



AMWC AMERICAS

AESTHETIC & ANTI-AGING MEDICINE
WORLD CONGRESS

A Global Exchange of Ideas & Education

*Exhibitor & Sponsorship
Prospectus*

FEBRUARY 15-17, 2025
JW Marriott Miami Turnberry Resort & Spa

amwcamericas.com



#amwcamericas



AMERICA'S PREMIER MULTISPECIALTY SYMPOSIUM
Part of the AMWC World Series of Aesthetic Medical Events



Supported By



General Information

FEBRUARY 15-17, 2025

JW MARRIOTT MIAMI TURNBERRY RESORT

19999 W. Country Club Drive
 Aventura, FL 33180 • USA

ORGANIZATION HEADQUARTERS

AESTHETIC & ANTI-AGING MEDICINE WORLD CONGRESS AMERICAS (AMWC AMERICAS)

36 Discovery, Suite 170
 Irvine, CA 92618 · USA
 📞 +1 (212) 600-3490

@ mindy.millat@informa.com
 @ nydia.houck@informa.com
 www.amwcamericas.com

CONFERENCE AND EXHIBIT HALL SCHEDULE*

	PROGRAM	EXHIBIT HOURS
Saturday, February 15	8:00 am - 6:00 pm	9:00 am - 5:30 pm
Sunday, February 16	8:00 am - 6:00 pm	**9:00 am - 5:30 pm
Monday, February 17	8:00 am - 3:30 pm	**9:00 am - 3:00 pm

****Optional:** A program session will be held in the Majestic Exhibit Hall starting at 8:00 am on Sunday and Monday - we are allowing for booths to open at this time. If you choose not to open at this time, the exhibit hall will officially open at 9:00 am.

EXHIBITOR MOVE IN

Friday, February 14 10:00 am - 6:00 pm

EXHIBITOR TEAR DOWN

Monday, February 17 3:00 pm - 10:00 pm



Who & Why

WHO ATTENDS & WHY EXHIBIT

AMWC AMERICAS

For decades, AMWC has built a global reputation for its highly interactive, stimulating and multi-disciplinary program, with AMWC Monaco as the flagship event. And now this world-class scientific event takes place in the Americas!

WHY EXHIBIT/SPONSOR

AMWC Americas attendees are serious about their profession, career, and success - and highly interested in learning and seeing new things. They are your ideal target audience. This is your chance to showcase your products and services, educate the marketplace about the value you bring and make meaningful business connections. Don't miss this opportunity to re-connect with current clients, build new connections, open up new markets and, most importantly, conduct business!

1,500+ ATTENDEES
& SPEAKERS

150+ EXHIBITING
COMPANIES

ATTENDEE PROFILE:

As a true multispecialty conference, AMWC Americas will attract a thorough mix of all aesthetic physicians and their practices from the North America, Latin America Central America and Europe.

- AESTHETIC AND ANTI-AGING PHYSICIANS
- COSMETIC SURGEONS
- DERMATOLOGISTS
- EMERGENCY MEDICAL PHYSICIANS
- ENT
- FACIAL PLASTIC SURGEONS
- INTERNAL MEDICINE
- OB/GYN
- OCULOPLASTIC SURGEONS
- PLASTIC SURGEONS
- RADIOLOGISTS
- RECONSTRUCTIVE SURGEONS
- ...AND MORE

WHY EXHIBIT:

- ➔ Reach 1,500+ medical professionals from the United States, Canada, Latin America, Central America and Europe.
- ➔ Engage with your target audience in a new and exciting environment.
- ➔ Source new business leads drawn to AMWC's globally recognized brand.

Exhibit Booth Fees

SIZE & LOCATION

The exhibit hall will be located in the King and Majestic Ballrooms. Over 150 booths of different sizes are available. **Our booth size starts** at a 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments.

- **Standard booth** spaces are inline locations.
- **Premium booth** spaces are corner locations.
- **Premium entrance** spaces are located in direct proximity of the main entrances of the exhibit hall.
- **Exhibit stage perimeter** spaces are located around the perimeter of the exhibit hall stage where presentations, panels and live demonstrations take place.

BOOTH INCLUDES

- Back drape and side rails (for inline booths)
- Standard booth sign showing your company name and booth number
- General exhibit hall cleaning
- Carpeting throughout the exhibit hall
- One wastebasket
- Complimentary breakfast, lunch and refreshments for all registered booth personnel
- Two complimentary exhibitor registrations per 10'x10' booth (\$350 each additional registration)
- Company listing in meeting's on-site program, mobile app and on website

RATES

Standard booth size is 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments.

EXHIBIT RATES	PER SQ. FT.
STANDARD - Inline	\$52
PREMIUM - Corner	\$65
PREMIUM - Entrance	\$80
EXHIBIT STAGE - Perimeter	\$80
Table Top in Foyer	\$5,500

Sponsorships

AMWC AMERICAS SPONSORSHIP PACKAGES



RATE	\$145,000	\$125,000	\$65,500	\$47,500	\$37,500
PREMIUM ENTRANCE EXHIBIT BOOTH	100-400 sq. ft.	100-400 sq. ft.			
PREMIUM CORNER EXHIBIT BOOTH			100-400 sq. ft.	100-200 sq. ft.	100-200 sq. ft.
SPONSOR WORKSHOP (LIVE DEMONSTRATION ALLOWED)	3 (INCLUDES ON-DEMAND)	2 (INCLUDES ON-DEMAND)	1	1	1
EXHIBIT HALL STAGE PRESENTATION	1	1	1	1	1
E-BLAST PACKAGE: ONE E-BLAST TO TOTAL U.S. DATABASE OF 90,000 CONTACTS AND TWO E-BLASTS FOR REGISTERED ATTENDEES	2	2	1		
E-BLAST TO REGISTERED ATTENDEES				1	1
PROMOTIONAL SIGNAGE	10 Half Meter Boards	7 Half Meter Boards	5 Half Meter Boards	3 Half Meter Boards	
ON-SITE PROGRAM GUIDE ADVERTISEMENT (ONE PAGE)	1	1	1	1	1
SHOW BAG INSERT	2	1	1	1	1
SHOW BAG SPONSOR	1				
MOBILE APP ALERT	3	2	1	1	1
EVENING EVENT	1	1			
COMMERCIAL/VIDEO TO BROADCAST IN EXHIBIT HALL	1	1	1	1	1
ALL ACCESS PASSES FULL-TIME COMPANY EMPLOYEES ONLY	15	10	7	5	2
EDITORIAL AND FULL PAGE AD, THE AESTHETIC GUIDE	1	1			
FULL PAGE AD, THE AESTHETIC GUIDE			1	1	1
VIP LOUNGE + GALA BAG GIVEAWAY	1	1	1	1	1

Custom packages available.

Custom SPONSORSHIP OPPORTUNITIES

AMWC Americas offers several advertising opportunities designed to maximize your investment.

DINNER SPONSORSHIP	Host a Dinner Symposium. Complete your company presentation while attendees enjoy a seated dinner. Sponsor 1 Dinner Symposium \$40,000 + Catering & A/V <i>Available Saturday and Sunday.</i>
ATTENDEE BAGS	Enhance your visibility at the show with your company's logo or name placed prominently on bags given to each show attendee. (Includes one show bag insert) Sponsorship of Attendee Bags \$25,000
	Who doesn't love a little gift? Insert a marketing piece or promotional item into the show bags given to each attendee upon registration. It's a great way to welcome attendees to the show and invite them to visit your booth. Show Bag Insert \$3,500
FACULTY DINNER SPONSOR	Enjoy an evening with our world-class faculty and network with the best educators in the industry. Faculty Dinner Sponsor \$25,000
FACULTY LOUNGE	Become the Exclusive Host of our Faculty Lounge. What a great way to engage our faculty participants. Sponsor the Faculty Lounge SOLD OUT
LUNCH & LEARN	Complete your company presentation while attendees enjoy a seated lunch. Sponsor of 1 Lunch & Learn \$25,000
WI-FI SPONSOR	Wi-Fi is of great importance to our attendees. Have your company exclusively recognized as the Wi-Fi sponsor on signage throughout the conference area. Your company name will even be the access password. Wi-Fi Sponsorship \$25,000
BREAKFAST WORKSHOP	Start the day with an exclusive Breakfast Workshop while attendees enjoy their breakfast. Sponsor of 1 Breakfast \$15,500 <i>Available Saturday and Sunday.</i>
REGISTRATION BADGE LANYARDS	Place your company's name or logo on event badge lanyards that are worn by every person at the event. Lanyards SOLD OUT
COCKTAIL RECEPTION	Host a Cocktail Reception while giving a company presentation. Sponsor of 1 Cocktail Reception \$15,500 + Catering & A/V <i>Available Saturday and Sunday.</i>
HOTEL KEY CARD SPONSOR	Let all the attendees know you will be at AMWC Americas by branding the hotel key cards. Hotel Key Card Sponsor \$15,000
PADFOLIOS	Display your company logo on the front of every padfolio. Padfolios are included in each attendee bag. Padfolios \$12,000
AD BOARD MEETING	Host a private Ad Board Meeting. Ad Board Meeting \$10,500
BRANDED COLUMN CUBES	Be the brand that attendees see when entering AMWC Americas and as they walk through the meeting space. Branded Column Cubes \$10,000
MIRROR CLINGS	Enhance your visibility with your company's logo or graphic placed on bathroom mirrors. Mirror Clings \$10,000
MOBILE APP	Includes: Branding throughout, 3 mobile app alerts and banner ad. Mobile App Sponsorship SOLD OUT
	Mobile App Banner Ad \$2,500
	App Alert \$1,750
REGISTRATION SIGNAGE	Get in front of each attendee immediately with branding the signage where all attendees pick-up their badges and the attendee badges. Also includes, logo and booth number on all badges. Registration Signage SOLD OUT

Custom SPONSORSHIP OPPORTUNITIES

WORKSHOP (LIVE DEMONSTRATION ALLOWED)	Sponsor a workshop where you can promote your company through a presentation and live demonstration. Get ready to drive sales and shine as the expert in your field. (55 minutes) Workshop \$10,000 Record Workshop and Include On-Demand \$3,000
THE AESTHETIC GUIDE MAGAZINE	Editorial and Full Page Ad \$8,000 Full Page Ad \$4,000
E-BLASTS PACKAGE	1x E-blast to US database (90,000 contacts) & 2x to all attendees \$7,500 <i>HTML to be provided by the company.</i> 1x E-blast to attendees \$3,500
COFFEE BREAK SPONSORSHIP	Buzz is everything! Let your audience refuel with sponsored personalized coffee mugs available during all breaks during the show. Coffee Break Sponsorship \$7,500
FLOOR STICKERS	Drive traffic to your booth by placing directional floor stickers with your company's name or logo throughout the exhibit hall. (Includes five floor stickers) Floor Sticker Sponsorship \$6,500
PROMOTIONAL SIGNAGE	Five half meter board signs will be placed in high traffic areas of the main conference. A great way to get your company's name out there! Company provides artwork. Promotional Signage \$6,500
20-MINUTE PRESENTATION AND/OR DEMONSTRATION ON THE EXHIBIT HALL STAGE	Get the word out about your product by sponsoring a 20-minute program speaker. 20-Minute Presentation and/or Demonstration on the Exhibit Hall Stage \$5,000
3D PHOTO BOOTH	Gain exposure by branding the backdrop of our 3D photo booth. Attendees will be able to post the digital photos on social media which creates excitement and buzz in addition to receiving printed photos. In addition, your personnel can help manage the booth to gain quality leads. (Contact our sponsorship team for examples of photos) 3D Photo Booth \$5,000 (Additional fees to the vendor not included)
AMWC MAVERICK AWARD SPONSOR	We acknowledge our presenters for their progressive, innovative ideas that will have a lasting impact on medical aesthetics with the Maverick Award! Attendees vote live at the end of each session and the winners will receive a lapel pin, award and attire to wear that acknowledges they are a Maverick. As the sponsor you would be recognized on the items they are given, on the screen in each session that it is presented in, in the onsite program, on our website and on the mobile app. Maverick Award Sponsor SOLD OUT
BRANDED WATER BOTTLES	A unique opportunity not to miss! Provide a branded water bottle to each attendee. This is a nice gift to provide attendees so they can stay hydrated all day long. (Sponsor provides water bottle.) Branded Water Bottles \$5,000
BROADCAST YOUR COMMERCIAL IN THE EXHIBIT HALL	No one will miss your message with this visual intro. Broadcast your company commercial in the exhibit hall during exhibit hall hours, breaks, and lunches and have all eyes on you. Broadcast Your Commercial \$5,000
CHARGING STATION	Get your customers all charged up to meet you. Sponsor AMWC Americas charging stations and have your company logo emblazoned across this much appreciated attendee perk. Charging Station \$5,000
COMPANY PENS / NOTEPADS	Provide your own notebooks and pens, customized with your logo or information, and we will include them in our attendee bags. Noteepad and/or Pen Insert \$5,000

Custom SPONSORSHIP OPPORTUNITIES

DIGITAL SIGNAGE	Increase your visibility with digital signage throughout the high traffic areas of the conference. Digital Signage \$5,000
TABLE TENTS	Place Table Tents on all lunch tables for one day. Table Tents \$5,000
TREATMENT ROOM	Reserve a room at the AMWC Americas Treatment Center where you can perform live demonstrations and treatments for attendees throughout the conference by appointments that are managed by the AMWC Americas staff. Treatment Room \$5,000 Per Day
	Provide post-treatment care that would benefit patients who get live treatments during the conference. Post-Treatment Care \$5,000
	Provide branded ice packs for the Treatment Center for all the attendees that receive a treatment during the conference. Branded Ice Packs \$3,500
VIP SHOW ROOM	Get the industry's most famous eyes on you. Host a VIP show room for one day and give this important audience the VIP treatment. VIP Show Room \$5,000
ON-SITE PROGRAM GUIDE ADVERTISEMENT	Premium Position: Back Cover \$4,500
	Premium Position: Inside Front Cover \$4,000
	Premium Position: Inside Back Cover \$4,000
	Full Page Ad \$3,500 Per Page
LOGO AND PROMOTION ON ATTENDEE "KNOW BEFORE YOU GO" EMAIL	Each attendee receives a 'Know Before You Go' email prior to the start of AMWC Americas conference. They will need this letter to retrieve their badge at registration. Your logo and a short promotion is placed on this letter, providing your company increased visibility and promotion. Logo and Promotion on Attendee "Know Before You Go" Email \$3,500
LOGO ON ATTENDEE CONFIRMATION LETTER	Each attendee receives a confirmation letter registering to AMWC Americas conference. Your logo and a short promotion is placed on this letter, providing your company increased visibility and promotion. Logo on Attendee Confirmation Letter \$3,500
HOTEL ROOM DROP	Provide a special gift or message to the AMWC Americas attendees. Hotel Room Drop \$3,500 <i>(Additional fee to the venue not included.)</i>
SOCIAL MEDIA	Increase your sales, likes, and follows with this social perk. Reach AMWC Americas attendees and other aesthetic medical professionals by creating a sponsored post for Facebook, Instagram and LinkedIn. Packages start at three (3) posts and/or stories pre- or post-show and can be customized to include more. Social Media Takeover for One Day \$3,500
	Social Media Package \$2,500
VIP LOUNGE + CHARITY RECEPTION BAG GIVEAWAY	Give a special gift to the attendees in the VIP Lounge and at the Havana Nights Charity Reception. Bag Giveaway \$500
ATTENDEE REGISTRATION PACKAGES	Do you have customers you want to invite to attend AMWC Americas? Buy a package of Attendee Registrations that you can offer to your customers. Price Varies, talk to representative about options.

All sponsorship offerings and details subject to change.

Contact

TO CONFIRM YOUR EXHIBIT BOOTH AND SPONSORSHIPS,
CONTACT OUR TEAM

MINDY MILLAT - GROUP SALES DIRECTOR

Aesthetic & Anti-Aging Medicine World Congress

📞 +1 (212) 600-3490

@ mindy.millat@informa.com

NYDIA HOUCK - SALES MANAGER

Aesthetic & Anti-Aging Medicine World Congress

📞 +1 (212) 600-3490

@ nydia.houck@informa.com

**FEBRUARY
15-17, 2025**

**JW MARRIOTT MIAMI
TURNBERRY RESORT**

Exhibitor Agreement

SPONSORSHIP PACKAGES



■ \$145,000	■ \$125,000	■ \$65,500	■ \$47,500	■ \$37,500
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EXHIBIT BOOTH PRICING

Standard booth size is 10'x10' (100 sq. ft.) and all booth spaces are calculated in 10' increments. Booth rates per square foot.

EXHIBIT RATES	STANDARD - Inline	<input type="checkbox"/> \$52
	PREMIUM - Corner	<input type="checkbox"/> \$65
	PREMIUM - Entrance	<input type="checkbox"/> \$80
	EXHIBIT STAGE - Perimeter	<input type="checkbox"/> \$80
	Table Top in Foyer	<input type="checkbox"/> \$5,500

**FEBRUARY
 15-17, 2025**
 JW MARRIOTT MIAMI
 TURNBERRY RESORT

BOOTH REQUEST

_____ sq. ft. x _____ sq. ft. = Total square feet

_____ total sq. ft. x _____ per sq. ft. = _____ Total exhibit fees

Total Fees Due Upon Signature: \$ _____

Top 3 Preferred Booth Selections:

1st Choice _____

2nd Choice _____

3rd Choice _____

AESTHETIC MULTISPECIALTY SOCIETY

Yes, please sign me up to be listed on the Aesthetic Multispecialty Society (AMS) Industry Listing Page so over 17,000 aesthetic practitioners can find our company info.

Listing Cost \$350.00

WHAT IS AMS?



SPONSORSHIP AGREEMENT

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

DINNER SPONSORSHIP	Sponsor Dinner Symposium	\$40,000 + Catering & A/V
FACULTY DINNER	Faculty Dinner	\$25,000
FACULTY LOUNGE	Sponsor the Faculty Lounge	SOLD OUT
LUNCH & LEARN	Sponsor of Lunch & Learn	\$25,000
ATTENDEE BAGS	Sponsorship of Attendee Bags.....	\$25,000
	Show Bag Insert	\$3,500
WI-FI SPONSOR	Wi-Fi Sponsorship	\$25,000
BREAKFAST WORKSHOP	Breakfast Workshop.....	\$15,500
REGISTRATION BADGE LANYARDS	Lanyards	SOLD OUT
COCKTAIL RECEPTION	Sponsor of Cocktail Reception.....	\$15,500 + Catering & A/V
HOTEL KEY CARD SPONSOR	Hotel Key Card Sponsor	\$15,000
PADFOLIOS	Padfolios.....	\$12,000
AD BOARD MEETING	Ad Board Meeting	\$10,500
BRANDED COLUMN CUBES	Branded Column Cubes	\$10,000
MIRROR CLINGS	Mirror Clings	\$10,000
MOBILE APP	Mobile App Sponsorship	SOLD OUT
	Mobile App Banner Ad	\$2,500
	App Alert	\$1,750
REGISTRATION SIGNAGE	Registration Signage	SOLD OUT
WORKSHOP	Workshop	\$10,000
	Record Workshop and Include On-Demand	\$3,000
THE AESTHETIC GUIDE MAGAZINE	Editorial and Full Page Ad.....	\$8,000
	Full Page Ad	\$4,000
E-BLASTS PACKAGE	1x E-blast to US database (90,000 contacts) & 2x to all attendees	\$7,500
	1x E-blast to attendees	\$3,500
COFFEE BREAK SPONSORSHIP	Coffee Break Sponsorship	\$7,500
FLOOR STICKERS	Floor Sticker Sponsorship	\$6,500
PROMOTIONAL SIGNAGE	Promotional Signage	\$6,500

SPONSORSHIP AGREEMENT

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

20-MINUTE EXHIBIT STAGE PRESENTATION	20-Minute Exhibit Stage Presentation	\$5,000
3D PHOTO BOOTH	3D Photo Booth	\$5,000
AMWC MAVERICK AWARD SPONSOR	Maverick Award Sponsor	SOLD OUT
BRANDED WATER BOTTLES	Branded Water Bottles	\$5,000
BROADCAST YOUR COMMERCIAL IN THE EXHIBIT HALL	Broadcast Your Commercial in the Exhibit Hall.....	\$5,000
CHARGING STATION	Charging Station	\$5,000
COMPANY PENS / NOTEPADS	Notepad and/or Pen Insert	\$5,000
DIGITAL SIGNAGE	Digital Signage	\$5,000
TABLE TENTS	Table Tents	\$5,000
TREATMENT ROOM	AMWC Americas Treatment Center	\$5,000 Per Day
	Post-Treatment Care in Treatment Center.....	\$5,000
	Branded Ice Packs for Treatment Center	\$3,500
VIP SHOW ROOM	VIP Show Room	\$5,000
ON-SITE PROGRAM GUIDE AD	Premium Position: Back Cover	\$4,500
	Premium Position: Inside Front Cover	\$4,000
	Premium Position: Inside Back Cover	\$4,000
	Full Page Ad	\$3,500 Per Page
LOGO ON ATTENDEE CONFIRMATION LETTER	Logo on Attendee Confirmation Letter	\$3,500
LOGO AND PROMOTION ON ATTENDEE "KNOW BEFORE YOU GO" EMAIL	Logo and Promotion on Attendee "Know Before You Go" Email	\$3,500
HOTEL ROOM DROP	Hotel Room Drop	\$3,500
SOCIAL MEDIA	Social Media Takeover for One Day	\$3,500
	Social Media Package	\$2,500
VIP LOUNGE + CHARITY RECEPTION BAG GIVEAWAY	Bag Giveaway	\$500
ATTENDEE REGISTRATION PACKAGE		

AGREEMENT

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

 Company Name *(as it will appear in the on-site show program and all promotional materials)*

 Contact Name Email Address

 Address *(as it will appear in the on-site show program)*

 City, State, Zip Province / Country

 Phone *(as it will appear in the on-site show program)* Fax

 Website

 Bill To Company Name *(if different from exhibiting company)*

 Contact Name Email Address

 Address

 City, State, Zip Province / Country

TOTAL \$ **AUTHORIZED SIGNATURE** **DATE**

Your signature acknowledges compliance to the terms and conditions set forth in the Exhibitor / Sponsor Support Agreement Contract, Terms and Conditions. Dates and location subject to change. Invoice will be sent to the address listed above.

Email this completed form to:

AMWC Americas
 36 Discovery, Suite 170
 Irvine, CA 92618 USA
 @ mindy.millat@informa.com
 @ nydia.houck@informa.com

Invoice will have instructions to pay by credit card.
For questions please call +1 (212) 600-3490.

FOR INFORMA USE ONLY
Item Code:
Sales:

TERMS & CONDITIONS

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

This booking form, the Rules and Regulations and the Informa Markets Sponsorship and Exhibition Terms and Conditions (the "Terms and Conditions"), which are incorporated into this booking form, together constitute the Agreement between Informa Exhibitions LLC and the Company listed above in respect of Aesthetic & Anti-Aging Medicine World Congress Americas (AMWC Americas). Read the Terms and Conditions here: <https://tinyurl.com/AMWCAMLEGAL> By signing this agreement, Company confirms that it has read and understood this booking form, the Rules and Regulations and the Terms and Conditions, and acknowledges and agrees to be bound by their terms. The signatory to this agreement is signing as the authorized signatory of Company and possesses all necessary power and authority to bind Company to this Contract.

COMPETING EVENTS/MARKETING

It is strictly against the rules to host an event and/or distribute any materials which market any event that competes in any manner with the scheduled activities of the AMWC Americas meeting. This includes any event or function not sanctioned by AMWC Americas being held at adjacent properties between February 11-18, 2025. Violations will result in immediate expulsion from the exhibit hall and permanent exclusion from any function of the AMWC brand. If you would like to host an event, please contact either Nydia Houck or Mindy Millat.

CONTRACTS FOR SPACE

Full payment for booth fees must be submitted with the agreement. The signed agreement constitute a contract for the rights to use the space allocated only.

* Telephone requests will not be honored

* Agreements are considered complete when submitted with a fully completed signed Exhibitor Agreement.

BOOTH ASSIGNMENTS

Exhibit booths are assigned on a first-come, first-served basis. Specific booth designations will be assigned and agreed upon at time of booth purchase. Changes can be made at the discretion of management. Dismantling of booths prior to the official closing of the Exhibit Hall is strictly prohibited and may result in barring of the company from exhibiting at future AMWC Americas events.

ADMISSION TO HALL/BADGE POLICY

AMWC Americas requires that all company representatives must be registered for the meeting. Exhibitors MUST be a paid employee of the company they are representing. Any physician or nurse representing an exhibiting company must be a full-time employee of the exhibit company and not currently affiliated with any Physician's office or university. Proof of employment will be required. All exhibitors must wear their issued AMWC Americas badges at all times.

Only properly badged Exhibitors will be admitted to the Exhibit Hall one hour before Exhibit Hall opening each day and may remain up to thirty minutes after Exhibit Hall closing each evening. Representatives must be able to present photo identification that matches the name on the badge they are wearing upon request by AMWC Americas Staff. No badges will be issued without personal identification and company name. Badge swapping/exchanging or attempting to enter the hall without a pass is strictly prohibited. There is a zero tolerance policy. Any company caught badge swapping/sharing will face a \$2,000 fine and a one-year suspension from the exhibit hall.

BADGE PRINTING

Each Exhibitor must pick up their own badge. No exhibitor will be allowed to pick up multiple badges. Exhibitor badges may be picked up at the Registration Desk or self-printed at the Registration Kiosks onsite. The barcode contained in the registration confirmation email is scanned at the kiosk in order to print the badge. The barcode may also be scanned from a portable device such as smart phone or tablet. Additional badges are available for purchase at the Registration Desk.

Exhibitors who lose their badge will be required to pay a lost badge fee of \$350 at the Registration Desk before they are allowed to re-enter the exhibit hall.

CORPORATE REPRESENTATIVES

Those companies unable to exhibit, but who would like to send a representative, can pre-register the individual by contacting AMWC Americas: **Mindy Millat: +1 (212) 600-3490.**

**SIGNATURE
REQUIRED**

By signing below, I acknowledge that I understand and will adhere to these policies:

AUTHORIZED SIGNATURE

DATE

TERMS & CONDITIONS

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

CANCELLATION OF EXHIBIT SPACE

Exhibitors are requested to telephone and email the AMWC Americas with cancellations to Mindy Millat and Nydia Houck specifically. However, the cancellation is not effective until it has been received in writing at the AMWC Americas office and Mindy Millat or Nydia Houck officially confirm that it was received. No refunds will be granted after November 1, 2024. If the Exhibitor cancels before November 1, 2024, 50% of the total cost of booth space will be retained by AMWC Americas. If the Exhibitor cancels on November 1, 2024 or later, AMWC Americas will retain 100% of the total contract obligation. If payment has not been made the fees still remain due and payable in full. Any space not claimed and occupied, or for which special arrangements have not been made by 8:00PM on Friday, February 14, 2025 will be forfeited. Full payment for all booth space and sponsorship is due upon application.

CANCELLATION AND CHANGING THE DATE OF THE EVENT BY AMWC AMERICAS

- 1.1.** AMWC Americas reserves the right to cancel or change the date of the event at any time and for any reason (including, without limitation, if a force majeure event occurs which AMWC Americas considers makes it impossible, inadvisable or impracticable for the event to be held).
- 1.2.** In the event that the date of the event is changed or where the event is cancelled for the current year but is reasonably expected by AMWC Americas to be held in the following year, this Agreement will continue in full force and effect and the obligations of the parties shall be deemed to apply to the event on the new date (or the event in the following year, as the case may be) in the same way that they would have applied to the originally scheduled event. For the avoidance of doubt, nothing in this clause shall excuse Company from the payment of the fees in accordance with the payment terms stated in the booking form.
- 1.3.** Where the event is cancelled and is not reasonably expected by AMWC Americas to be held in the following year the terms of this Clause 1.3 shall apply:

1.3.1. if the event is cancelled other than as a result of a force majeure event (in which case the provisions of Clause 1.3.2 apply), this Agreement shall terminate without liability provided that, at Company's election, any proportion of the fees already paid will be refunded or a credit note for the amount of the fees already paid will be issued and Company will be released from paying any further proportion of the fees;

1.3.2. if the event is cancelled as a result of a force majeure event, this Agreement shall terminate without liability provided that: (i) AMWC Americas shall be entitled to retain an amount equal to 50% of the total fees (the Revised Fees) from any proportion of the fees already paid or, where no fees have been paid or where the proportion of the fees already paid is less than the Revised Fees, AMWC Americas shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Revised Fees, which will become immediately due

and payable; and (ii) after the deduction of the Revised Fees, at Company's election, any proportion of the fees already paid will be either refunded or a credit note issued for the amount of fees already paid and Company will be released from paying any further proportion of the fees.

1.4 Company acknowledges that the provisions of this Clause set out Company's sole remedy in the event of cancellation or the changing of the date of the event and all other liability of AMWC Americas is hereby expressly excluded.

1.5 Any cancellation or termination rights available to Company set out anywhere in this Agreement shall be fixed by reference to the originally scheduled opening date of the event and not any newly scheduled opening date of the event that has been changed pursuant to the above Clause.

NON-CONTRACTED EXHIBIT SPACE

Any person, firm or organization not having contracted with AMWC Americas for the occupancy of space in the exhibit hall will not be permitted to display or demonstrate products, processes, or services, solicit orders, or distribute advertising materials in the exhibit hall or in any hotel used by the AMWC Americas to house registrants.

Any non-compliance 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 without written permission from the organizers.

ELIGIBLE EXHIBITS & RESTRICTIONS

AMWC Americas reserves the right to deny or cancel the registration of any exhibitor or program attendee(s) whom Management, in its sole discretion, feels would not be in the best interest of AMWC Americas. AMWC Americas reserves the right to deny the exhibition of inappropriate items and products.

Drugs, chemicals or other therapeutic agents listed in AMA's New and Non-Official Remedies, National Formulator or U.S. Pharmacopoeia may be displayed. Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with AMWC Americas headquarters.

New, unlisted and/or initial display items must be submitted for clearance prior to opening of the meeting. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to the opening date of the show. The same restrictions apply to medical journal advertisements or other displayed publications and all promotional literature.

SALES & ORDER TAKING

Exhibitors are free to solicit sales and take orders within their contracted space, but must maintain professional behavior at all times. AMWC Americas reserves the right to limit or restrict sales activities if such activities are causing a disturbance in the exhibit hall.

SIGNATURE
REQUIRED

By signing below, I acknowledge that I understand and will adhere to these policies:

AUTHORIZED SIGNATURE

DATE

TERMS & CONDITIONS

FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

FOOD SERVICE

No outside food or beverage is allowed in the exhibit booths and/or area. All food and beverage must be ordered through the venue.

OPERATION & 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. Exhibitors are required to dress, at minimum, in a business casual fashion. Any exhibitor who does not follow the dress code will not be permitted to enter the exhibit hall until they complied with dress code guidelines.

AMWC Americas 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 management, may detract from the general character of the exhibits as a whole. In the event of such restriction or eviction, AMWC Americas is not liable for any refunds of rental fees or other exhibit expenses.

Exhibits that include the use of musical instruments, sound projection equipment or any other type of sound must receive advanced approval from meeting management and must be operated so as to not disturb adjacent exhibitors and their patrons. Music may not be played without the proper license of copyrighted music. 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 AMWC Americas meetings.

IN-BOOTH DEMOS/PRESENTATIONS/LIVE DEMONSTRATIONS WILL BE ALLOWED FOR FDA APPROVED, NON-INVASIVE DEVICES UPON AMWC AMERICAS APPROVAL IN 2025.

Proof of FDA approval must be submitted by January 1, 2025, and all demos must be approved by AMWC Americas prior to the event. Exhibitors are responsible for monitoring and controlling attendance to prevent aisle congestion. In situations where overflow continues to be a problem, presentations will be limited or eliminated.

Any violations to these policies can lead to immediate dismissal from the show floor without a refund.

FOOD & DRUG ADMINISTRATION (FDA)

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

NON-FDA APPROVED DRUGS & DEVICES

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs or 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.

Any investigational product (including any produce 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;
- 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".

INSURANCE

Insurance on all exhibits is the responsibility of the exhibitor. AMWC Americas will not assume any responsibility for property loss or damage to personal property, as states 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.

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FEBRUARY 15-17, 2025 • JW MARRIOTT MIAMI TURNBERRY RESORT

LIMITATION OF LIABILITY

It is mutually agreed by and between AMWC Americas and the exhibitor that AMWC Americas will have no liability whatsoever to any exhibitor, his employees, or his business invitees, or any liability for the loss or damage to the property of the exhibitor, his employee or business invitees resulting from any cause. It is further understood and agreed that all claims against AMWC Americas 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 AMWC Americas and the contracted meeting service contractor will act for the exhibitor and his representatives only in the capacity of agent, and not as principal, and that the AMWC Americas and the contracted Office Service. Contractor assumes no liability whatsoever for damage for any act or omission or commission in connection with the said agency, and the exhibitor and his representative(s) hereby keep forever harmless AMWC Americas, its officers, directors, employees, and agents from any and all liability or loss ensuing from any cause.

It is further understood and agreed that AMWC Americas 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 from a breach of its contract. It is understood and agreed that the sole liability of AMWC Americas to its exhibitor for any breach of its contract will be 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.

JW MARRIOTT MIAMI TURNBERRY RESORT - LIMITATION OF LIABILITY

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 agrees to indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims.

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 have been completed. AMWC Americas and the JW Marriott Miami Turnberry Resort are not responsible for any loss, damage, or theft of exhibitor property. It is highly recommended that a representative be present at their booth 30 minutes before the opening of the exhibit hall to ensure the safety of material goods from other exhibitors and attendees.

AMERICANS WITH DISABILITIES ACT

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

GIFTS & PROMOTIONAL ITEMS

Exhibitors are permitted to give gifts and promotional items, but the item MUST be approved by AMWC Americas. Individual gifts in the general range of \$100 are acceptable. 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 payment may not be offered.

PHOTOGRAPHY & RECORDING

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

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