

Standard Booth

All linear booths are 100 sq ft (10' x 10') unless otherwise noted. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high.

Total height of exhibits (including decorations) may not exceed 8'3" in height. All display fixtures more than 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to that area of the exhibitor's space that is at least 5' from the aisle line.

Island Booth

An island booth exhibit is a display in four or more standard booth units with aisles on all four sides. Full use of the space is permitted, but the design of the booth must allow for see-through visibility and accessibility from all four aisles. An island booth exhibit may be made by selecting any full block of numbered booths.

No drapery is provided for island booths. Island booths exceeding 20' in height will require prior special approval. Island booths may occupy 100% of the rental space, but **must** maintain see-through visibility and accessibility from all four aisles. A sketch of the island booth **must** be submitted to the Official Decorator and/or the Metro Toronto Convention Centre at their request. If sketches are not submitted and the construction is determined to be in violation of the above restrictions, the PAS has the right to prohibit the assembling of the booth.

PAS Show Management reserves the right to request the Service Contractor to begin setup on any booth larger than 10' x 20' that has not begun construction/setup by 12:00pm, May 5, at the exhibiting company's expense. The Service Contractor will be directed to begin setup on smaller booths (10' x 10' or 10' x 20') at 1:00pm, May 5. There will be no exceptions to this rule. Invoices for labor and materials will be billed directly to the exhibiting company.

Booth Signage

A two-line 7" x 44" identification sign—in black and white—will be provided, giving the exhibitor's name and booth number.

Hanging Signs

Hanging signs are **not** permitted at the PAS Exposition without submission of drawings and/or photographs and the prior approval of PAS Show Management.

Facility Information

The Metro Toronto Convention Centre has been designed to meet all power needs and service requirements of exhibitors. These services include:

- ❖ Island Booths: Restricted to 20' unless prior special approval received
- ❖ Ceiling Height: Minimum of 34 feet (10.4m)
- ❖ Telephone outlets
- ❖ Cold water, sanitary drain and compressed air
- ❖ Electrical Services, telecommunications, water and drains available on 30 ft. centers (see Vendors, page 23)
- ❖ Load limit for the floor in Exhibit Hall D is 300 lbs. per net square foot
- ❖ Load limit for freight elevators is 10,000 lbs.

Exposed unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. Close-off drapery will be provided at no charge to the exhibitor.

Booth carpeting is **mandatory** and is the responsibility of the exhibiting company. Aisle carpet color will be gray.

The exhibits will be inspected at 12:00pm on Saturday, May 5. At this time the decorator, with the approval of the PAS Exposition Manager, will provide draping and booth carpeting as deemed necessary. Any charges incurred will be the responsibility of the exhibitor.

Booth cleaning is mandatory after move-in and is not included in the exhibit rental fee. The PAS has the right to order cleaning if booth appearance is unsightly. Cost will be charged to the exhibiting company.

Electrical requirements, projection requirements and all furniture and accessories are the responsibility of the exhibiting company.

Order forms for the above services and equipment will be included in the Exhibitor Kit, which will be mailed to confirmed exhibitors in February 2007.



Photo courtesy of Tourism Toronto

Toronto's Old City Hall officially opened on September 18, 1899.

The Pediatric Academic Societies (PAS) act for exhibitors and their representatives in the capacity of agent, not as principal. The PAS assumes no liability for any act of omission or commission in connection with this agency, including, but not limited to, any loss or damages suffered by an exhibitor as a result of any act or omission of any vendor, service providers or other exhibitors. Exhibitors and their representatives hereby release the PAS from any and all liabilities for loss or damage ensuing from any cause whatsoever, except for claims for damages or injuries resulting from the PAS failure to fulfill its obligations as set forth in this Prospectus.

Before any exhibit may be removed from the building, exhibitors must make arrangements satisfactory to the PAS, the Metro Toronto Convention Centre and the PAS official vendors for the payment of any charges incurred by the exhibitor in connection with presenting their exhibit.

Liability

The exhibitor agrees to protect and keep the PAS forever harmless from any damage or charges imposed for any violation of any law or ordinance whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between the exhibit hall and the PAS regarding the exhibit premises; and further, the exhibitor shall at all times protect, indemnify and keep harmless the PAS and the Metro Toronto Convention Centre against and for any and all costs, damages, liability or expense arising from or out of accident or other occurrence to anyone, including the exhibitor; its agents, employees or business invitee, which arise from or out of or by reason of said exhibitor occupancy and use of the exhibition premises or a part thereof. Exhibitors are encouraged to insure themselves against property loss or damage and against liability for personal injury.

Selling of Products and Services

The purpose of the exhibits is to further the education of meeting attendees through product and service displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. No signage or advertising of product pricing will be allowed. Products for sale must be the exhibitor's own, unaltered, marketed products and the products or services must be pertinent to the attendee's professional interest. The PAS reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors are responsible for complying with all business license, sales and tax requirements.

Printed Material Distribution/Canvassing

Canvassing in any part of the facilities utilized by PAS is strictly forbidden, and anyone doing so will be requested to leave the building. Distribution of advertising or printed material by the exhibitor outside of the exhibitor's allotted space will not be permitted unless the distribution or advertising is organized by the PAS.

Fire and Safety Regulations

Federal, state and city fire laws must be strictly observed. Complete fire safety requirements from the Metro Toronto Convention Centre will be included in your Exhibitor Kit.

Hazardous Waste Disposal

Hazardous waste is any material being stored, recycled or thrown away that could cause injury or death, or pollute air, land or water. At the time of space application, exhibitors who generate material fitting any of these criteria should inform the PAS Exposition Manager of the presence and planned disposition of hazardous waste to allow for thorough planning and preparation.

Americans With Disabilities Act

Each exhibitor shall be responsible for compliance with the Americans With Disabilities Act within their assigned exhibit space.

Cancellation of Exposition

In the event of cancellation of the PAS Exposition due to fire, strikes, governmental regulations or causes that would prevent the scheduled opening or continuance, then and there upon, exhibitors and the PAS have no further obligations to each other, and the PAS Management shall determine an equitable basis for the refund of such portion of exhibit fees as is possible, after due consideration of expenditures and commitments already made.



Toronto's Roy Thomson Hall and the CN Tower as seen from King Street West.

Photo courtesy of Tourism Toronto



FDA Regulations

Exhibitors are reminded of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors are also cautioned about FDA prohibition of promoting approved drugs for unapproved purposes. Information regarding FDA regulations may be obtained directly from the FDA. For further information, please visit the FDA's website, www.fda.gov/cder, call the FDA's medical advertising information line, (800) 238-7332, or write to:

FDA Division of Drug Marketing
HFD-40, Room 17B-20
5600 Fishers Lane
Rockville, MD 20857
Phone: (301) 827-2828

FDA/CDRH/Office of Device Evaluation
HFZ-410, Room 350D
Rockville, MD 20850
Phone: (301) 594-1184 ext 183

Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the contract for exhibit space, comprehensive general liability insurance against claims of bodily injury or death and property damage occurring in or upon or resulting from the premises leased. The general liability insurance should recognize the Pediatric Academic Societies as an additional insured. Such insurance shall include contractual liability and products liability coverage with the combined and single limits of liability of not less than \$1,000,000. The exhibitor shall obtain and furnish upon the request of PAS Exposition Management a Certificate of Insurance evidencing the required insurance.

PhRMA Code, OIG Guidance, and Canada's Rx&D Code of Conduct

PAS Exposition Management is knowledgeable about the Pharmaceutical Research and Manufacturers of America (PhRMA) Code, Office of the Inspector General (OIG) Guidance, and Canada's Research-Based Pharmaceutical Companies Rx&D Code of Conduct and can assist exhibiting companies with compliance. PAS recommends that for the 2007 PAS Annual Meeting, all exhibitors, and especially those who have pharmaceutical products, review information regarding the Rx&D Code of Conduct and abide by the policies outlined therein. For more information, please visit Canada's Research-Based Pharmaceutical Companies' website, www.canadapharma.org, or contact your Canadian counterpart.

SPECIAL NOTE TO PHARMACEUTICAL COMPANIES: Canada is recognized as having strict regulations in the pharmaceutical industry. If a pharmaceutical company is conducting business in a foreign country, it is their responsibility to educate themselves and adhere to Canadian industry standards. The entire Rx&D Code of Conduct can be found on Canada's Research-Based Pharmaceutical Companies' website, www.canadapharma.org, along with examples of service-oriented items that have been accepted and unaccepted under this code.

Conditions of Contract to Exhibit

Exhibitors agree to abide by the conditions of contract published in this Prospectus and by all conditions under which space at the Metro Toronto Convention Centre is leased to the PAS. Exhibitors accept responsibility for informing all of their employees and agents of these conditions and agree that they will abide by them also.

Enforcement of Rules and Regulations

As a condition for exhibiting, each exhibitor shall agree that they, their employees and their agents will observe all PAS policies and regulations as described in this Prospectus.

Failure to halt or amend these actions or comply with these policies and/or regulations will result in the following penalties:

- ❖ A warning will be issued to the exhibiting company, outlining the actions that are in violation of the policy and regulations.
- ❖ The first penalty assessed by the PAS will result in the company not accruing the exhibit participation points for the current year.
- ❖ The second penalty assessed by the PAS will result in the company losing one-half of its accrued exhibit participation points.
- ❖ The third penalty assessed by the PAS will result in the company losing all of its accrued exhibit participation points.
- ❖ The fourth penalty assessed by the PAS will result in the company not being eligible to exhibit at future PAS meetings and exhibitions.

The PAS reserves the right to restrict and/or dismiss at any time any exhibit, which it deems undesirable.

Violators of the Rules and Regulations outlined in this Prospectus will incur a reduction in points as outlined above for each penalty assessed.

Any exhibitor who begins dismantling or packaging their exhibit and/or exhibit materials prior to the close of technical exhibits, will automatically forfeit all priority points earned over the past five (5) years or may not be permitted to participate in future PAS exhibitions.

Whenever practical or appropriate in the view of the PAS, disciplinary action will be progressive, according to the above sequence. However, the PAS reserves the right to levy a more severe penalty, including refusal of or termination of the exhibit at its discretion, without progressing through each of the above successive steps. In the event of such restriction or eviction, the PAS will not be liable for any refunds or rentals, or other exhibit expenses.

In all interpretations of the Rules and Regulations, the decision of the PAS is final.

Any objectionable practices by exhibitors or official suppliers should be reported to the PAS Exposition Manager immediately.

General Regulations

- ❖ **Booths must be kept open and staffed daily during all exhibit hours by your company's staff.** Breaking down or packaging up of materials earlier than 7:00pm, Monday, May 7, is prohibited (see Enforcement of Rules and Regulations, page 21).
- ❖ At no times should exhibit personnel leave their booth(s) to encourage attendees in the aisles to return with them to their booth(s). This regulation applies equally to all exhibitors; all business, signage and equipment must be conducted within the confines of the booth(s) assigned.

Entertainment/Promotional Activity

Demonstrations or live interviews must be confined to the limits of the space contracted. The use of magicians, fortunetellers, dancers, mimes, puppet shows or other entertainment of this nature is prohibited unless the exhibitor has written permission from the PAS. The use of celebrities who are not routinely employed as spokespersons for the exhibiting company is discouraged. Special promotional activities must have written permission and must be contained within the space contracted.

Sound and Audiovisual

Audiovisual and other sound effects must be regulated so that they do not disturb neighboring exhibits. The PAS Exposition Manager reserves the right to determine at what point sound interferes with others and must be discontinued.

Music

Live performance of music is not permitted. License agreements for music covered by ASCAP, BMI and other organizations are the sole responsibility of the exhibitor.

Educational Events in Exhibit Booths

Exhibiting companies must inform PAS, in writing, of all educational events offered in their exhibit booths. Notification letters must include a description of the event identifying format, content, date, time and names of physicians involved in delivery of the educational event. Following are guidelines for educational events in exhibit booths:

- ❖ Signage in booths must include the following wording: "This event is not a part of the official PAS program and is not approved for Category I CME credit."
- ❖ Companies are advised to reference FDA guidelines.
- ❖ No formal seating is allowed in exhibit booths for these events.

Miscellaneous Displays

No balloons may be used as booth decoration or inflated to distribute to visitors at a booth.

Photography

An exhibit booth may not be photographed or videotaped without the permission of the legitimate occupants of that booth. This prohibition extends to the members of the medical or lay press. Booth personnel should notify the PAS Exposition Manager if they are being photographed/ videotaped without their permission. Television or video cameras are prohibited without prior approval of PAS Exposition Management.

Give-Aways

Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to the PAS for review. These premiums should be items that can be used during the meeting or in the professional activities of the attendee. The Exhibitor Give-Away Approval form can be found in the back pocket of this Prospectus, and should be returned to the PAS Exposition Office for approval. The PAS may withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. Exhibitors may not distribute stick-on emblems, unofficial badges or company nameplates. The Metro Toronto Convention Centre has exclusive food and beverage rights within the Convention Centre. All exhibitor food items must be ordered through the Metro Toronto Convention Centre. The Exhibitor Give-Away Approval Form can be found in the back pocket of this Prospectus. The submission deadline is March 7, 2007.

Market Research

Market research companies will be assigned space ONLY if space is available and if research is being done for an approved exhibitor. Research companies MUST submit an application for space and abide by the same regulations as other exhibitors.

- ❖ Market research companies must submit a letter of authorization from the client for whom they are conducting research with the application for space.
- ❖ Surveys and questionnaires must be submitted for approval to the PAS Exposition Manager by April 16, 2007.
- ❖ All surveys must be conducted within the confines of the booth(s) assigned. Surveys and questionnaires must not be administered in the aisles.
- ❖ Survey documents must not include the name of the Pediatric Academic Societies or make any reference to this meeting that might cause respondents to believe that the PAS is sponsoring the research.

Following is the contact information for the vendors contracted for the 2007 PAS Annual Meeting. Appropriate order forms will be available in the Exhibitor Kits scheduled to be mailed in February 2007.

Audiovisual

Roger Lee
 Audio Visual Management Group
 3310 Matrix Drive, Suite #200
 Richardson, TX 75082
 Phone: (214) 343-2864
 Fax: (214) 349-4658
 Email: rlee@avmg.com

Catering

Metro Toronto Convention Centre
 255 Front Street West
 Toronto, Ontario M5V 2W6
 Canada
 Email: catering@mtccc.com

Customs Broker

Mendelsohn – Customs and Transportation Services
 69 Yonge Street, Suite 400
 Toronto, Ontario M5E 1K3
 Canada
 Phone: (416) 863-9339 or (416) 585-8227
 Toll Free: (800) 665-4628
 Email: brokers@mend.com
 URL: www.mend.com

Electrical

SHOWTECH Power & Lighting
 Metro Toronto Convention Centre
 255 Front Street West
 Toronto, Ontario M5E 1K3
 Canada
 Phone: (416) 585-8109
 Toll Free: (800) 665-4628
 Email: sales@showtech.ca
 URL: www.showtech.ca

Florist

Information will be available in the Exhibitor Kit to be received in February 2007 or visit the PAS website at www.pas-meeting.org.

Travel Agency (Airline Reservations & Car Rental)

Information will be available in the Exhibitor Kit to be received in February 2007 or visit the PAS website at www.pas-meeting.org.

Photography

Grant Martin
 Grant W. Martin Photography
 387 Paisley Road
 Guelph, Ontario N1H 2R2
 Canada
 Phone: (800) 565-1461
 Fax: (519) 829-4181
 Email: grant.martin@sympatico.ca

Security

Lee Miller
 General Manager
 Trillium Security Services, Inc.
 701 Evans Avenue, Suite 300
 Toronto, Ontario M9C 1A3
 Canada
 Phone: (416) 621-3404
 Fax: (416) 621-8195
 Email: lmillier@trilliumsecurityservices.com

Telecommunications/Internet

Metro Toronto Convention Centre Communications
 255 Front Street West
 Toronto, Ontario M5V 2W6
 Canada
 Phone: (416) 585-8387
 Email: communications@mtccc.com





2006 Past PAS Exhibitors

Abbott

Accredo Nova Factor
Advanced Imaging Research
Agency for Healthcare Research and
Quality
Airborne Life Support Systems/VIA Medical
Alliant Pharmaceuticals
American Academy of Pediatrics
Anew Inc
Astellas Pharma US, Inc.
AstraZeneca
Asuragen, Inc.
Athena Diagnostics, Inc.

Baxter Healthcare

BD
Beevers Manufacturing
BioLife, LLC
BioMarin Pharmaceutical Inc.
Biovitrum AB
Blank Children's Hospital
Bright Futures
Brookes Publishing
Bunnell Inc.

California Department of Health Services,
Immunization Branch
Calmoseptine, Inc.
Cambridge University Press
CDC - "Learn the Signs. Act Early" Campaign
Children's Cancer Hospital at M.D. Anderson
Cancer Center, The
Children's Healthcare of Atlanta
Children's Hospital and Regional Medical
Center
Children's Hospital of Wisconsin
Children's Medical Ventures
Children's Mercy Hospitals & Clinics
Cincinnati Children's Hospital Medical Center
Columbus Children's Hospital
Community Pediatrics
Contemporary Pediatrics
Cranial Technologies
Crib Notes Software
CureSearch National Childhood Cancer
Foundation
Cystinosis Research Network

D2 Market Research

Dayton Children's Medical Center
Dey, L.P.
Draeger Medical, Inc.

Eli Lilly and Company

Elsevier, Inc.
Enzon Pharmaceuticals
Esoterix, Inc.
ETAS

Fight ALD

Fisher & Paykel Healthcare

GATE Pharmaceuticals

GE Healthcare
Genentech
Genzyme Corporation
Genzyme Oncology
Gerber Products Company
GlaxoSmithKline
Grifols USA

Hilton Grand Vacations Company

HopeLab
Human Growth Foundation

INO Therapeutics

Insmed Incorporated

Juvenile Diabetes Research Foundation

International

Kaiser Permanente

Karger Publishers

Laclede/Biotene

Legacy Emanuel Children's Hospital
Life Measurement, Inc.
Linde Healthcare
Lippincott, Williams & Wilkins
Lippincott, Williams & Wilkins – Wolters
Kluwer Health
Lucile Packard Children's Hospital at Stanford

MAGIC Foundation

Maico Diagnostics
Make-A-Wish Foundation
MAQUET, Inc.
Masimo
McNeil-PPC, Inc.
MDLAND.com
Mead Johnson Nutritionals
Medela, Inc.
Medical Doctor Associates
Medical Predictive Science Corporation
MedImmune
MedStudy Corporation
MET I
Micromedics
Microtouch
Miller Pharmacal Group, Inc.
Monaghan Medical Corp.
MSU Primary Care Faculty Development
Fellowship
MUSC Children's Hospital

National Environmental Education and

Training Foundation, The
National Kidney Urologic Diseases
Information Clearinghouse
National Marrow Donor Program
Nature Publishing Group
Natus Medical Inc.
NeilMed Pharmaceuticals, Inc.

NephroPath

Nestlé Nutrition
NICUniversity.org
Novartis Pharmaceuticals
Novo Nordisk, Inc.

Olympic Medical

OraSure Technologies, Inc.
Ovation Pharmaceuticals, Inc.

Pediatrix Medical Group

Pfizer Inc
Philips
Physicians Committee for Responsible
Medicine
ProLacta Bioscience
Public Library of Science

Quest Diagnostics

Remuda Ranch

Ross Pediatrics

SAGE Publications

sanofi-aventis
sanofi pasteur
Saunders/Mosby-Elsevier, Inc.
Serono, Inc.
Sheridan Healthcare, Inc.
Shire Human Genetic Therapies
SLACK Incorporated
Springer
St. Jude Children's Research Hospital
St. Vincent Children's Hospital

TAP Pharmaceutical Products, Inc.

Tercica, Inc.
Texas Children's Hospital
Tourette Syndrome Association
Translite LLC

U.S. EPA Office of Children's Health

Protection
Ucyclyd Pharma, Inc.
United Educators
University of Minnesota Children's Hospital
USCOM Ltd

Valera Pharmaceuticals

Vapotherm, Inc.
VIASYS Healthcare
VIASYS NeuroCare
ViraCor Laboratories
VivoMetrics, Inc.
Vygon Corporation

Wyeth Pharmaceuticals

Xlear, Inc.

ZLB Behring