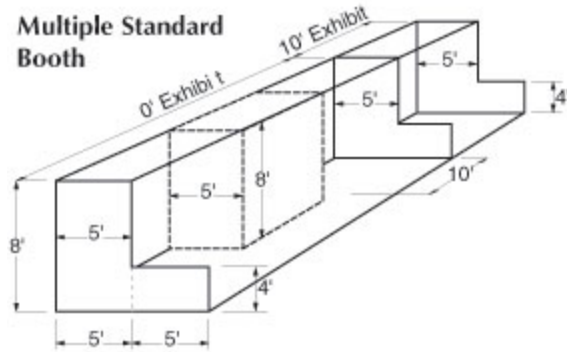
The back wall of the display is limited to 8' in height with a depth of 5' from the back wall. All display fixtures and accessories (including but not limited to book racks, instruments, and foliage) over 4' in height must be confined to that area of the exhibitor's space that is within 5' of the back line. Display material in the remaining 5' of booth space must not exceed 4' in height.



Inline and corner booths may not have hanging signs or place anything taller than 8' in the booths. Side railing/draping between booths may be removed at the request of the exhibitor with discretionary approval of ASHG Exhibits Management.

MULTIPLE STANDARD INLINE BOOTHS

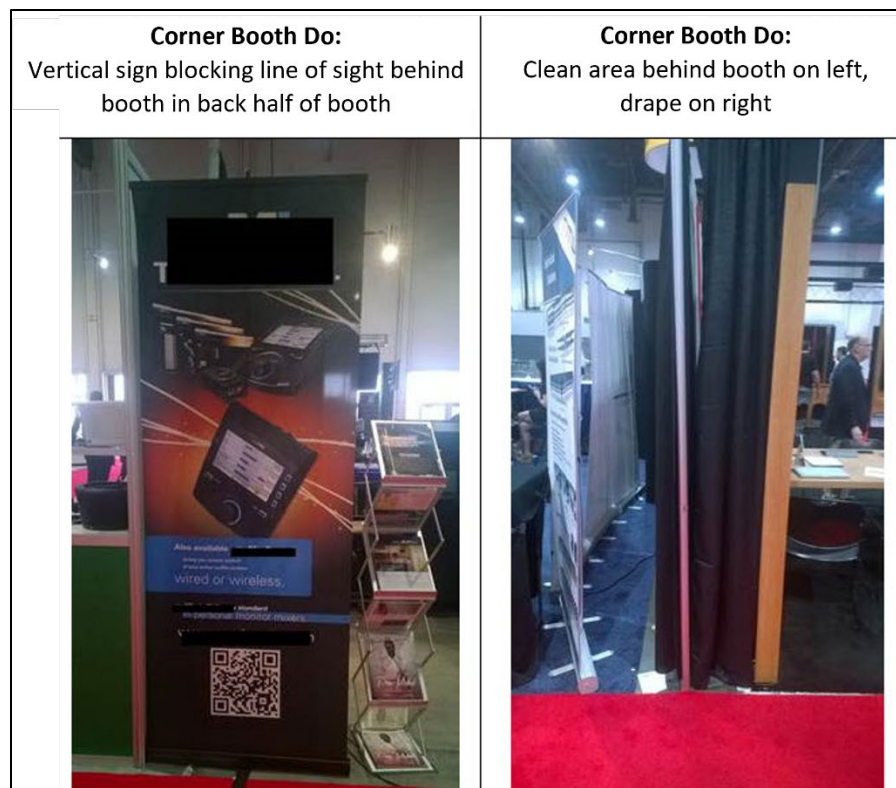
In an exhibit that contains two or more inline booths (any combination of corner and inline spaces, totaling 20' wide or more), the interior booths are permitted to contain a continuous display up to 8' in height but must still be confined to that area of the exhibitor's space that is within 5' of the back line of the booth. Also, the end booths of such an exhibit must conform to the 8' height limit of standard booth restrictions within 5' from the back line of the booth.



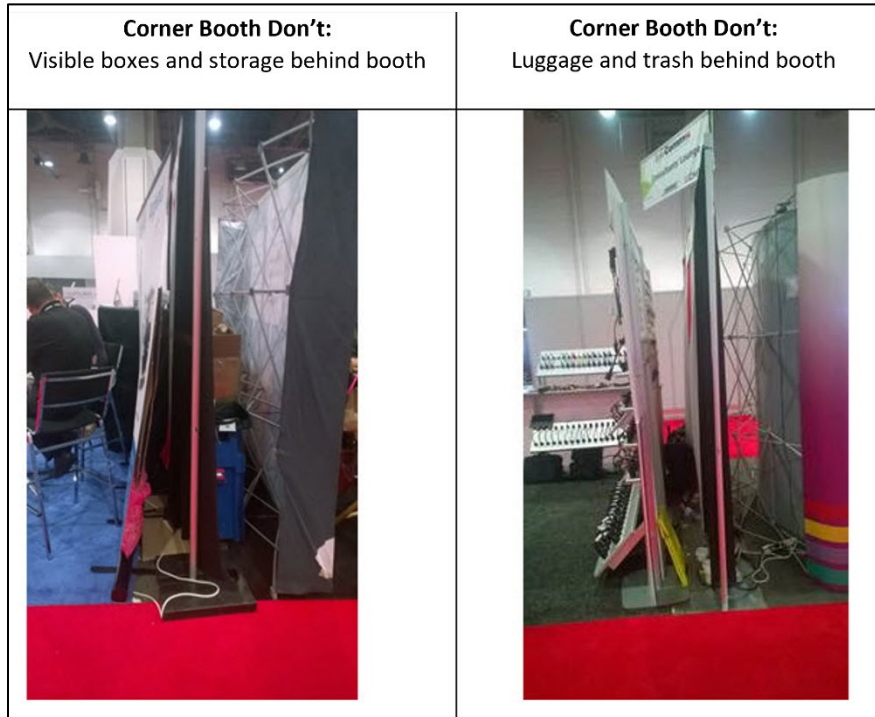
EXPOSED OR UNFINISHED CORNER BOOTH SIDES

Corner booths will have side dividers installed only on the sides that are in contact with a neighboring booth. Exposed or unfinished booth sides, especially the ends of pop-up displays, must be clear of trash, boxes, and other items and draped to present an attractive and professional appearance. If this is not completed by the exhibitor, then Freeman, at the direction of ASHG Exhibits Management, will provide any additional draping in show colors deemed necessary and submit the charges to the exhibitor.

This first pair of example photos (right) show corner booths that comply with this requirement.



The second pair of example photos below show corner booths that do not comply with this requirement by storing boxes, crates, luggage, etc. behind their display. In these examples, the exhibitors would be billed for draping. Electrical cables and power strips do not constitute a violation on their own, but are expected to be installed safely and neatly.



ISLAND BOOTHS

In island configurations, where the exhibit space is surrounded on all four sides by aisles, most of the cubic content of the space reserved may be used while observing the following requirements:

- Structures may extend up to, but not exceed, 20' in height (including hanging signs), and may not extend into or hang over the surrounding aisles. The available height for your booth may differ depending on its location in the Exhibit Hall.
- Sufficient, or 50%, see-through or walk-through area must be provided for the first 8' in height, measured 4' from each booth edge/perimeter, so as not to block the view of adjacent exhibits. To meet this requirement:
 - All structures wider than 12" square (or 40" wide for flat walls or graphics) and standing 4'-8' tall must be set back a minimum of 4' from each booth edge/perimeter. Exhibitors are welcome to furnish the 4' setback with short couches, tables, half walls, etc., to use the full footprint of your exhibit space, as long as those elements stand 4' tall or shorter.
 - Tall display elements meeting the permitted sizing above may not be installed in a manner that would impede the 50% see-through requirement and/or substantially block the view of neighboring booths, such as multiple flat graphics installed side by side.
 - Display elements standing between 8'-20' tall may fill the booth's cubic footprint overhead, provided all elements are properly installed, do not hang over aisles or block

ASHG signs, and all ground supports meet the sizing permitted in the 4' setback as outlined above.

- Overhead display elements within the 4' setback may be installed no lower than 8' in height and may not exceed 20' in height. Curtains, lights, graphics, and other hanging elements must be accounted for in this 8' minimum height requirement.
- Demonstration areas may not be on or close to the aisle line of your exhibit.
- Booth space with furnishings, equipment, etc. must be large enough to accommodate all activities, including demonstrations and wait lines/queues.
- Any activity besides regular demonstrations and display must be approved by Exhibits Management.
- The booth must accommodate everything that its activities generate, including giveaways, trash, or emptied boxes. During exhibit hours the aisles are for traffic only and may not be used for trash, collapsed boxes, loading or unloading, pallets of giveaways, or trash collection.
- Exhibitors must submit a detailed diagram or drawing of the booth to Exhibits Management for approval prior to installing their display onsite. Booth diagrams must include heights and dimensions on all structures (including hanging signs and their hang heights), and clear labels identifying all structures in the booth. Dimensions must be shown in feet/inches. Exhibitors with island booths will not be permitted to install their display onsite without receiving diagram approval from Exhibits Management.

Hanging signs are permitted in island booths only and may reach up to 20' from the exhibit floor at the top-most point of the sign, and may not hang over the surrounding aisles. Exhibitor hanging signs cannot block ASHG signs. All signs must have approved rigging points and must conform to any facility requirements or limitations, which will be included in the Freeman ESM. All hanging signs must be installed and removed by the approved onsite rigging company, designated in subsection "Exclusive Services". Details and order forms can be found in the Freeman ESM online.

TWO-STORY STRUCTURES

Two-story exhibit structures intended to support attendees standing above the exhibit floor (also called "double-decker" booths) are permitted in island booths only and must adhere to all island booth guidelines noted above. Requests to build two-story exhibit structures must be submitted to Exhibits Management by Friday June 30, 2023, along with detailed booth diagrams as requested above for island booths. Requests are subject to ASHG and convention center approval, as well as additional building, fire escape, and safety regulations and guidelines from the convention center, Freeman, and/or city ordinances as applicable. Two-story structures may not also have a hanging that would hang higher than 20' high from the exhibit floor.

DECORATIONS ON BOOTHS AND NEARBY STRUCTURES

ASHG requires all exhibits and exhibitor signage to comply with the following standards:

- No merchandise, materials, or signs shall be attached to, hung from, or draped over fire-resistant side and rear divider of booths, or attached to table skirting facing aisles.

- Decorations and signage may not be taped, nailed, or otherwise fastened to any permanent surface.
- No glitter or confetti may be used in any areas of the convention center.
- Adhesive-backed decals/stickers (except for name tags) may not be used or distributed on the premises.
- Decorations and signage may not be applied or fastened to any columns unless purchased as approved advertising through ASHG and installed/removed by approved vendors. All column decorations must be secured flatly and may not protrude, dangle loosely or hang off from the side of the columns at any height.

See the complete “Technical Rules and Regulations” section for additional guidelines.

DISPLAY LABOR/INSTALLATION AND DISMANTLE OF BOOTH

Freeman, the official services contractor for the 2023 Annual Meeting, has an agreement with local unions to provide labor for display and dismantling. Full-time employees of the exhibiting companies, however, may set their own exhibits without assistance from these groups, with the exception of items required by law to be installed by authorized/certified professionals (i.e. electrical) or by exclusive vendors designated by the convention center. Labor can be ordered in advance via the Freeman ESM online or on show site at the Freeman service desk, or exhibitors may designate an EAC for booth labor.

USE OF EXHIBITOR APPOINTED CONTRACTORS (EACs) AND RESPONSIBILITY

Exhibitors are permitted to designate exhibitor appointed contractors (EACs) for booth labor. If designating an EAC, exhibitors must provide contractor information (including contact information onsite) via the EAC Appointment Form or in the Freeman ESM.

ASHG holds the exhibitor responsible for the management of their designees. To reduce the probability of infractions, designees should be knowledgeable of the policies in the prospectus, the rules and regulations, and the Freeman ESM. Agents should be aware that sanctions for violations will be assessed against the exhibiting company and the agent, including, but not limited to, loss of the exhibitor’s priority points and removal of the exhibitor’s display, materials, and staff from the convention center.

EACs must provide a current, valid certificate of insurance (COI) to ASHG showing required Workers Compensation coverage and liability coverage to include property damage in the amount of \$1 million, naming ASHG, Freeman, and the convention center as additional insured.

MATERIAL HANDLING

The Teamsters Union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. The use of fork trucks, pallet jacks, lift gates, and similar equipment are permitted only by Freeman personnel.

HAND-CARRY POLICY

Exhibits, displays, equipment, stock, or supplies will not be allowed to enter or leave by way of the front entrances of the convention center. The loading/unloading of equipment and/or freight from the main guest exterior entrance areas in front of the building is strictly prohibited.

Exhibitors may hand-carry limited materials into the Exhibit Hall through the front doors, provided that the materials can be carried safely by one person and will fit through the doors without modification or damage to the building. The use of dollies, hand trucks, wagons, pump trucks, and other mechanical moving equipment is not permitted. Freeman will control access to the loading docks to provide for a safe and orderly move-in/move-out.

Technical Rules and Regulations

The following terms are agreed to by each company at the time of application submission.

AMERICANS WITH DISABILITIES ACT (ADA)

The Walter E. Washington Convention Center is ADA compliant.

COMPLIANCE WITH LAWS

Per ASHG's agreement with the convention center, all contractors, exhibitors, patrons, and invitees must promptly comply with all laws, ordinances, orders, rules, regulations, and requirements of all federal, provincial, municipal, and local governments, departments, commissions, boards, and officers and to conform in all respects with the Fire Department Management Plan for the facilities.

ELECTRICAL EQUIPMENT

All equipment regardless of source of power must comply with the National Electrical Code and all federal, state, and local safety codes. Electrical equipment shall be installed, operated, and maintained in a manner that does not create a hazard to life or property. Electrical services can be ordered in advance via the Freeman ESM online or on show site at the Freeman service desk.

EXCLUSIVE SERVICES

The following services are provided exclusively by the vendors noted below at the convention center for the 2023 Annual Meeting. No outside contractor may provide these services at the convention center, and violations are subject to fines and/or removal of the offending materials, services, or staff.

- Booth Cleaning / Porter Service (vacuuming, trash emptying, etc.): Aramark Facility Services
- Catering / Food & Beverage: Aramark Catering
- Digital Signage: Digital Conventions
- Electrical and Utilities (compressed air, water/drainage, etc.): Hi-Tech Electric
- Lead Retrieval: Convention Data Services (CDS)
- Material Handling, Mechanical Lifts (forklifts, scissor lifts/cherry pickers, etc.): Freeman
- Rigging: GLP Productions
- TV and Telecommunications: Smart City (internet, wifi, cable TV, etc.)

Services can be ordered in advance via the Freeman ESM online or with the respective vendors. Services provided by vendors other than Freeman will be listed at the bottom of the services page in the section "Non-Freeman Services".

EXITS

Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators, and aiseways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves, and fire hose cabinets must be kept clear at all times. The convention center requires a number of freight-free aisles and egress aisles within the Exhibit Hall. They are marked clearly on the floor plan.

FIRE AND SAFETY REQUIREMENTS

Exhibitors, general service contractors, and event promoters must comply with all federal, state, and local fire regulations and building codes that apply to places of public assembly. All curtains, bunting, draping, etc., must be made of flame-retardant materials. All exhibitors and their service contractors must comply with all applicable federal, state, and local municipal laws, operating guidelines, and all other rules and requirements of the District of Columbia Fire Department or any other municipal authorities, including local fire and building codes that apply to public assembly facilities. It is the exhibiting company's responsibility and duty to be aware of all fire and safety requirements during your tenure as an exhibitor. All pertinent policies will be included in the Freeman ESM.

All display materials must be flame retardant according to the convention center's fire codes. If smoke detectors are required for exhibit enclosures, two-story exhibit booths, or if the fire marshal deems necessary, special fire watch coverage will be in effect and billable to the exhibitor when the exhibit or show is closed for business.

FIRE FIGHTING EQUIPMENT

Fire extinguishers shall not be removed or temporarily relocated. Anyone found responsible for moving, removing, or blocking fire safety equipment is subject to a fine.

FLAMMABLE MATERIALS, LIQUIDS, AND COMPRESSED GAS

No flammable materials, such as bunting, tissue paper, crepe papers, etc., will be permitted to be used for decorations and all materials used for decorative purposes must be treated with flame-proofing and be in accordance with the Operator's Fire and Safety Rules and Regulations.

The use or storage of any flammable or combustible liquids, propane or liquefied petroleum gas cylinders, dangerous chemicals, or hazardous materials are strictly prohibited. All appliances fired by natural gas shall be approved by the appropriate authorities. No open-flame devices, lanterns, or candles are permitted. Spray paint or aerosol containers are prohibited.

Explosives, including the performance of live pyrotechnic or fireworks displays are prohibited.

HELIUM BALLOONS

Helium balloons are expressly prohibited inside the facility, including mylar.

INDIVIDUALS UNDER THE AGE OF 18

In all cases without exception, no one under the age of 18 years old is permitted in the Exhibit Hall during installation and dismantle hours, including show days when equipment might be on the show floor prior to open or after the close of official Exhibit Hall hours. Supervised minors may be in the Exhibit Hall during official hours only.

ASHG does not record industry events (CoLab sessions and Industry Education sessions) or ancillary events. Exhibitors/sponsors are permitted to hire photographers and/or videographers to record or livestream one's own sponsored event only, provided that the timing, personnel, equipment, etc. associated with this service are not disruptive to Freeman, attendees, nearby exhibitors, or the Annual Meeting schedule.

If an exhibitor/sponsor is found to have captured or received unauthorized photography or video recordings, either by their staff, hired vendors or third parties, the offending personnel will be removed from the premises and barred from further entry into any official Annual Meeting activities, and the exhibiting company will forfeit 50% of their total accumulated priority points. The offending sponsor will also not be eligible for any credits, rebates or refunds of sponsored ads or activities they may miss after removal from the Annual Meeting. Further violations will result in additional penalties, up to and including removal of the exhibiting/sponsoring company's staff and exhibit display from the Exhibit Hall at the exhibiting company's full expense.

Attendees may take photos of posters only if the poster author agrees. Authors who do not want their posters to be photographed must indicate as such on their posters, using a "no photography" image file supplied by ASHG. Visit the ASHG meeting website for additional information.

Official photos will be taken at the ASHG 2023 Annual Meeting. By registering for this meeting, you agree to allow ASHG to use your photo in any ASHG-related publications, including the ASHG website.

SECURITY

ASHG hires security personnel to check badges of individuals entering the Exhibit Hall and to guard the Exhibit Hall during non-exhibiting hours. However, ASHG, the convention center, Freeman, and the security company will not be liable for any losses of any materials or items taken from the Exhibit Hall or from the convention center. Any losses from booth spaces are the liability of the exhibiting company and its representatives.

Exhibitors are encouraged to take all appropriate measures to safeguard their displays and equipment. Theft is a crime of opportunity! If you have it, chances are, someone else wants it! ASHG offers the following security advice:

- Have a booth representative check your freight as soon as it arrives to verify the condition of the freight and receipt of complete shipment.
- During setup, do not unwrap expensive items and giveaways and leave for lunch or extended periods of time. Secure all items if you leave the area.
- Additional security may be hired for your booth for exhibit hours and non-exhibit hours.
- The second-highest number of thefts occurs during move out. When the show closes, secure your valuables and label your shipping containers correctly. Shrink wrap small boxes and containers together.
- Stay with your freight until it is removed by the service contractor.

USE OF ANIMALS

The use of live animals, photographs, videotapes, or any other form, including visual display of surgery being performed, is not permitted in exhibit booths.

Service animals providing ADA support to specific individuals are permitted in the Exhibit Hall during show hours only and are not permitted in the Exhibit Hall during installation or dismantle. The handler/exhibitor is responsible for the full care and clean-up of the service animal while onsite, and the service animal must be leashed, crated, or otherwise securely controlled at all times; carrying or holding the animal in hand only does not constitute secure control. Service animals causing significant disruptions at the convention center will be asked to leave, and the associated exhibitor will be responsible for any damages caused by the animal.

VIOLATIONS

As a condition of participation in the ASHG Exhibit Hall, each exhibitor, its representatives, and agents hereby agrees to and abides by all rules and regulations set forth in the prospectus, the rules and regulations, the Freeman ESM, and all other correspondence of ASHG, its contractors/agents, and the convention center.

Violation of any of these regulations on the part of the exhibitor, its employees, or agents shall annul the right to occupy the contracted booth space and such exhibit will forfeit to ASHG all monies, which may have been paid. ASHG will not refund the booth fee(s) paid, provide any rebates or credits, or pay for exhibitor losses of any kind.

In the event of a violation, ASHG Exhibits Management may shut down and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages which ASHG may incur in the process. ASHG reserves the right to remove any exhibit or exclude from future exhibition participation if, in ASHG's opinion, the exhibitor disregards or refuses to observe ASHG policies or instructions.

WHEELED ACCESSORIES

Scooters, in-line skates, wheeled or "heely" shoes, bicycles, skateboards, and similar items are not permitted for use inside the facility at any time, whether during show hours or installation/dismantle.

X-RAY EQUIPMENT

Operation of X-ray equipment is prohibited.

Appendix A: Important Exhibitor Dates & Deadlines

The following dates are subject to change as needed by ASHG Exhibits Management.

Late submissions may result in increased rates, missing or incomplete content, or other penalties.

Deadline Type	Item Due	Due Date
Financial	10% deposit for priority exhibitor reservations	Dec. 5, 2022
Financial	50% payment	March 6
Financial	100% payment / payment in full	June 5
Financial	Last day to apply for exhibit space at standard rates, before 10% late-reservation rate increase	June 30
Financial	Cancellation for 50% refund of eligible exhibit/sponsorship funds – must send written notice to exhibits@ashg.org	June 5
Financial	Cancellation for 25% refund of eligible exhibit/sponsorship funds – must send written notice to exhibits@ashg.org	July 31
Event Application	Ancillary Event Application	July 31 ^{^^}
Exhibitor Info	Two-Story Booth Request – must include booth drawings, submit to exhibits@ashg.org	June 30
Exhibitor Info	Island Booth Drawings Submission, submit to exhibits@ashg.org	September 5
Exhibitor Info	Industry & Ancillary Event Details Submission Form	September 18 ^{^^}
Exhibitor Info	Exhibitor Appointed Contractor (EAC) Form	October 2
Exhibitor Info	Exhibit Promotions and F&B Request Form	October 2
Onsite	Exhibits Installation	October 31 – November 1
Onsite	Exhibitor Registration Open	November 1-3
Onsite	Exhibit & Poster Hall Open	November 2-4
Onsite	Exhibits Dismantle	November 4-5
Onsite	Exhibits Freight Pickup	November 5

^{^^}Final deadline TBD, as determined in conjunction with the ASHG Programming committee.