

Invitation to Exhibit

The AAFPRS
"University"



Fall Meeting

*Co-chairs: Edwin F. Williams, III, MD
and Theda C. Kontis, MD*

**Boston, MA
September 23-25, 2010**



AAFPRS 2010 Annual Fall Meeting

September 23 - 25, 2010

Sponsored by the Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS Foundation)

Co-chairs: Edwin F. Williams, III, MD and Theda C. Kontis, MD

Headquarter Hotel

Sheraton Boston Hotel
39 Dalton Street
Boston, MA 02199
General Phone (617) 236-2000
General Fax (617) 236-1702

Exhibit Hall

Hynes Convention Center
900 Boylston Street
Boston, MA 02210
General Phone: 617-954-2000
General Fax: 617-954-2299

Deadlines

- ⇒ Hotel cut-off date Monday, September 6, 2010
- ⇒ Full payment is due for exhibit space with application
- ⇒ No refunds after Friday, February 26, 2010
- ⇒ Last day for 50% cancellation refund is Friday, February 26, 2010
(Cancellation must be made in writing.)

AAFPRS Contact

Ollie Edwards, Manager, Meetings and Exhibits
AAFPRS Foundation
310 S. Henry Street
Alexandria, VA 22314
Phone: (703) 299-9291, ext. 237
Fax: (703) 299-8898
E-mail: oedwards@aafprs.org

Exhibitor Services Contact

Freeman
Mary Johnston
1515 Washington Street, Braintree, MA 02184
Phone: (781) 380-7550
Fax: (781) 380-0773
www.freemanco.com

Hotel Accommodations

Guest room accommodations will be at the Sheraton Boston Hotel. Be sure to indicate that you are part of the American Academy of Facial Plastic and Reconstructive Surgery event to get the special room rates. You may secure your hotel reservation by visiting the following link:
<http://www.aaohnsf@wyndhamjade.com>

Exhibit Booth Fees

Corner/Aisle: \$2,500

Please note: Exhibit booths are sold on a first-come, first-served basis.

The exhibit fee includes the following:

- 8'X10' booth with pipe and drape
- booth identification sign
- aisle maintenance and 24-hour perimeter security
- conference registration for up to four company representatives, although only two reps are allowed in the booth area at one time
- exclusive exhibit hours, lunches, and daily breaks.

Exhibit Hall Location and Schedule

Hynes Convention Center, Hall A

All morning and afternoon breaks, lunches, and Welcome Reception, will be held in the Exhibit Hall.

Decorator set-up will begin on Tuesday, September 21, 2010 at 8:00am. Exhibitor set up will begin on Wednesday, September 22, 2010, 8:00am - 5:00pm. The deadline for installation of exhibits is Wednesday, September 22, 2010 at 5:00pm. The "walk through" by Show Management will be done at that time. If your exhibits are not set up by 5:00pm on Wednesday, September 22, 2010, your exhibit space will be set up at the exhibitor's expense.

Wednesday September 22, 2010

Exhibitor Set-up, and Registration
8:00am - 5:00pm

Thursday, September 23, 2010

Exhibit Hours: Noon - 4:30pm and 6:30pm - 8:30pm
Lunch
Afternoon Break
Welcome Reception: 6:30pm - 8:30pm

Friday, September 24, 2010

Exhibit Hours: 10:30am - 4:30pm
Morning Break
Lunch
Afternoon Break

Saturday, September 25, 2010

Exhibit Hours: 10:30am - 3:30pm
Morning Break
Lunch
Afternoon Break

The Exhibit Hall will close immediately following the afternoon break on Saturday, September 25, 2010.

Past Exhibitors

Active Organics Labs
Advanced Cosmetic Intervention
Aesthera
Allergan
Alpine Pharmaceuticals
Anthony Products/Gio Pelle
ASSI-Accurate Surgical
Atrium Medical Corp.
Baxter
BioForm Medical
Blood Recovery Systems, Inc.
Boiron
Borell Beauty
Byron/Mentor
Candace Crowe Design
Candela Corp.
Canfield Imaging Systems
Cardinal Health/Snowden Pencer
Care Credit
Catrx/Lescarden
Cell Factor Technologies, Inc.
Cenegenics Anti-Aging Center
Coapt Systems, Inc.
Colorescience
Cosmetic Fee Plan
Cook Surgical
CosMedix
Cutera
Cynosure Inc.
Derma Sweep
Dermik Aesthetics
Designs for Vision, Inc.
Edge Systems Corporation
Einstein Medical
Ellman International
Elsevier
Environ Skin Care
Ethicon, Inc.
Face Cradles
FriendlyLight
GELCONCEPTS
Genesis Biosystems, Inc.
GVS-NY
Gyrus ENT
Haemacure Corporation
Hanson Medical, Inc.
Harvest Technologies
ICN Pharmaceuticals
Implantech Associates, Inc.
INAMED Aesthetics
Integra
IRIDEX Corporation
IS Clinical by Innovative Skincare
Jan Marini Skin Research, Inc.
JEDMED Instrument Company
Karl Storz Endoscopy-America
KLS-Martin, LP
LifeCell Corporation
Lippincott Williams & Wilkins
LocateADoc.com/Mojo Interactive
Marina Medical Instruments
Medesthetics Magazine
Medical Justice Services, Inc.
Medicis Aesthetics
MedNet Technologies, Inc.
Medtronic Xomed
Mentor Corporation
Micrins Surgical, Inc.
Micromedics, Inc.
Microsurgery Instruments, Inc.
MJD Patient Communications
National Yellow Pages Marketing
Neostrata Company
NexTech, Inc.
Novalis Medical
Obagi Medical Products
OrthoNetx, Inc.
OsteoMed L.P.
Palomar Medical Technologies
PCA Advanced Skin Care Systems
Plastic Surgery Products
PlasticSurgery.com
PMT/Permark
Porex Surgical, Inc.
Prestige Jewelers Vault
Procyte Corp.
Quality Medical Publishing, Inc.
Reliant Technologies
Result Set, Inc.
Rhytec, Inc.
Sciton, Inc.
Seattle Software Design
Shippert Medical Technologies
SilverGlide Surgical Technologies
SkinCeuticals, Inc.
Storz Instruments/Bausch & Lomb
Stryker Leibinger
Syndex, LLC
Syneron
Synthes Maxillofacial
The Professional Image
Thermage, Inc.
Topix Pharmaceutical
Tulip Medical Products
United Imaging
VitaMedica, Inc.
W. Lorenz Surgical
W.B. Saunders, Mosby & Churchill Publishers
WFR Aquaplast Corp.
Zone Labs

AAFPRS Buyers Guide

The AAFPRS recently partnered with MultiView, Inc., an Irving, TX, publisher of electronic buyers guides and search engines, to launch the AAFPRS Buyers Guide. This new product finder, available via a link on the AAFPRS Web site, www.aafprs.org, is quickly becoming a valuable resource for AAFPRS members who are looking for industry-specific products and services they need. All industry vendors have the ability to participate in the AAFPRS Buyers Guide and purchase a listing that will be online year-round. Your listing will feature your company's logo, contact information, company description and direct link to your company Web site and specified e-mail address. Your listing is grouped into categories of your choice to enable efficient browsing and searching by physicians worldwide.

With Google results, you're one in a million. But searching through the AAFPRS Buyers Guide presents relevant search results for pre-qualified, committed buyers. It has been created specifically for the purchasers of your product or service. So if you're not represented, you're missing out on a revenue-generating opportunity.

This a valuable tool for your business. If you are interested, please contact MultiView directly at (972)402-7070 or by e-mail at: aao@multiview.com.

Donor Packages

\$75,000 AAFPRS University (Sponsorship)

- Banner/signage next to AAFPRS' banner/signage
- Meeting bag with company logo and Academy logo
- Lanyard for all badge holders
- One hour product presentation (non CME)
- One free booth space
- Full page ad on back cover of the on-site Fall Program

AAFPRS University Departments

\$15,000 School of Rhinoplasty (Educational)

General topics throughout the meeting: basic techniques in rhinoplasty; treatment of the crooked nose; techniques to improve the nasal valve; mastery of the nasal tip; lengthening the short nose; revision rhinoplasty pearls; Techniques to modify the nasal base; grafting in rhinoplasty-from cartilage to implants; "The Armamentarium"-cartilage grafts and what they do.

\$15,000 School of Aging Face Surgery (Educational)

General topics throughout the meeting: keys to improving your facelift results; basic blepharoplasty; browlift-which is best technique and why?; the evolution of the facelift: simple to complex (imbrication, smas, smas flap, deep plane); midface techniques-fixation techniques; Ethnic blepharoplasty; how I changed my facelift technique and why; managing complications facelift, blepharoplasty; facial implants: chin, prejowl, malar, submalar; lower blepharoplasty with fat preservation.

\$15,000 School of Minimally Invasive Treatments for the Aging Face (Educational)

General topics throughout the meeting: fat grafting for facial volume enhancement; fillers and neurotoxins-basic techniques; adding chemical peels to your practice; maximizing your surgical results with pre and postop skincare; concepts of beauty-how they have changed over time; adding physician extenders to your practice; rejuvenation of the perioral complex; fractional CO2 lasers; Is CO2 laser still the gold standard?; laser lipolysis; intense pulsed light; Silicone lip augmentation; effective and safe treatments for skin of color.

\$15,000 School of Business/Marketing/ Practice Management (Sponsorship)

General topics throughout the meeting: financial planning-asset preservation; what you need to know about getting your surgicenter accredited; the role and value of having a patient coordinator; internal/ external marketing; motivating your team/leadership skills; managing the difficult patient; how to spot body dysmorphic syndrome patient?; photography-equipment-data storage-consent-use in marketing; opening a mediSpa--can it be supported by the economy?

\$15,000 School of Biology/Life Science/Basic Sciences (Educational)

General topics throughout the meeting: how do we use evidence-based practices in FPS? (how has research changed our specialty?); tissue engineering-where are we headed?; stem cell research-what are the implications for the facial plastic surgeon?; contemporary management of melanoma; learning more about the *Archives of FPS*; the anatomy of the Academy-how do I get more involved?; improving patient safety during sedation/anesthesia; scar treatment and prevention; tumescent anesthesia-how and when to use it; the role of hemostatic agents in cosmetic facial procedures; "I should have never operated on this patient"--what were the red flags?

\$15,000 School of Trauma and Reconstruction (Educational)

General topics throughout the meeting: how to think about and plan Mohs reconstructions; you, too, can perform cleft lip repairs; otoplasty: achieving natural results; facial paralysis-cutting edge technologies; microtia-reconstructive options.

\$15,000 School of Computer Science (Sponsorship)

General topics throughout the meeting: electronic medical records; pros and cons of adopting into medical practice; Web advertising; Facebook and Twitter-do I need them and how do I start using them?; electronic data storage-what are best ways to store/categorize photos?; will media become obsolete?; social media and consumer trends; Internal marketing; Internet marketing/Web site development; ethical and legal issues associated with electronic patient communication; why patient education outperforms traditional marketing.

\$60,000 Educational Grant (CME)

To underwrite the Cadaver Dissection Course

\$50,000 Educational Grant (CME)

To underwrite an Educational panel/workshop/course (CME)

\$50,000 Founders Club Dinner (Sponsorship)

Black tie dinner for 145 Founders Club members and their guests

\$50,000 Welcome Reception (Sponsorship)

Welcome Reception with entertainment includes signage and napkins with your company logo (Two hour reception)

\$35,000 Past Presidents' Dinner (Sponsorship)

32 AAFPRS Past Presidents' gather for a black tie dinner with their spouses. Company goody bags may be given to the guests (items must be approved by the AAFPRS)

\$30,000 Essentials in Facial Plastic Surgery (Educational)

Essentials in Facial Plastic Surgery Workshop for residents. Topics include: rhinoplasty; facelift/liposuction/cutaneous resurfacing; syndromes and congenital problems; injectables; head and neck reconstruction; cutaneous lesions and flaps; browlift and blepharoplasty; maxillofacial and soft tissue trauma.

\$30,000 Video Learning Center (Educational)
(for three 2010 meetings)

Your company's DVD running continuously at the Video Learning Center which will be in three meetings in 2010.

\$30,000 Bridge Day Activities (Educational) (Sunday, September 26, 2010)

Cleft lip and palate repair

\$25,000 Committee Meetings (Sponsorship)

(Held on Wednesday, September 22, 2009)
AAFPRS' 25 committee meetings convene the day before the Fall Meeting

\$25,000 Audience Response System (Educational)

Provide 15 questions (non product specific) to present to audience.

\$15,000 Fellowship Directors' Luncheon (Sponsorship)

Company representative may choose to address the Fellowship Directors before the luncheon begins.

\$15,000 Organization of Facial Plastic Surgery Assistants Program (OFPSA) (Educational)

Underwriting the OFPSA's two day meeting.

\$15,000 CME Kiosks (Sponsorship)

Underwrite 10-15 computers placed strategically in the Exhibit Hall with company logo on computer screen.

\$15,000 Breakfast Seminars (Educational)

Friday Topic
Saturday Topic

\$14,000 Pep Rally for One Day (Sponsorship)

Cheerleaders giving tee shirts and hats to the audience.

\$12,000 Room Drop (Sponsorship)

One room drop (contents must be reviewed and approved by the AAFPRS)

\$10,000 Anderson Lectureship (Educational)

Company representative with AAFPRS President introduce guest speaker for the Jack Anderson Lectureship

\$10,000 Conley Lectureship (Educational)

Company representative with AAFPRS President introduces guest speaker for the John Conley Lectureship.

\$10,000 International Federation of Facial Plastic Surgery Societies' Board Dinner (Sponsorship)

Two company representatives could attend the Dinner.

\$8,000 AAFPRS Awards (Educational)

Company representative with the Awards Chair will present the 2010 Awards

\$7,500 Women in Facial Plastic Surgery Luncheon (Sponsorship)

Two company representatives may attend the luncheon.

\$5,000 Laser Workshop with Demonstrations (Educational)

Four hours in duration
Equipment may be requested for demonstration.

\$5,000 Lunch in Exhibit Hall (Sponsorship)

1-1/2 hours in duration
Underwriter of one lunch with signage and with company logo on napkins.

\$5,000 The AAFPRS Debate Team (Educational)

Luminaries of the Academy will discuss various facial plastic surgery issues.

\$2,000 Break in Exhibit Hall (Sponsorship)

Underwriter of one break with signage and with company logo on napkins.

\$2,000 Video from the Meeting Chairs (Sponsorship)

Underwrite short message(s) from meeting chairs.

Advertising Package - \$4,500 (savings of \$2,500)

For maximum exposure at the Fall Meeting, advertising is a must in these publications (full page, color ad).

May *Facial Plastic Times* - will include the Fall Meeting Preliminary Program

Fall Preliminary Program - will be mailed to nearly 20,000 facial plastic, plastic, dermatologic, and oculoplastic surgeons

September *Facial Plastic Times* - will be distributed to all Fall Meeting registrants

Fall Meeting On-site Program and Proceedings - will be distributed to all Fall Meeting registrants

Fall Meeting Pocket Program - will mention company name and booth number and will be distributed to all Fall Meeting registrants

Rules and Regulations

These Rules and Regulations are incorporated into the Exhibit Application and form a binding contract between the exhibitor and the Educational and Research Foundation for the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS Foundation). They have been formulated in the best interest of the exhibitor and full cooperation of these rules and regulations is required. Any details not specified are subject to decision by the Director of Continuing Medical Education.

Admission to Hall

Properly badged exhibitors will be admitted to the exhibit hall one hour before show opening each day, and may remain up to one half-hour after show closing each evening. No badges will be issued without identification of company affiliation.

Americans with Disabilities Act

Exhibitors will be responsible for compliance with the Americans with Disabilities Act within their booth and assigned exhibit space.

Booth Assignment

Exhibit booths are assigned on a first-come, first-served basis.

Booth Carpet

If carpeting is not already provided in the Exhibit Hall area, it is the responsibility of the exhibitor occupying that space to provide carpeting.

Booth Labor

Exhibitors are allowed to set-up and/or dismantle their own booths, provided that they use their own bonafide, full-time employees. Please advise them not to bring outside labor of any kind.

Booth Management

Dismantling of booths prior to the official closing of the Exhibit Hall is strictly prohibited.

Cancellation of Exhibit Space

Exhibitors are requested to telephone, fax, or e-mail the AAFPRS with cancellations. However, the cancellation is not effective until it has been received in writing at the AAFPRS Meetings Department. No refunds will be granted after Friday, February 28, 2010. If the Exhibitor cancels before February 28, 2010, 50% of the total cost of booth space will be retained by the AAFPRS. If the Exhibitor cancels after February 28, 2010 the AAFPRS will retain 100% of the total contract obligation. Any space not claimed and occupied, or for which special arrangements have not been made by 10:00am on Wednesday, September 22, 2010 will be forfeited. Full payment for all booth space assigned is due with the submission of your exhibitor application. No applications will be processed without full payment.

Changes

Any changes in exhibitor information will result in a \$50.00 fee per change, i.e., change in company description, and change in names of representatives or badge names. On-site badge names or additional names not given with the application to exhibit will result in a \$75.00 fee per name badge. Exhibiting companies will not be billed. Payment is expected at time of registration. All changes or additions that are not received before Friday, September 3, 2010 will be made on-site at the time of registration.

Contracts for Space

Full payment must be submitted with the application. Applications without full payment will not be processed or accepted. The signed application and the full payment for rental charges constitute a contract for the rights to use the space allotted only. A completed application for space with full payment and all requested information must be received by mail. Fax applications will be accepted only with credit card information and valid signature. Telephone requests will not be honored.

Applications are considered complete when submitted with the following:

- Exhibit application
- Company description
- Names of representatives for badges
- Payment
- Completed and signed Standards of Disclosure for Commercial Support Form

Non-Contracted Exhibit Space

Any person, firm or organization not having contracted with the AAFPRS Foundation for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate any products, processes, or services, solicit orders, or distribute advertising materials in the exhibit hall or in any hotel used by the AAFPRS Foundation to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person and property from the area. Any person canvassing in any part of the Exhibit Hall will be required to leave the building. No exhibit will be permitted in a hotel room.

Corporate Representatives

Those companies unable to exhibit, but who would like to send a representative, can pre-register the individual by contacting the AAFPRS Foundation at (703) 299-9291, ext. 237 or e-mail: oedwards@aafprs.org. The fee for each individual is \$400.00. This fee entitles representatives to one day of activities in the exhibit hall and general session. Representative badges may be picked up at the Registration Desk. No distributors, manufacturers, or suppliers will be allowed admission to the exhibit hall unless registered by an active exhibitor. In this case, badge will note only the name of the exhibiting company.

Demonstrations/Presentations

Live demonstrations on any individual are strictly prohibited. Activities must be confined to the limits of the exhibit booth. No demonstrations are to be conducted at any other time or location. Space requested must be large enough to accommodate any activity conducted in conjunction with the actual product. Exhibitors are responsible for monitoring and controlling attendance to prevent aisle congestion. In situations where overflow continues to be a problem, presentations will be required to be limited or eliminated. The exhibitor is required to maintain the cleanliness of the booth. Aisles must not be obstructed at any time. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic. Exhibits that include the use of musical instruments, sound projection equipment, or any other type of sound or noise-making apparatus must receive advance approval from show management and must not disturb adjacent exhibitors and their patrons. Music may not be played in any form without the proper license of copyrighted music.

Exhibitor Policy

The Foundation intends for its exhibits to further the Foundation's mission. Accordingly, the Foundation welcomes exhibitors who provide attendees the opportunity to advance their knowledge of science, to further their education, or to involve themselves in charitable activities. The Foundation accepts exhibitors that it determines in its sole discretion, advance those goals and do not impair the mission of the Foundation or the Academy.

The Foundation will, in its sole discretion, determine which exhibitors to accept. The Foundation is under no obligation to accept any exhibitor. Without limiting the generality of the Foundation's discretion to accept or refuse exhibitors, among those exhibitors that will not be accepted are the following:

1. Those who do not follow the Foundation's Rules and Regulations for Exhibitors, as amended from time to time.
2. Those who do not advance scientific, educational or charitable goals.
3. Those who could bring discredit to the Foundation or the Academy if the exhibitors were linked in professional or public perception with the Foundation or the Academy.
4. Those whose activities conflict with the Foundation's or the Academy's mission.
5. Those who do not maintain standards of decorum consistent with the Foundation and the Academy.
6. Those promoting medical or surgical products or services that have not been authorized by the Food & Drug Administration in ways not sanctioned by the Rules and Regulations for Exhibitors.
7. Those selling products or services that, if acquired or used by attendees, would violate the Academy's advertising guidelines.

Exhibits

Exhibits will be inspected during set-up and the Service Provider, at the direction of the AAFPRS Foundation Exhibit manager, will provide draping to cover any unsightly areas and submit charges to the exhibitor. Exhibits must be arranged so as not to obstruct the view or otherwise interfere with the display of other exhibitors.

Exhibitors are not permitted to dismantle or alter any portion of space leased. This includes the dismantling or alteration of pipe and draping.

Identification badges may be picked up at the registration desk. Two company representatives are permitted in the exhibit hall during exhibit hours per every booth purchased. No other representatives are allowed in or around the exhibit area unless an additional badge is purchased. Additional badges are available for \$150.00. Badge exchange between exhibitor representatives is not permitted. The AAFPRS Foundation requires that all representatives be registered for the meeting. Exhibit badges permit attendance at any General Session.

Failure to Occupy Space

Any exhibitor failing to occupy space is not relieved of the obligation to pay full rental price for booth space. The AAFPRS Foundation will have the right to use exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled opening of the exhibit hall.

Food and Drug Administration (FDA)

All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

Non-FDA Approved Drugs and Devices

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) pre-market notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must:

- contain only objective statements about the product;
- contain no claims of safety, effectiveness or reliability;
- contain no comparative claims to other marketed products;
- display the statement "Caution: Investigational Devices. Limited to Investigational Use" in prominent size and placement; and
- not be sold or be the subject of order taking or lead retrieval until approved.

Signage that is easily visible should be placed near

the devices themselves and on any graphic depicting the device stating: "This device is not cleared by the FDA for distribution in the United States," or "This device is limited by Federal Law for investigational use only."

Gifts and Promotional Items

Exhibitors are permitted to give gifts and promotional items, but the item MUST be approved by the AAFPRS. Individual gifts in the general range of \$100 are acceptable. No gifts more than \$100 are allowed. Exhibitors must follow the AMA Guidelines on "Gifts to Physicians from Industry". Any gift accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered. All shopping bags are permitted.

Insurance

Insurance on all exhibits is the responsibility of the exhibitor. The AAFPRS Foundation will not assume any responsibility for property loss or damage to personal property, as stated in the section on Limitation of Liability. Exhibitors are advised and encouraged to carry insurance to cover their property against damage and loss and public liability insurance for claims of injury to the person and property of others.

Installation Schedule

Exhibit companies may begin set up on Wednesday, September 22, 2010, 800am - 5:00pm. Installation must be completed by 5:00pm, Wednesday, September 22, 2010.

Limitation of Liability

It is mutually agreed by and between the AAFPRS Foundation and the exhibitor that the AAFPRS Foundation will have no liability whatsoever to any exhibitor, his employees, or his business invitees, or any liability for loss or damage to the property of the exhibitor, his employee or business travel invitees resulting from any cause. It is further understood and agreed that all claims against the AAFPRS Foundation for any such damage, loss, or injury are expressly waived by the exhibitor as the exhibitor's responsibility. Space is leased with the understanding that the AAFPRS Foundation and the contracted meeting service contractor will act for the exhibitor and his representatives only in the capacity of agent, and not as principal. The AAFPRS Foundation and the contracted Official Service Contractor assume no liability whatsoever for damage for any act of omission or commission in connection with the said agency, and the exhibitor and his representative(s) hereby keep forever harmless the AAFPRS Foundation, its officers, directors, employees, and agents from any and all liability for loss ensuing from any cause. It is further understood and agreed that the AAFPRS Foundation will in no event be liable to an exhibitor for any lost profits, sales or business opportunities, or any other type of direct or consequential damages alleged to be due to a breach of this contract. It is understood

and agreed that the sole liability of the AAFPRS Foundation to the exhibitor for any breach of its contract will be for the refund of all amounts paid by the exhibitor pursuant to the contract, as an exclusive remedy. The exhibitor agrees to abide by all applicable laws, ordinances, and rules and regulations, including but not limited to those of the city and state where the exhibits are being held, as may be amended from time to time.

Material Handling

Work rules require that the official material handling contractor off-load all equipment and display material from commercial carriers/common carriers or van lines. The use of fork trucks, pallet jacks or lift gates are permitted only by personnel of the official drayage contractor. Exhibitors are allowed to perform their own material handling, provided they meet all of the following criteria: Personnel performing the work must be bonafide, full-time company employees of the exhibiting company.

They must be off-loading from a company owned truck or rental vehicle, or from a car, van or truck owned by personnel of the exhibiting company. All trucks, including co-owned or rental vehicles, over 24' in length will be off-loaded or loaded by the official material handling contractor. They may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted. The use of fork trucks, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than the official drayage contractor.

No Smoking

AAFPRS Foundation's policy restricts the use of tobacco products in all areas of the exhibit hall (including set-up and dismantle of exhibits). Thank you for not smoking.

Operation and Conduct in Exhibits

Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from the latter. At no time may anyone enter an exhibit space that is not staffed. Exhibitors may not leave merchandise or printed matter in the registration areas, lounges, meeting rooms, or other facilities of meeting/exhibit site. The management reserves the right to restrict exhibits which, because of sound, method of operation, materials, content, or any reason, become objectionable. This includes the right to prohibit or evict any exhibit that, in the opinion of the management, may detract from the general character of the exhibits as a whole. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character which the management determines objectionable to the exhibit. In the event of such restriction or eviction, the AAFPRS Foundation is not liable for any refunds of rental fees or other exhibit expenses. As a condition for exhibiting, each exhibitor agrees to observe all policies stated in this document. Violations will result in the ineligibility to exhibit at future AAFPRS Foundation meetings.

The AAFPRS Foundation reserves the right to control all exhibitor activities that take place outside an exhibitor's allotted exhibit space during the meeting dates. Exhibitors may not schedule hospitality suites, educational, entertainment or social functions to conflict with AAFPRS Foundation programs or other activity times. All functions must be approved by AAFPRS Foundation in writing. For further information regarding any exhibitor's allotted exhibit space, contact the Manager of Meetings & Exhibits at 703-299-9291, ext. 237.

Photographs

An exhibitor may not photograph or videotape the exhibits. Photographs or videotaping is not permitted in the general session or meeting rooms without explicit approval of the AAFPRS.

Registration Schedule

Exhibitors will be able to register their company during exhibit hall hours from Wednesday, September 22, 2010 through Saturday, September 25, 2010.

Sales and Order Taking

Exhibitors are free to solicit sales and take orders, but must at all times maintain professional behavior. The AAFPRS Foundation reserves the right to limit or restrict sales activities if such activities are causing a disturbance on the show floor. Rule: All exhibitors who sell merchandise from the show floor, or who take orders on either a wholesale or retail basis, must meet, city, Department of Revenue requirement for the city/state in which the show takes place.

Security

Exhibitors are cautioned to have a representative in attendance during set-up hours. The possibility of theft or "mysterious disappearance" of equipment will be greatly reduced if exhibitors take this precaution. All exhibitors are well advised to follow this same procedure when dismantling exhibits. Be sure a representative is present until boxing and crating of exhibit materials has been completed. The AAFPRS will provide a professional security guard service beginning the first day of move-in and continuing until the exhibit hall is vacated. However, the AAFPRS and the Westin Diplomat Hotel are not responsible for any loss or damage to exhibitor property.

Sharing Exhibit Space

Subletting of exhibit space is strictly prohibited.

Shipping

Advanced Shipping Address
Exhibiting Co. Name & Booth #
AAFPRS Fall Meeting
Freeman
1515 Washington Street
Braintree, MA 02184

Show Site Address

Exhibitor Company Name & Booth #
AAFPRS Annual Fall Meeting
Hynes Convention Center
900 Boylston Street
Boston, MA 02115

Tipping

Our Work Rules prohibit the SOLICITATION of tips by any of our employees. Our employees are paid excellent wages denoting a professional status and we feel that tipping is not necessary. Should you be SOLICITED for a tip, please report the incident to our Service Center as soon as possible.

UNION JURISDICTIONS
BOSTON, MA

Transportation

Freeman Transportation
Call 781-380-7550
Ask for Don Brenner

Union Regulations

To assist you in planning for your participation in the forthcoming convention, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the various unions have, we ask that you read the following:

We have provided these definitions to acquaint you with specific guidelines for labor. If you have any questions once you have read this, please address them to Show Management or to Freeman Decorating Company directly.

The unpacking, erection, assembling, dismantling, and packing of displays and equipment may be done by full-time employees of an exhibiting company. The official labor contractor for the exposition will have skilled craftsmen to assist exhibitors who wish to hire labor to perform these services. Arrangements for all temporary labor should be made through the official service contractor. Official labor order forms are included in the exhibitor service manual.

STANDARDS OF DISCLOSURE

In order to maintain objectivity and balance as well as to disclose any known limitations on data, the AAFPRS Foundation Policy provides the following guidelines regarding disclosure at scientific meetings and ancillary functions including, but not limited to, exhibits.

1) AAFPRS Foundation will make every effort to ensure that data provided during educational activities regarding a company's products (or competing products) are objectively selected and presented with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

2) AAFPRS Foundation shall ensure, to the extent possible, meaningful disclosure of limitations on data: for example, ongoing research, interim analyses, preliminary data, or unsupported opinion.

3) AAFPRS Foundation will require that presenters at educational activities disclose when a product is not approved in the United States for the use under discussion.

4) Faculty/presenters are required to make disclosure concerning any relationship(s) with a commercial entity(ies) in regard to the presentation(s) to be given during an educational activity.

5) When commercial exhibits are part of the overall program, arrangements for these should not influence planning or interfere with the presentation of CME activities. Exhibit placement should not be a condition of support for a CME activity.

6) No commercial promotional materials shall be displayed or distributed in the same room or obligate path as the educational activity immediately before, during, or immediately after an educational activity designated for credit.

7) Representatives of commercial supporters may attend an educational activity, but may not engage in sales activities while in the room where the activity takes place or in the obligate path to this room.

To meet the above listed requirements, the Exhibit Advisory Committee of the AAFPRS requires, at minimum, the following disclosures by your company:

1) Products to be displayed/described and information to be provided as part of the exhibit include limited data, such as ongoing research, interim analyses, preliminary data, unsupported opinion or other cautionary advisements that should be made to CME participants. _____ Yes _____ No

If "yes" please describe the data limitations to be disclosed: _____

2) Products to be displayed/described and information to be provided as part of the exhibit include substance(s) not approved in the United States for the use under discussion. _____ Yes _____ No

If "yes" please describe the substance(s) and use to be disclosed: _____

3) This company, _____, does have one or more affiliations with (an) AAFPRS member(s) regarding products and services as described below*:

(*Such affiliations may include, but not be limited to, research grants, honoraria, paid or unpaid consultants, stock ownership, partners in an entrepreneurial venture, or any other arrangement that may be seen as a potential duality or conflict of interest by other AAFPRS members.)

Signature of Company Representative _____ Date _____

Please complete this form and mail it along with your exhibit application to: AAFPRS Foundation, Attn: Ollie Edwards, 310 S. Henry Street, Alexandria, VA 22314 or fax it to (703) 299-8898.

FALL MEETING 2010, Boston, MA -- Exhibit Application, Part I

PLEASE TYPE OR PRINT

Company _____
Contact Person _____ Title _____
Street Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
E-mail _____ Web Site _____

Exhibitor Registrant(s)

You can have badges made for up to four (4) individuals per booth, however, only two (2) individuals may be at the booth at one time without an additional fee.

(1) Name: _____ Title: _____
(2) Name: _____ Title: _____
(3) Name: _____ Title: _____
(4) Name: _____ Title: _____

You may register up to 2 more representative for \$150 each.

(5) Name: _____ Title: _____
(6) Name: _____ Title: _____

As an authorized representative of the company named above, I have read the rules and regulations outlined in this prospectus. I understand and agree to accept and abide by those rules and regulations adopted by the AAFPRS Foundation for the conduct of the exhibition. The acceptance of our application by the AAFPRS Foundation and the deposit for rental charges constitute a contract.

Print Manager's Name _____ Date _____
Signature _____

PAYMENT METHOD

Payment must accompany the application for space. No applications will be processed without remittance of full payment. Check or charge card information must accompany this form. Make check payable to AAFPRS Foundation.

Full Payment \$ _____

Check VISA Mastercard American Express Security Code _____

Card No. _____ Exp. Date _____

Card Holder's Name _____ Signature _____

COMPANY PROFILE
Please e-mail your company's marketing description as well as business address, phone, fax, and Web address to Ollie Edwards at: oedwards@aafprs.org. The limit for your description is 50 words and the listing will be included in the AAFPRS program guide. The AAFPRS has the right to edit descriptions.

Complete Part II of the application.
Please return two-part completed application and Standards of Disclosure to:
AAFPRS Foundation
310 S. Henry Street, Alexandria, VA 22314
Phone: (703) 299-9291, ext. 237
Fax: (703) 299-8898
E-mail: oedwards@aafprs.org
www.aafprs.org

FALL MEETING 2010, Boston, MA -- Exhibit Application, Part II

Donor Package(s): (please check all that apply; see page 3 for details)

Please see page 4 and 5 for the various donor packages. Indicate here your choice. (Please note that only the "AAFPRS Univeristy" package includes a free booth.)

\$_____. Please specify: _____

Booth Space:

\$2,500 Corner or In-Aisle

Advertising Package:

\$4,500

Booth Preference

Please refer to the adjacent floor plan and state your preferred booth number(s). Every effort will be made to accommodate your preference. However, space assignment will be made on a first-come, first-served basis.

1) _____ 3) _____

2) _____ 4) _____

Exhibitors NOT preferred in proximity.

1) _____ 3) _____

2) _____ 4) _____

PRODUCT CATEGORY

Aesthetic

- Body Contouring
- Cellulite Therapy
- Dermabrasion
- Macrodermabrasion
- Microdermabrasion
- Micropigmentation

Cosmetic & Skin Care

- Acne/Blemishes
- Anti-aging
- Preoperative
- Postoperative
- Burn Care
- Prescription Skin Bleaching
- Scar Treatment
- Camouflage/Makeup
- Collagens
- Creams and Lotions
- Soaps/Cleansers
- Sun Damage
- Hypoallergenic
- Peels
- Tanning

Diagnostic

- Cameras
- Digital Imaging
- Photography
- X-Ray

Endoscopy

- Cameras
- Endoscopes
- Instruments
- Monitors

Garments

- Custom-made
- Facial
- Chin
- Compression
- Neck

Implants & Prosthetics

- Bone
- Cheek
- Chin
- Jaw
- Lips
- Malar
- Maxillofacial
- Nasal
- Expanders

Lasers

- Cutaneous Flaws
- Hair Removal
- Laser Eyeware
- Skin Resurfacing
- Tattoo Removal
- Veins
- Lesions

Management

- Accreditation
- Audio-Visual
- Computer Hardware
- Computer Software
- Patient Financing
- Practice Promotion/Marketing
- Product Inventory
- Facility Consulting Services
- Financial Planning Services
- Office Forms
- Patient Education

- Professional Organization
- Seminars
- Telephone Systems
- Web site Development

Suction Equipment

- Aspirators
- Cannulae
- Disposables
- Power Cannulae
- Tumescant Products

Surgical Instruments & Equipment

- Anesthesia Equipment
- Drainage
- Chairs
- Disposables
- Microsurgical Instruments
- Monitoring Equipment
- Electrosurgery
- Gloves
- Power Tools
- Protective Eyeware
- Smoke Evacuators
- Surgical Instruments
- Instrument Sharpeners
- Leeches
- Lighting
- Sutures
- Tables

Wound Care & Pharmaceuticals

- Anesthetics
- Bed/Mattress Systems
- Electrotherapy
- Gel Sheeting
- Medication Management
- Vitamins
- Wound Cleaners

Other _____

Inventory as of 01/20/2010

Dimension	Size	Qty	SqFt
8'x10'	80	109	8,720
8'x20'	160	11	1,760
8'x40'	320	2	640
30'x48'	1,440	1	1,440

Totals: 123 12,560

AAFPRS ANNUAL FALL MEETING

SEPTEMBER 23-25, 2010

JOHN B. HYNES CONVENTION CENTER BOSTON, MASS.

PLAZA LEVEL 1 - HALL A

ALL BOOTHS ARE 8'D x 10'W

EXCEPT AS NOTED

SHOW AS OF 1/20/10

SCALE IN FEET

