

EXHIBIT RULES

1. BOOTH IDENTIFICATION

No company identification may be placed outside the area of the booth or on posts or pillars adjacent to the booths.

2. DISTRIBUTION OF SOUVENIERS AND SAMPLES

Exhibitors may donate items to be given away in a daily door prize drawing (to be established by conference management). Souvenirs or samples that have no resale or negotiable value may also be given away. Any distribution must be conducted within the exhibitor's designated booth space. In all cases, exhibitors planning give aways of any nature should make arrangements well in advance with conference management which reserves the rights to prohibit distribution of any time which it deems not to be in keeping with the character of the IEEE-EMBS Conference.

3. DISPLAY REQUIREMENTS AND RESTRICTIONS

All displays or exhibited materials must be fireproof to conform to National and City fire laws. Displays must be self-supporting; nails or screws are not permitted in the building floors or walls. Displays must be wholly confined within the exhibitor's booth and must not obstruct the clear view of nearby exits or other exhibits.

All wiring booths or display fixtures must conform to local fire department regulations.

The side of any display cabinet or structure facing a side aisle, or adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor erecting or installing such display.

No exhibit may exceed 5.5 meters in height and 3,000 kg/piece in weight within the exhibition area. The displays with height exceeding 2.5 meters in the balance of the area must be positioned as close to the back wall as possible to avoid blocking the view of adjoining exhibitors. Particularly, no part of a sign or solid display may extend higher than 5.5 meters above the floor. Any displays not conforming to the exhibit specifications outlined here must be approved by conference management prior to the conference.

4. BOOTH PERSONNEL AND ACTIVITIES

With the exception of convenience help, such as administrative assistance or professional product demonstrators, all booth personnel must be engineers, scientists or other regular employees of the company or its representatives who are fully capable of explaining the technical aspects of products or processes on display on a complimentary level at the conference.

No exhibitor may advertise or promote any outside activity, such as an open house or separate exhibits wherever located, occurring during the hours the conference exhibits are open, or which detracts from the exhibit or conference operations.

Only registered exhibitors may publicly advertise hospitality rooms and only on bulletin boards provided in the exhibit area.

5. LIABILITY AND THEFT

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought onto the premises on the Shanghai International Convention Center and shall indemnify and hold harmless Hotel agents, servants and employees from any and all such losses, damages and claims.

The exhibitor acknowledges that the Shanghai International Convention Center does not maintain insurance covering exhibitor's property and this is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

The EMBS conference and hotel management will not be responsible nor liable for injury to the person or property, nor loss of property of exhibitors, their guests, invitees, employees, or agents. Furthermore, the exhibitor agrees to defend or hold harmless the conference, its directors, employees, and agents from any liability or personal injury and loss or damage to property. EXHIBITORS SHOULD INSURE AGAINST SUCH CONTINGENCIES. Damage to inadequately packed property is exhibitor's own responsibility. If exhibitor fails to arrive, exhibitor is nonetheless responsible for the booth rental.

Authorized Signature for Exhibitor _____

Exhibitors should be on hand to supervise set-up and dismantling of projects, projection equipment and other items of high value. A person assigned booth duty should be required to remain with the exhibit until visitors have left the premises at the closing hour each day. At the move-out, specific arrangements should be made to package or place under lock and key items of extremely high value and especially items of general interests such as small instruments, walkie-talkie, high fidelity equipment, projectors, etc.

6. SECURITY

The exhibit area will be locked when unattended. The conference does not guarantee exhibitors against loss, neither does it assume liability for exhibitor's property. Any equipment removed from the exhibit area during the conference must be authorized by the Exhibits Chair.

7. SUB-LETTING EXHIBIT SPACE

No exhibitor may assign, sublet or apportion any of the contracted space.

8. MATERIALS HANDLING

The handling of exhibitor's material into, out of, and within the exhibit buildings shall be at the exhibitor's expense. Exhibitor's empty crates, boxes and cartons should be removed from the show area before the opening time.

9. INTERPRETATION OF RULES

The conference management shall have final authority as to the interpretation of these rules and their application and shall have the authority to establish penalties in the event of violations.

10. AMENDMENTS TO RULES AND REGULATIONS

The conference management shall have final authority as to the interpretation of these rules and their applications and shall have the authority to establish penalties in the event of violations.

11. BOOTH ASSIGNMENT PRIORITY

In the event of duplicate application for the same space, priorities will be based on the earliest application postmark with priority given to exhibitors at previous EMBS meetings.

12. ADDITIONAL BILLING

The applicant agrees to accept from the EMBS conference any billing of charges rendered after the conference in conjunction with services performed and administered by the conference at the written request of the applicant. These charges may include, but not by way of limitation, surcharges on services ordered by the applicant through the conference as agent.

13. TERMINATION

In the event that the premises in which the EMBS conference is conducted shall become, in the sole discretion of the conference, unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonable within the control of the conference, this agreement may be terminated by the conference. For this purpose, the term "cause" or "causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion, accident, blockade, embargo, inclement weather, governmental restraints, orders or restraints of civil defense or military authorities, act of public enemy, riot or civil disturbance, inability to secure efficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to obtain, or condemnation, requisition or commandeering or, necessary supplies or equipment, municipal, national, or city law, ordinance, rule, order, decree, or regulation, whether legislative, executive, or judicial, whether constitutional or unconstitutional, or act of God.

Should the conference terminate this agreement pursuant to the provisions of this section, the applicant waives any and all claims for damages arising there from. The applicant further agrees that the conference's liability is limited to a refund of monies paid prior to the termination, less a pro rata adjustment based on the number of hours the conference shall have been in operation prior to the termination.

This provision shall not relieve the applicant of any liability arising from the provision of Section 12 and all monies due the EMBS conference in that regard shall be paid notwithstanding.

Date _____

APPLICATION AND CONTRACT
EXHIBIT SPACE, ADVERTISEMENT, AND SPONSORSHIP
28th Annual Conference of IEEE Engineering in Medicine and Biology Society

Please reserve space for us to be an Exhibitor of the 28th Annual International Conference of the IEEE Engineering in Medicine and Biology that will be held from 31 August to 3 September 2006 at the Marriott Marquis Times Square, New York City, USA.

Please send the following:

1. Completed and signed application/contract
2. Full payment of the fee(s)
3. Fifty (50) word description of products/services to be displayed (see explanation)

EXHIBIT BOOTH SPACE, ADVERTISEMENT, AND SPONSORSHIP PAYMENTS

Exhibit Space	Before May 31, 2006	After May 31, 2006
Booth	_____ \$2,500	_____ \$3,500
Draped Table	_____ \$1,250	_____ \$1,750

We prefer that our exhibit not be located next to the following _____

*The conference reserves the right to alter the floor plans and/or reassign any exhibit location if deemed necessary for the good of the conference. *Please contact the EMBS Executive Office for booths larger than 10 x 10.*

Advertisements In Program Book

Full Page: _____ \$1,000 (Back cover \$1,250) Half Page: _____ \$500

Sponsorships

FULL SPONSOR	_____ \$10,000	Full Coffee Break:	_____ \$5,000
Student Breakfast/lunch with Leaders	_____ \$2,500	Half Coffee Break:	_____ \$2,500
Banquet Co-Sponsor	_____ \$2,500	Co-Sponsor, Exhibitor Reception	_____ \$2,500
Co-Sponsor, Student Reception	_____ \$3,000	Plenary Talk	_____ \$2,500

\$ _____ TOTAL AMOUNT ENCLOSED

Check _____ Checks should be made payable to EMBC 2006 and must be in U.S. funds drawn from a U.S. bank. Exhibit applications received after 1 July 2006 will not appear in the Exhibitor and Career Fair Directory.

Credit Card Type _____ Cardholder Name _____

Account Number _____ Expiration Date ____/____ Zip Code of billing address _____

Cardholder Signature _____

Send completed application to
EMBS Conferences, Attn: EMBC 2006, 445 Hoes Lane, Piscataway NJ 08854
Fax number: +1 732 465-6435

EXHIBIT FAIR DIRECTORY INFORMATION

Please print the name and address of your company as you wish it to appear in the Exhibit Directory.

Contact Person: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Booth or Table Sign to Read: _____

(Please use CAPS only if CAPS is preferred)

EXHIBIT DIRECTORY COPY – Deadline 1 July 2006

The Exhibitor Directory (included in the Conference Program Book) will be distributed to each registrant at the annual meeting. Each Exhibitor's name, address, telephone number, email address, booth number(s) and the description of products/services will be highlighted. Descriptions are limited to 50 words or less per exhibit. **PLEASE TYPE AND ATTACH**

AUTHORIZATION:

I am authorized by my company to contract for exhibit space, advertisement, or sponsorship at the IEEE-EMBS conference as indicated above and I have carefully read, understood, and accepted the information and conditions contained herein.

Print Name _____ **Title** _____

Signature _____ **Date** _____