



# ASBMR<sup>®</sup> 2017

Annual Meeting

September 8–11, 2017  
Colorado Convention Center  
Denver, Colorado, USA



## Exhibit at ASBMR

### **Top 4 Reasons to Reserve Your Space:**

1. Introduce your products or services to 3,000+ bone, mineral and musculoskeletal professionals
2. Meet healthcare professionals in a face-to-face sales environment
3. Build product and brand recognition among influential decision-makers
4. Gain exposure in the Annual Meeting Program and mobile app

# Generate Leads with **Leading Minds**

The American Society for Bone and Mineral Research makes the discoveries that keep bones healthy for a lifetime, and we want you to be part of that effort. ASBMR encourages and promotes research in the bone, mineral and musculoskeletal field, works to translate this research into clinical care, and communicates to and connects a worldwide audience within and beyond bone research.

The ideal place to reach your target audience, the ASBMR Annual Meeting brings together more than 3,000 attendees, including clinicians and researchers, representing all career levels and specializing in a variety of bone, mineral and musculoskeletal disciplines. Our attendees are the audience you want to reach: highly targeted, yet broad in specialty. The ASBMR 2017 Annual Meeting is your chance to make connections and promote your company to this engaged audience through a variety of support opportunities that offer maximum exposure and deliver a significant return on your investment.

As the premier event in the international bone, mineral and musculoskeletal research field, this is the event to support to successfully reach leaders in the field. Join us in Denver and take your company's success to the next level. We look forward to partnering with you.

**Francine Garner**

**Exhibit Sales Coordinator**

American Society for Bone and Mineral Research

## The ASBMR Discovery Hall The Epicenter of Science and Technology

The American Society for Bone and Mineral Research understands that your desire to interact with bone scientists has grown from gathering leads to building relationships and providing education. Not your traditional exhibit hall, ASBMR's Discovery Hall provides attendees with a truly immersive experience, with access to new science, new knowledge, new tools, products and services and new contacts all in one location. As an exhibitor, you will be right in the middle of the action.

### **Discovery Hall Hours\***

September 8: 5:30 p.m. – 7:00 p.m.

September 9 & 10: 9:30 a.m. – 4:30 p.m.

September 11: 9:30 a.m. – 3:00 p.m.

*\*subject to change*

### **Where:**

Halls A & B1

Colorado Convention Center

Denver, Colorado, USA

### **Who:**

3,000+ registered attendees, including physicians, researchers and healthcare professionals from all over the world

### **What Else is Happening:**

Throughout the conference, the Discovery Hall will host:

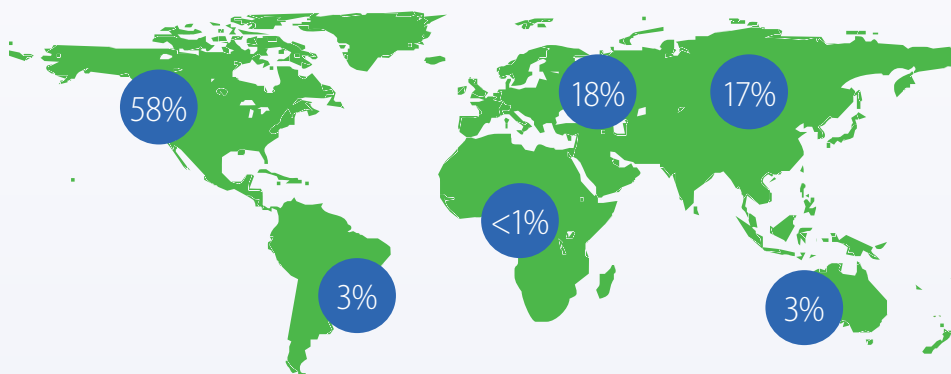
- the Welcome Reception
- Plenary Poster sessions
- Poster Tours
- Product and Information Theater presentations
- refreshment breaks
- the ASBMR, NIH, Young Investigator and New Member Lounges



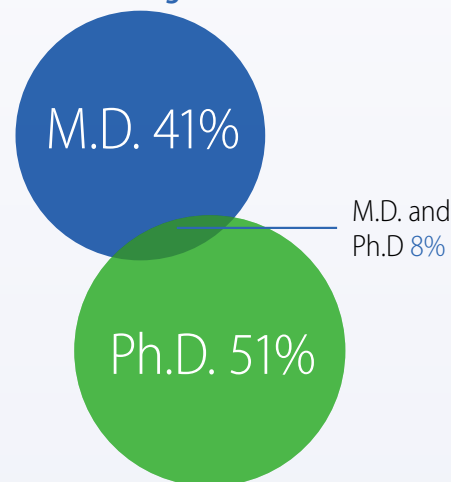
# ASBMR Annual Meeting Attendee Demographics

The ASBMR Annual Meeting is the world's largest and most diverse meeting in the bone and mineral research field, attracting more than 3,000 attendees from more than 70 countries interested in innovation and effective products and services for research, diagnosis, prevention and treatment. Participation in the ASBMR Discovery Hall can make the critical difference to your success in reaching the decision makers in this field. Learn more about our attendees below.

## Attendee Geographic Breakdown



## Attendee Degree Level



## Attendee Specialization



\* Includes less than 2% in areas such as Developmental Biology, Nephrology, Pathology, Oncology and OB-Gyn.

## Attendee Research Type

Clinical 41%



Basic 39%



Translational 20%



(Based in ASBMR 2015 attendance data)

# Reserve Your Space in the ASBMR Discovery Hall

## Inline Booth (100 square feet)

\$24.00 per square foot

## Inline Booth (101 square feet+)

\$27.00 per square foot

## Corner Booth

\$27.00 per square foot

## Island Booth

\$29.00 per square foot

## Non-Profit Booth

\$700.00 flat fee

### Each 10x10 includes:

- Back wall and side rail drape
- 7" x 44" booth identification sign
- Four (4) complimentary exhibit hall registrations
- 50-word description in the conference program, mobile application and online floorplan
- One time use of the post-meeting attendee mailing list

### Who can exhibit?

The purpose of the Discovery Hall is to provide an opportunity to extend the educational nature of the Annual Meeting by informing attendees of current and improving technologies, equipment, products and services in the bone, mineral and musculoskeletal field. If your company provides any of the following products or services, our members and attendees are looking for you!

- Bio-Materials & Reagents
- Biopharmaceuticals
- Clinical Research
- Computer Software/Hardware/Technology
- Diagnostic Equipment/Systems Kits
- Educational/Training Materials
- Electronic Medical Records Software
- Immunoassays
- Journals & Publishing/Books
- Laboratory Services/Cytology/Oncology
- Lasers & Laser Supplies
- Medical Equipment
- Medical Supplies/Office Equipment
- Musculoskeletal Research & Development
- Pharmaceuticals
- Photographic, X-Ray, Imaging, Scanning, Ultrasound Equipment
- Preclinical CRO's
- Recruitment
- Research & Development

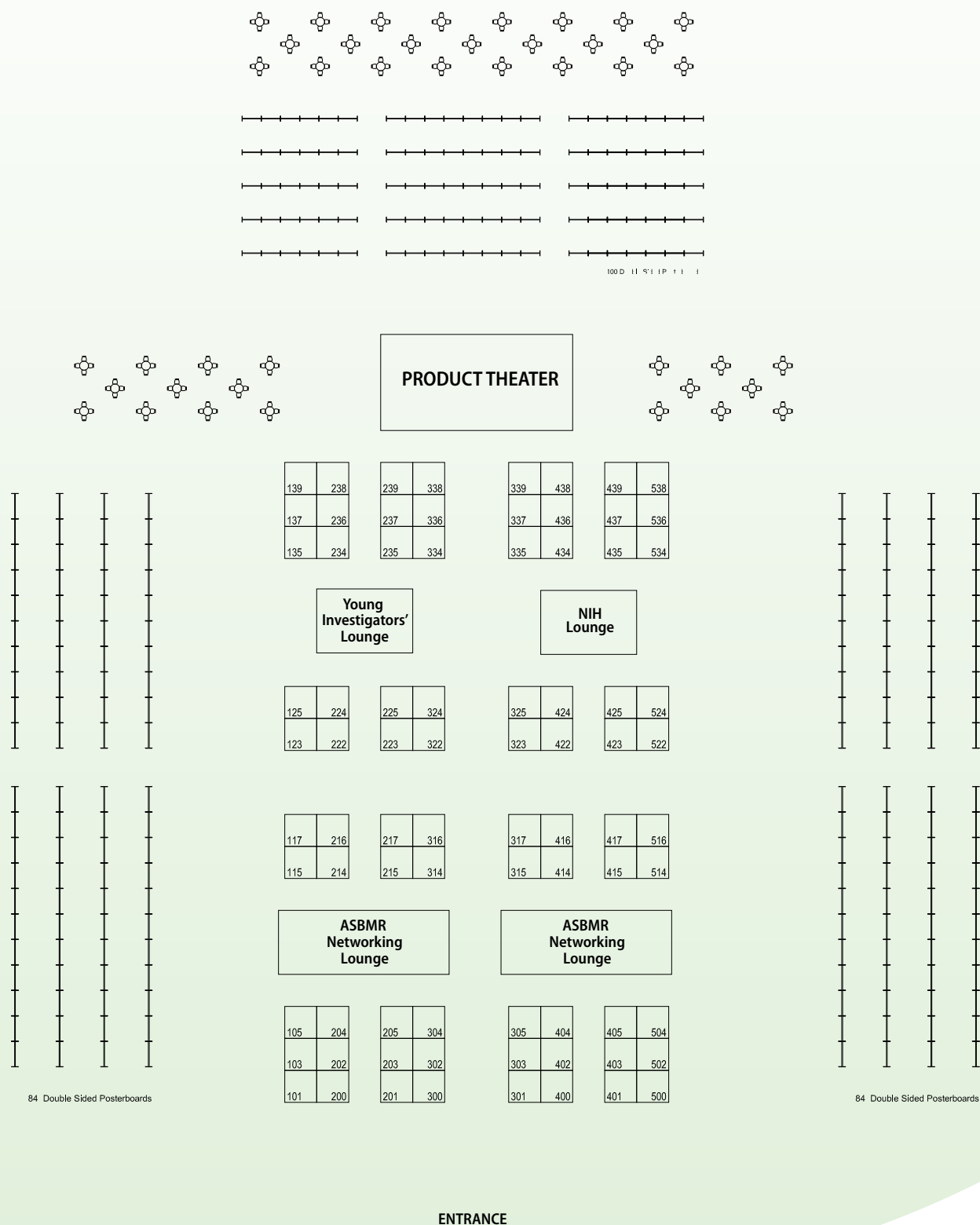
Other organizations represented include:

- Association/Medical Societies
- Government Agencies
- Nonprofit Organizations

***...and many more, so add your product or service to this diverse list!***

# Floorplan

[Click here](#) to view the ASBMR 2017 Discovery Hall floorplan online



APPLICATION & CONTRACT  
FOR EXHIBIT SPACE

**Please complete this application submit via email to [fgarner@asbmr.org](mailto:fgarner@asbmr.org) or via fax at 202-367-2219.**

This contract is subject to provisions in the ASBMR Rules & Regulations published at [www.asbmr.org](http://www.asbmr.org).

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Country/Zip \_\_\_\_\_

Please **PRINT** name of person who will be officially responsible for this booth. (This person will be sent the exhibitor service kit and all exhibit correspondence). Your signature indicates your approval of terms referenced in the section below.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Telephone (include country and area code)

\_\_\_\_\_  
E-mail address

**Please note:** The full exhibit fee must accompany the contract. Space will not be assigned until payment is received in full. (Please make check payable to **The American Society for Bone and Mineral Research**). (Tax ID #431123207).

Application to exhibit dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between \_\_\_\_\_ hereinafter called "Exhibitor" and the ASBMR.

In accordance with the following terms, conditions, and regulations governing exhibits of the ASBMR 2017 Annual Meeting at the Colorado Convention Center, September 8 – 11, 2017, the undersigned hereby makes an application for exhibit space(s) which, when accepted by the ASBMR becomes a contract. Exhibit Rules and Regulations posted at [www.asbmr.org](http://www.asbmr.org) are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by ASBMR Exhibit Management, the Colorado Convention Center, or by Denver, Colorado or the United States. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due ASBMR under the terms of this agreement.

Booth Options: ☐ \$24.00 per square foot – Inline Booth

☐ \$27.00 per square foot – Corner Booth and all inline booths greater than 100 sq. ft.

☐ \$29.00 per square foot – Island Booth

☐ \$700.00 flat fee – Non-Profit Booth

Booth size: \_\_\_\_\_ x \_\_\_\_\_ (e.g., a base booth is 10'x10')

Booth Preferences: 1st \_\_\_\_\_ 2nd \_\_\_\_\_

3rd \_\_\_\_\_ 4th \_\_\_\_\_

**Cancellation Policy:**

If written notice of cancellation or space reduction is received by Friday, March 31, 2017, the booth fees will be refunded less 50% of the total fee for the contracted booth space. No refunds will be allowed for cancellation or space reduction after Friday, March 31, 2017. **All sales after Friday, March 31, 2017 are final.**

Please mail checks with a copy of your contact to TO:  
ASBMR Exhibits \* 8659 Solution Center \* Chicago, IL 60677-8006 \* USA

For questions contact Francine Garner, ASBMR Sales Manager at 202-367-2343 or [fgarner@asbmr.org](mailto:fgarner@asbmr.org)

## 2017 EXHIBIT RULES AND REGULATIONS

### Venue

The exhibition hall will be located in Hall(s) A + B1 of the Colorado Convention Center in Denver, Colorado.

### Booth Fees

\$24.00 per square foot – Inline booth  
\$27.00 per square foot – Corner booth and all inline booths greater than 100 square feet  
\$29.00 per square foot – Island booth  
\$700.00 flat fee – Non-profit organizations

### Priority Ranking and Space Selection:

Online Space Selection: Online Space Selection will take place Wednesday, March 15, 2017. Your company's exhibit contract must be submitted, with full payment, by Wednesday, March 1, 2017 to be eligible to participate. Appointment times for online space selection will be assigned in the following order:

1. 2016 Platinum Sponsors
2. Island Booths (in order of date contract was received)
3. Non-Island Booths (in order of date contract was received; largest to smallest)

After the Online Space Selection takes place, booths will be assigned on a first-come, first served basis. Full payment is required before booth space can be assigned.

ASBMR reserves the right to make the final space assignment or change the space assignment after the acceptance of the application should it be necessary and in the best interest of the event.

### Payments and Cancellations

Full payment is due with this application. If written notice of cancellation or space reduction is received by Friday, March 31, 2017, the booth fees will be refunded less 50% of the total fee for the contracted booth space. No refunds will be allowed for cancellation or space reduction after Friday, March 31, 2017. All sales after Friday, March 31, 2017 are final. Upon receipt of notification of cancellation by the Exhibitor, the Exhibitor has no rights to the cancelled space or any of the benefits of exhibiting, such as complimentary conference registrations, and ASBMR Exhibit Management has the right to sell the space vacated to any party without obligation for refund to the Exhibitor.

ASBMR may cancel this agreement without any liability to exhibitors and at its sole discretion return all or partial monies paid by the Exhibitor in connection with the rental of booth space in the event that acts of God, terror, war, government regulation or condemnation, disaster, strike, civil disorder, curtailment of transportation facilities, unavailability of accommodations, or any other event, any of which are substantially disruptive to ASBMR's ability to conduct the meeting or which make it illegal, impossible, impractical or imprudent to hold the meeting. ASBMR may cancel this agreement without any liability to the Exhibitor and retain all monies paid by the Exhibitor in connection with the rental of booth space in the event that the exhibit fails to comply at all times with ASBMR's Rules and Regulations.

### Exhibitor Service Manual

The Service Manual will be sent to exhibiting firms who have paid in full in April 2017. Any changes or additions in the rules and regulations will be included in this Service Manual. The Service Manual contains important information and order forms for the services offered by the Official General Contractor, including drayage, booth furnishings, carpet, labor, electrical services, telephone, etc. ASBMR follows IAEE display rules. Please refer to the Service Manual for additional details.

### Island Booth Construction

All island booths must submit a rendering of their company's display to ASBMR for approval. The rendering must include a scale and all aspects of the booth (i.e. furnishings, lighting, signage, etc.). All renderings must be submitted by July 3, 2017. If a rendering is not submitted, ASBMR reserves the right to modify the booth onsite and all costs to modify the booth will be at the exhibiting company's expense.

### Carpet

All booths are required to be completely carpeted. All exhibits not appropriately carpeted shall, at the ASBMR's discretion, be carpeted and/or corrected by the ASBMR at the expense of the Exhibitor. ASBMR will carpet aisles within the exhibit area, with the exception of the poster hall area. Exhibitors may bring their own carpet, but it must cover the entire exhibit booth area. Further information regarding carpet will be included in the Exhibitor Service Kit.

### Subletting of Exhibit Space and Prohibited Uses

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them. Exhibitors cannot exhibit or permit any merchandise or advertising materials to be exhibited in their space that are not a part of their own regular products. It is not permitted for money to change hands (including credit card payments) for products, merchandise, membership or services of any kind in the Exhibit Hall. Orders may be taken for payment at a later date.

### Admission

Exhibiting companies will receive four complimentary exhibit hall badges per fully paid 10x10 booth space. ASBMR shall have sole control over all admission policies at all times. Any person visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. Children ages 16 and under are not permitted in the Exhibit Hall at any time. There will be no exceptions to this policy. Exhibitors are permitted inside the hall two hours prior to show opening each day in order to prepare their booths and are allowed to stay a half hour after close. If an exhibitor cancels their booth space or does not show to set up and/or man their booth, they forfeit any complimentary badges regardless of whether they have received a refund for booth fees.

### Exhibit Standards

ASBMR Exhibit Management shall have the right to prohibit any exhibit or part of an exhibit which in its opinion is not suitable to, or in keeping with, the character or purpose of the event. The decision on acceptability rests solely with ASBMR and ASBMR Exhibit Management. Any company whose exhibit of any portion thereof is removed or dismantled will not be entitled to any refund or compensation of any kind. Questionable exhibits shall be modified at the request of ASBMR Exhibit Management immediately, whether noted before, or during, the event. ASBMR Exhibit Management reserves the right to interpret and remove from the event program materials, advertising or literature which they feel would be in "bad taste" if such materials were displayed. Exhibitor's using costumed persons or mannequins must see to it that such personnel's appearance and dress do not offend even the most critical. The decision on acceptability rests solely with ASBMR and ASBMR Exhibit Management.

### Use of Exhibit Space During Exhibit Hours/Prohibitions

A. Exhibitors shall reflect their company's highest standard of professionalism while maintaining the booth during event hours. The space must be maintained by at least one company representative at all times during the exhibit hall hours.

B. All demonstrations and exhibits must be confined to the contracted space. Visitors to the booth must be contained within the perimeters of same. No overflow into the aisles will be permitted due to fire regulations. The Exhibitor shall not attract attendees into the booth area by use of live demonstrations not relevant to the product or service of the exhibiting firm. Demonstrations relevant to the product or service are permitted within the assigned booth space. All such demonstrations are to be approved by ASBMR Exhibit Management prior to the event. Space is leased under the Exhibitor's pledge that an exhibit shall be relevant to the industry and of interest or educational value to the trade. The use of strolling entertainment is prohibited. Distribution of samples/souvenirs is permitted only from the contracted exhibit space. Please contact ASBMR Exhibit Management if you require space for a group product demo.

C. Exhibitors cannot schedule client meetings in the exhibit hall before or after official exhibit hall hours. Security guards will be instructed to turn away delegates except during exhibit hall hours.

D. Exhibitors are prohibited from making direct sales on the exhibit floor.

E. Exhibitors are prohibited from using blinking or flashing lights. Amplifying equipment may be used only if it is not distracting to the atmosphere of neighboring exhibits. The decision on what is distracting rests solely with ASBMR and ASBMR Exhibit Management.

F. Lighter-than-air-filled (e.g. helium) items, including any type of balloons, are forbidden in the exhibit hall.

## 2017 EXHIBIT RULES AND REGULATIONS

H. No live animals, reptiles, birds, fish or insects may be used as part of any exhibit.

ASBMR Exhibit Management shall strictly enforce these provisions. Failure to comply with the above restrictions will grant ASBMR Exhibit Management the right to remove the company from the exhibit hall without recourse for any reason, including but not limited to loss of sales, damages or disparagement.

### ASBMR Logo

Use of the ASBMR logo is prohibited. ASBMR's name, meeting name and/or meeting logo may not be used without written approval from ASBMR.

### Program Content and Continuing Medical Education (CME)

ASBMR receives Continuing Medical Education credits (CME) for the ASBMR Annual Meeting. At the ASBMR Annual Meeting, CME activities are separated from exhibit and promotional activities.

Important Note: No promotional activities are allowed in scientific sessions. ASBMR expects that the planning, content and execution of speaker presentations, slides, abstracts and reference materials should be free from corporate influence, bias or control.

Furthermore, ASBMR expects that the content or format of Continuing Medical Education (CME) activities and related materials will promote improvement or quality in healthcare and not a specific proprietary business interest of a commercial interest.

If any activities are detected in which a commercial entity has sought to influence, interfere with or control the scientific content at the ASBMR Annual Meeting that company's continued participation at current and future ASBMR meetings will be jeopardized.

### Ads, Literature, Door Drops

Canvassing or distributing advertising matter outside the exhibitor's own booth is not permitted. All business must be conducted from the confines of the exhibit space rented, exhibitors are not permitted to conduct or solicit business in the aisles. Solicitations of business - and/or conferences in the interest of business - except by exhibiting firms, are prohibited. All Exhibitor literature must be distributed from within the booth space assigned. Only literature published or pre-approved by the ASBMR may be distributed in the registration area, meeting rooms, hotels and/or in other areas used by the convention attendees. Hotel "door drops" are not permitted.

### JBMR Policies

Any material reprinted from the Journal of Bone and Mineral Research (JBMR) or the ASBMR Abstracts Supplement must comply with the reprint permissions guidelines detailed in the JBMR Permissions Guidelines/Translation Policy section at [www.asbmr.org](http://www.asbmr.org).

### Music Licensing/Audio Presentations

The Exhibitor shall be responsible for securing any and all necessary licenses or consents for: (a) any performances, displays and/or other uses of copyrighted works or patented inventions; and (b) any use of any name, likeness, signature, voice and/or other impression, other intellectual property owned by any third party that is used directly or indirectly by the Exhibitor. The Exhibitor agrees hereby to indemnify, defend and hold the ASBMR harmless from and against any claim of liability and any incident or resulting loss, cost and/or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights and/or the rights of privacy or publicity of any third party. The use of loudspeakers, recording equipment, television sets, computers, radios and/or the use of machinery or any device that is of sufficient volume to annoy neighboring exhibitors will not be permitted.

### Security/Liabilities/Insurance

A. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend and hold harmless ASBMR, the Facility and the Official General Contractor, and their employees and agents against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof. The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the Exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the hotel, its agents, servants and employees from any and all such losses, damages and claims. In addition, Exhibitor acknowledges that ASBMR, the Facility and the Official General Contractor do not maintain insurance covering Exhibitors' property and that it is the sole responsibility of the Exhibitors to obtain business interruption and property damage insurance covering such losses by Exhibitor.

B. Security guards shall be furnished during the installation and dismantling open hours of the exposition. The furnishing of the guards shall not increase the liability of ASBMR and ASBMR Exhibit Management. During non-show hours, only those Exhibitors properly identified and with permission of ASBMR Exhibit Management may enter the exhibit area. Badges are required for all persons to gain access to the exhibit hall and must be worn while in the exhibit hall.

C. Neither ASBMR, ASBMR Exhibit Management, the Facility nor the Official General Contractor, their members nor the representatives and/or employees thereof shall be responsible for injury, loss or damage that may occur to the exhibit or the Exhibitor's employees or property from any cause whatsoever prior to, during, or subsequent to the event.

D. Neither ASBMR, ASBMR Exhibit Management nor its agents and employees will be responsible or incur any liability for any failure to conduct the Conference as scheduled. In that event, payments

for exhibit space will be refunded. Such refund will be minus any actual expenses incurred in connection with the event so long as the event is cancelled prior to the opening date because of fire, or any act of God or the public enemy, or strike, or epidemic, or any law, or regulation or public authority which makes it impossible or impractical to hold the Conference.

E. Exhibitors agree to maintain sufficient insurance to fully protect ASBMR and ASBMR Exhibit Management from any and all claim of any nature whatsoever including claims under the Workers Compensation Act and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the Exhibitor's display. Exhibitor agrees to indemnify and hold harmless ASBMR and ASBMR Exhibit Management from any such claims.

F. The Exhibitor, its agents, employees, contractors or invitees agree to indemnify, protect, save and hold harmless ASBMR, the Official General Contractor, and the facility, its agents, employees and contractors from and against any and all losses, damages, injuries, claims, demands and expenses, including legal expenses of whatever kind and nature, arising due to their negligence during Exhibitor's participation in the event over the installation, Show or dismantle period.

G. Americans with Disabilities Act: The representatives of each exhibiting company are responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act (ADA) (Public Law 101-336). It is understood that ASBMR and ASBMR Exhibit Management is held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the ADA.

### Violations

Each Exhibitor, company agents and employees agree to abide by the contract conditions/rules and regulations set forth herein, or any subsequent amendments or interpretations. Violation of any of these regulations on the part of the Exhibitor, company employees or agents shall annul the right to occupy space, and such exhibitor will forfeit to the ASBMR all monies that may have been paid. Upon evidence of violations, ASBMR may reenter and take possession of the space occupied by the Exhibitor and may remove all personal items at the Exhibitor's risk. The Exhibitor shall pay all expenses and damages that the ASBMR may incur thereby as a result. In addition, the ASBMR may refuse to permit the Exhibitor to participate in future years.

### Amendments

ASBMR shall have sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto and to make such further rules and regulations as shall be deemed necessary in order for the ASBMR Annual Meeting to operate smoothly.



The logo for the ASBMR 2017 Annual Meeting. It features the acronym "ASBMR" in blue, followed by a green curved line that arches over the year "2017" in green. Below "2017" is the text "Annual Meeting" in green.

# ASBMR<sup>®</sup> 2017 Annual Meeting

September 8–11, 2017  
Colorado Convention Center  
Denver, Colorado, USA

## General Information and Inquiries

Additional information about the ASBMR 2017 Annual Meeting is available at [www.asbmr.org](http://www.asbmr.org). If you are unable to find the information you seek on our website, please contact the ASBMR Business Office:

- **Exhibit/Housing/Meeting Space Inquiries** +1 (202) 367-1138
- **Sponsorship Inquiries** +1 (312) 673-5494
- **Journal of Bone and Mineral Research Advertising** +1 (201) 748-8895
- **Meeting Registration** +1 (202) 367-1173

*Please note that an exhibitor's support or participation in any ASBMR meeting, event, publication or production does not constitute an endorsement or recommendation of any kind by ASBMR.*

### American Society for Bone and Mineral Research

2025 M Street NW, Suite 800  
Washington, DC 20036-3309 USA  
Phone: +1 (202) 367-1161 | Fax: (202) 367-2161  
E-mail: [asbmr@asbmr.org](mailto:asbmr@asbmr.org)  
[www.asbmr.org](http://www.asbmr.org)

