

EXHIBITOR PROSPECTUS

2026



**85TH ANNUAL
MEETING OF AAST**

September 16-19, 2026
Hyatt Regency Dallas
Dallas, TX

AAST Annual Meeting Demographics

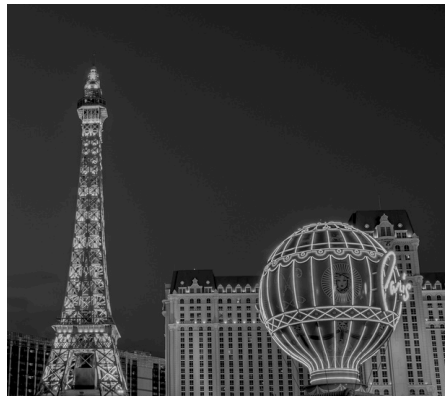


2025

In-Person Event and On-Demand Component

Boston, MA

Total Attendance: **1,435**
Medical Doctors: **1,077**
Other Health Professions: **60**



2024

In-Person Event and On-Demand Component
with the World Trauma Congress

Las Vegas, NV

Total Attendance: **1,684**
Medical Doctors: **1,239**
Other Health Professionals: **175**



2023

In-Person Event and On-Demand Component

Anaheim, CA

Total Attendance: **1,288**
Medical Doctors: **1,015**
Other Medical Personnel: **72**



2022

In-Person Event and On-Demand Component

Chicago, IL

Total Attendance: **1,209**
Medical Doctors: **1,035**
Other Medical Personnel: **90**



2021

In-Person Event and On-Demand Component

Atlanta, GA

Total Attendance: **1,569**
In-Person Attendance: **912**
Medical Doctors: **1,200**
Other Health Professionals: **104**



2020

Virtual Event

Virtual Event

Total Attendance: **1,587**
Medical Doctors: **1,236**
Other Medical Personnel: **249**

Exhibit Hall Hours

(Subject to Change)

Set-Up:

- **Tuesday, September 15:** 12:00 am – 6:00 pm and
- **Wednesday, September 16:** 7:00 am – 10:30 am (*booth must be set-up by 10:30am*)

Please Contact Kate Poetker, kpoetker@facs.org, at (312) 202-5210 if you need to schedule different set-up times.

Tear-Down

- **Friday, September 18:** 1:15 pm – 5:00 pm

Exhibit Hours

- **Wednesday, September 16:** 11:00 am – 2:30 pm; 5:45 – 7:00 pm
- **Thursday, September 17:** 7:00 am – 2:30 pm
- **Friday, September 18:** 7:00 am – 1:15 pm

Events Held in the Exhibit Hall

Wednesday, September 16, 2026

- 11:10-11:30 am Attendee Break
- 12:30-1:45 pm Product Theater
- 1:45-2:00 pm Attendee Break
- 2:15 pm AAST-sponsored Break for Exhibitors in exhibitor lounge
- 6:00-7:00 pm Welcome Reception

Thursday, September 17, 2026

- 7:00-8:00 am Breakfast
- 9:30-9:50 am Attendee Break
- 12:00-1:30 pm Poster Session
- 1:30-2:30 pm Product Theater

Friday, September 18, 2026

- 7:00-8:00 am Breakfast
- 10:10-10:30 am Attendee Break with Raffle
- 12:00-1:15 pm Product Theater

All times listed are tentative and subject to change.

MARKETING OPPORTUNITIES



[CLICK HERE](#)

EXHIBIT SPACE APPLICATION



[CLICK HERE](#)

Exhibit Fees

Basic Exhibit Package: \$5,000

Basic Exhibit Package includes:

- Single 8x10 booth space which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges that provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Wednesday-Friday)
- Complimentary Welcome Reception (Wednesday)
- Attendee/Exhibit lunch in the exhibit hall
- Company listing in Conference Guidebook (one copy provided to each company)
- Company listing in the AAST Mobile App exhibitor section

Non-profit Tabletop: \$2,500

(Proof of non-profit status required)

- Single tabletop which includes one 6ft. skirted table, two chairs, wastebasket, and booth ID sign 7'x44"
- Two conference badges that provides access to all scientific sessions
- Company acknowledgement on signage during the meeting
- Complimentary breakfasts (Wednesday-Friday)
- Complimentary Welcome Reception (Wednesday)
- Attendee/Exhibitor lunch in the exhibit hall
- Company listing in Conference Guidebook (one copy provided to each company)
- Company listing in the AAST Mobile App exhibitor Section



Marketing Opportunities

THE BELOW MARKETING OPPORTUNITIES ARE AVAILABLE ONLY TO REGISTERED EXHIBITORS.

NEW IN 2026

BOOTH BUSTER BUNDLE - \$2,000:

Available only if purchased with your booth!

- Half-page color ad in the AAST Guidebook provided to every attendee (valued at \$1,300)
- Additional exhibitor badge (valued at \$275)
- Description listing in the Guidebook (valued at \$750)
- Link to the company's website in the AAST mobile app (valued at \$500)

EXHIBIT ADD-ONS

ADDITIONAL 8X10 BOOTH SPACE | \$5,000

ADDITIONAL BADGES | \$275 each

BANQUET/AUCTION TICKET | \$225 each

PRE- OR POST- MAILING LIST (*mailing addressed only*) | \$750 each

AAST MEMBERSHIP DIRECTORY | \$1,000 each

DIGITAL ADVERTISING

EXCLUSIVE REGISTRATION CONFIRMATION EMAIL AD | \$5,000

Place your exclusive ad in the registration confirmation email sent to each attendee upon registration for AAST, as well as in the final confirmation email sent by AAST to all attendees the week before the meeting. Your ad will be visible to all of AAST registrants. This is an exclusive, high traffic, high visibility opportunity. Must receive ad by May 15. Ad specs: 300Wx250H pixels, .png or .jpg

EXCLUSIVE KNOW BEFORE YOU GO EMAIL AD | \$5,000

Place your ad in the most important email sent by AAST, sure to be read by all attendees: the Know Before You Go email! This is a high traffic, high visibility space. Ad can be linked to an external website of your choosing with analytics being provided after the ad expires. Ad specs: 300Wx250H pixels, .png .jpg or .gif

BANNER AD ON AAST WEBSITE | \$1,500 (2 available)

Get extended exposure with an exclusive ad on the AAST website in the Annual Meeting Section for three months. This is a high traffic, high visibility area. Ad can be linked to an external website of your choosing with analytics being provided after the ad expires. Ad specs: 300Wx250H pixels, .png .jpg or .gif (can be animated)

Marketing Opportunities

ONSITE BRANDING

Ensure all attendees see your company message and brand with clings and other opportunities located in high-traffic areas of the hotel. To discuss exact locations and meeting layout, contact Kate Poetker, AAST Exhibits Manager, at kpoetker@facs.org.

Digital Ad On AAST Monitors | \$1,000

EXCLUSIVE Wall Cling (Exhibit Level) | \$3,500 Each

Column Wrap (Session Level) | \$5,000 Each (3 Available)

Floor Cling (Exhibit Level) | \$3,000 Each (3 Available)

Floor Cling (Session Level) | \$3,000 Each (3 Available)

EXCLUSIVE Company Logo And Booth # On Door Drop Bags | \$4,000

EXCLUSIVE Branded Hotel Keycards | \$9,000

Hotel Door Drop Flyer | \$6,500

AAST Café Supporter | \$2,500 Per Day (3 Days Available)

Student/resident/in-training Breakfast Supporter | \$5,000

PRINT ADVERTISING

CONFERENCE GUIDEBOOK

Place an ad in the guidebook available to all AAST attendees for sale at registration.

Half Page Black & White | \$750

Half Page Color | \$1,250

Full page Black & White | \$1,000

Full page Color | \$2,100

EXCLUSIVE Full page Color Back Cover | 3,500

EXCLUSIVE Full page Color Back Inside Cover | \$3,500

EXCLUSIVE Full page Color Front Inside Cover | \$3,500

JOURNAL OF TRAUMA AND ACUTE CARE SURGERY

One Full-page Color Ad in one issue of choice and 50,000 web impressions | \$7,500

One Full-page Color Ad in one issue of choice, exclusive interstitial web banner and 75,000 web impressions | \$12,200

Two Full-page Color Ads in one issue of choice, exclusive interstitial web banner and 100,000 web impressions | \$16,550

Exclusive eTOC web banner | \$2,000

TRAUMA SURGERY AND ACUTE CARE OPEN (AAST'S OPEN ACCESS JOURNAL)

11,000 Impressions across the leaderboard, mid-page unit (MPU) & website banner | \$3,000

12,000 Impressions across the leaderboard, MPU, and website banner | \$5,000

EXHIBITOR EVENTS

Product Theater Session | \$15,000 Each (3 Available, 1 Per Day)

Industry Webinar | \$10,000 Each (4 Available Per Year)

Industry Symposium | \$6,500

Product Theater

Product Theater Cost: \$15,000

A unique opportunity for exhibitors during the AAST meeting. Exhibitors will be able to hold product theater presentations close to the general sessions. The product theaters will be available for lunch presentations. The cost for the product theater includes:

AAST Responsibilities

- Seating for 40 (Max)
- Food/Beverage
- Riser w/Podium and Microphone
- Audio Visual (Screen and projector)
- AAST will send out two blast emails to attendees prior to the meeting and will include the product lounge information in the Daily Newsletters. (Copy due to AAST by August 19)
- A blast email will go out the morning of the event to all registered attendees.
- Digital Ad in the AAST Café and AAST Info Desk (Copy due August 19)
- Pre or Post attendee list (addresses only) for marketing purposes only

Vendor Responsibilities

- Laptop
- Lead Retrieval

Available Days/Times

Wednesday, September 16: 12:30 – 1:45 PM
Thursday, September 17: 12:30 - 1:45 PM
Friday, September 18: 12:00 – 1:15 PM

Product Theater Requirements

- Must be registered as an exhibitor to offer product theater
- Product Theater days/times are not flexible.
- Any literature and signage produced for the product theater must be approved by AAST and cannot say product theater is endorsed or sponsored by AAST. All literature and signage must include the following disclaimer: 'This commercially supported product theater presentation is independent of the AAST educational activities and is not accredited by CineMed.'
- Promotion of the product theater is the responsibility of the company and cannot be combined with any AAST meeting materials.
- All information distributed for the product theater must be submitted for approval by AAST prior to printing.

If you have questions, contact Kate Poetker, kpoetker@facss.org or (312) 202-5210.





Industry Symposium

Two-hour symposium – \$6,500

Fee Includes:

- All food and beverage costs are at the expense of the exhibiting company.
- Breakfast or cocktail reception/dinner.
- Pre or Post attendee list (mailing addresses only).
- Two additional exhibitor badges.
- Company name and logo highlighted on the AAST website
- AAST will send out three blast emails prior to the meeting with your symposium information (two for registration, one the day prior to the event)
- Company is allowed signage (no larger than 22x28) by Registration area and outside of door of event. All signage must be approved by AAST.

Available Days/Times

- Tuesday, September 9: after 5:00 pm
- Thursday, September 11: after 3:00 pm

AAST Satellite Symposia Requirements

- Must be registered as an exhibitor.
- The symposia may not occur during any AAST educational programming (see available dates and times).
- Any literature and signage produced for the symposia must be approved by AAST and cannot say symposia is endorsed or sponsored by AAST and must include the following disclaimer: 'This commercially supported satellite symposia are independent of the AAST educational activities and is not accredited by ACS.'
- The company must go through the AAST meeting planner for meeting space (in person) and not directly through the hotel.
- All food, beverages, AV, and meeting room rental (if applicable) is the responsibility of the company and will be directly billed to the company.
- Posting of signs in the hotel is the responsibility of the company. Placement is subject to AAST approval.
- Promotion of the symposia is the responsibility of the company and cannot be combined with any AAST meeting materials.
- All information distributed for the symposia must be submitted for approval by AAST prior to printing.
- Any symposia tied to an abstract accepted for presentation at the meeting (either oral or podium presentation) must be held after the presentation has been made. The following apply to such sponsored symposia:
 - For the purpose of promoting the event, the abstract of the presentation can be reproduced and mailed or handed out to meeting attendees only with the expressed permission of the author, AAST, and AAST* (*may include additional fees or requirements and rate is subject to change).
 - Charts, pictures, and diagrams can be projected during the presentation and discussion at the symposia but cannot be printed for distribution prior to the presentation or at any other time prior to publication.
 - The final manuscript must be submitted to the *Journal of Trauma and Acute Care Surgery* for either acceptance or first right of refusal of publication.

Industry Product Webinars

Cost: \$10,000

AAST is offering opportunities to host product webinars to AAST members. Webinars will be offered four times a year.

Requirements:

- Companies must sign AAST Promotional Services Agreement
- Company must have exhibited at a past AAST meeting to host a webinar
- Company will utilize their platform for webinar
- Company must provide link and webinar information to AAST for eblast
- Literature produced for the webinar must be approved by AAST

AAST Responsibilities:

- AAST does not guarantee attendance.
- AAST will send out all promotional materials at least three times for the webinar to AAST members, registered attendees from past AAST meetings, and non-members in the AAST system.
- AAST will provide one complimentary attendee list (from AAST Annual Meeting) for a one-time use. (List does not include phone or email addresses)

Disclaimer: Webinar promotional materials cannot say webinar is endorsed or sponsored by AAST. All materials must include the following disclaimer: This commercially supported webinar is independent of any AAST educational activities and is not accredited by CineMed.

Conference Book Advertising

A conference book will be provided to all attendees. The book will include a listing of the exhibiting companies, program schedule, information on AAST and ads.

Only companies that are exhibiting can purchase an ad in the conference book. Ads start at \$750 and go up to \$3,500.

See payment form for more information.

Unrestricted Educational Grant Opportunities

There are several other opportunities for your company to be visible to not only attendees, but also to members and nonmembers of the AAST. For more information, please contact Sharon Gautschy at sgautschy@aast.org.

- Unrestricted Annual Meeting Educational Grants
- Unrestricted Educational Grants for monthly live webinars
- Unrestricted Educational Grants for archived Grand Rounds, journal articles, and webinars on the AAST website
- Unrestricted Educational Grants for the NEW Tools for Acute Care Surgery app



Booth Enhancements

DRIVE TRAFFIC TO YOUR BOOTH WITH
OUR NEW BOOTH ENHANCEMENTS!

PARTY LIGHT SPECIAL

Three years ago, the AAST started an event in the exhibit hall called "Party Light Special". The party light special is a roaming cart in the exhibit hall that distributes AAST logo branded giveaways to attendees during breaks, the welcome reception, and the Friday-sponsored lunch. In the past three years, some giveaways have been Nike baseball caps, t-shirts, backpacks, portable speakers, portable chargers, phone stands, pickleball sets, etc.

Do you want to drive traffic to your booth? As an exhibitor, you can sponsor one of the times for the party light cart to be located at your booth. AAST will provide the AAST logo giveaway.

Available times (only one exhibitor per time):

Wednesday:

11:10-11:20 am Break in Exhibit Hall

6:15-6:30 pm Welcome Reception in Exhibit Hall

6:45-7:00 pm Welcome Reception in Exhibit Hall

Thursday:

11:00-11:15 am Break in Exhibit Hall

1:15-1:30 pm Lunch in Exhibit Hall

Friday:

10:30-10:45 am Break in Exhibit Hall

Pricing:

\$1,500 - 30 items to be given away (minimum)

\$2,500 - 60 items to be given away (minimum)

As a sponsor you will be provided with the following:

- The cart will include signage that your company sponsored the party light special
- Sponsoring company will be given a sign to put in your company's booth to announce the date/time of the Party Light Special in the booth
- Sponsoring company's logo and information will be included in the Conference Guidebook next to the date and time of the party light special
- If your company gives away branded items during the meeting, the party light special is a perfect companion for a special item with your company's logo!

BITES IN YOUR BOOTH

Increase traffic to your booth by giving out what many attendees love the most: food! Attendees are always looking for an afternoon snack, soda, or beverage. AAST will send out a push notification alerting attendees that a snack can be found in your booth (first come, first served).

Cost:

\$3,800 for 240 pieces

Options:

- Dessert bars
- Large Cookies
- Sticky buns
- Sweet breads
- Assorted beignets

You select the day(s)/time(s) you want the items out in your booth. (Orders can be split between days if requested). AAST will be responsible for ordering the items.

For more information or to sign up for a booth enhancement, please contact Kate Poetker, at kpoetker@facss.org.

Solicitation Policy for Exhibiting Companies

AAST strictly prohibits the solicitation and distribution of products and equipment in all educational sessions at the AAST Annual Meeting as well as in the main foyer near educational sessions between 7:00 am – 5:30 pm Wednesday-Friday and between 8:00 am – 12:00 pm on Saturday. All demonstrations of company products, services, or equipment **MUST** be conducted in the exhibit hall. Nonexhibiting firms are not allowed to solicit or distribute advertising materials to AAST attendees at any time. Please report any unauthorized solicitation to AAST staff immediately.

MARKETING OPPORTUNITIES



[CLICK HERE](#)

EXHIBIT SPACE APPLICATION



[CLICK HERE](#)



THANK YOU

ANNUAL MEETING CONTACTS:

Exhibit Information: Kate Poetker
kpoetker@facs.org

Meeting Program: Rachel Sass
rsass@aast.org

Housing Questions: Rachel Agustin
ragustin@facs.org

Housing Link:
<https://www.aast.org/annual-meeting/hotel>

**WE LOOK FORWARD TO SEEING
YOU IN BOSTON IN SEPTEMBER**

EXHIBIT RULES & REGULATIONS

The following rules and regulations governing the exhibit of the American Association for the Surgery of Trauma (AAST) are part of the application for space and constitute a contract between the exhibitor and AAST. They have been formulated in the best interest of the exhibitor, and we respectfully ask for the full cooperation of the exhibitor in their observance. Any detail not specified is subject to a decision by AAST.

BOOTH ASSIGNMENTS—Exhibit space is assigned based on the date application received and number of booths requested.

BOOTH SELECTIONS—The exhibitor agrees to accept the space assigned. The Online Exhibit Space Application, along with a deposit of \$2,500 per 80-square-foot booth exhibit space, should be submitted online. Subletting of space is not permitted. AAST reserves the right to modify the designated exhibit space and make changes to space assignments should it be necessary.

CANCELLATIONS, REDUCTION, AND REFUNDS—Written notification of a reduction or cancellation of exhibit space must be received by AAST on or before July 17, 2026 and will result in a charge equal to 50 percent of the total cost of the space. Space not claimed or occupied onsite after 5:00 p.m., Tuesday, September 9, for which no special arrangements have been made with AAST, may be resold, or reassigned by AAST without obligation to refund exhibit fees or reassign the exhibitor. No refunds will be granted for space after July 17, 2026.

CONTRACT FOR SPACE—The acceptance of the official AAST exhibit ordering cleaning service for the upkeep of its booths during the show. Space application and deposit of rental charges constitute a contract for A form will be provided in the online exhibitor service manual. AAST will the rights to use allotted space. A completed application for space with assume responsibility for aisle cleaning in the exhibit hall. Deposit and all requested information must be submitted online.

ELIGIBILITY FOR EXHIBITING—The exhibits are an extension of the continuing education program of AAST. For an application to be accepted by AAST, the products and services must be related to the practice of surgery or medicine. Exhibitors may only display products and services that they manufacture or distribute. All exhibiting companies' products and services must be approved by the American Association for the Surgery of Trauma's (AAST) Exhibit Manager. AAST reserves the right, even after an application has been approved, to refuse exhibits, curtail activities, or to close exhibits or parts of exhibits that do not, in AAST's determination, comply with its rules and regulations.

EXHIBIT FEES—One 8'x10' booth costs \$5,000. Note: All online exhibit space applications must be accompanied by a deposit of \$2,500 per 8' x 10' booth. Non-Profit Fees—One (1) single 6 ft. tabletop costs \$2,500. Note: All online exhibit space applications for the non-profit rate must be accompanied by a full payment of \$2,500 per 6 ft. table. Proof of nonprofit status is required.

EXHIBIT FEES INCLUDES—All exhibit fees include:

- 1) One single 8'x10' both space with one 6 ft. skirted table, two chairs, wastebasket and booth ID (7x44) sign;
- 2) Two conference badges;
- 3) Company listing in conference mobile app includes: description, logo, PDF documents, web links, etc.;
- 4) Complimentary acknowledgment on signage during meeting;
- 5) Complimentary breakfast on Thursday through Friday;
- 6) Complimentary Welcome Reception;
- 7) Lunch in exhibit hall on Friday;
- 8) Company listing in the conference book exhibitor section.

ANIMAL TISSUE DEMONSTRATIONS—Under no circumstances may human tissue of any kind be used for demonstration purposes. Animal tissue may be used if a request is submitted in writing to AAST with a detailed description of the proposed method of waste disposal.

EXHIBITS DESIGN/DISPLAY—Exhibit booths are 8'x10'. The height of any exhibit shall not exceed 8' and the side rails must not be higher than 42". All back walls and side rails must remain as set by the official contractor. Please note that all display material must be fire retardant. The exhibit hall at the Boston Marriott Copley Place is carpeted. Exhibits may not span an aisle by ceiling or floor. Solid ceilings of wood, fabric, or other material over exhibits are not permitted if they come under the fire sprinkler heads. Exhibitors having covered exhibits must submit plans to the official contractor who will present said plans to AAST Management for review and approval. Exhibits must be arranged so as not to obstruct the sight line or otherwise interfere with the displays of other exhibitors.

FAILURE TO OCCUPY SPACE—Any exhibitor failing to occupy booth exhibit space is not relieved of the obligation to pay full rental price for space. The AAST reserves the right to use an exhibit space as it sees fit, provided the space is not occupied one hour prior to the scheduled exhibit hall opening.

PAYMENT TERMS—A check for the deposit, in the amount of \$2,500 per 80 square feet, must accompany the online exhibit space application. No applications will be processed without remittance of the deposit. Exhibitors will be able to process 50% or full payment via online application. All online applications received after Friday, July 17, 2026, must be paid for in full. No application will be processed without full payment after this date. Full Payment is due Friday, July 17, 2026. If payment is not received by this date, the space may be reassigned; a refund will not be issued. Services ordered through the official decorator will only be fulfilled upon receipt of final payment for your booth space.

BOOTH INFORMATION & SERVICES

COMPLIMENTARY REGISTRATIONS—Each exhibiting company is entitled to two (2) complimentary badges per 80 sq. ft. (8'x10') of space. Substitutions are not permitted, and badges cannot be shared. Badges will provide access to the continental breakfast (Thursday and Friday), the scientific sessions, and the welcome reception. A \$275 per badge fee will be charged above and beyond your allotment.

BOOTH ALLOTMENT—Lost or forgotten badges may be reprinted on site at a fee of \$275 per badge. No badges will be issued without proof of company affiliation. Exhibitor registration forms are due August 14, 2026. Details will be sent under separate cover. Exhibitor badges can be picked up at the AAST registration desk located at the hotel. AAST requires that all representatives be registered for the meeting. Badge exchange between exhibitor representatives is not permitted. All exhibitor personnel are always required to wear their registration badges while on the exhibit floor. Booths must always be staffed. Please note you will be in violation of regulations if the booth is not staffed.

ADVERTISING & MARKETING OPPORTUNITIES—AAST is excited to offer marketing and advertising opportunities. Details included in this exhibit prospectus.

CLEANING SERVICE/AISLE CARPET—Each exhibitor is responsible for ordering cleaning service for the upkeep of its booth during the show. A form will be provided in the online exhibitor service manual. AAST will assume responsibility for aisle cleaning in the exhibit hall.

COMPANY DESCRIPTIONS—Company descriptions will be printed in the conference mobile app. More details will be included in the exhibit space confirmation.

EXHIBIT HOURS—All days/times are tentative; Wednesday, September 16, 11:00 am-2:30 pm; 5:00 - 7:00 pm (Welcome Reception in exhibit hall from 5:30-7:00pm), Thursday, September 17, 7:00am – 2:30 pm, Friday, September 18, 7:00am - 1:30pm with lunch. Times are tentative and subject to change.

EXHIBITOR EVENTS—The opportunity to hold Exhibitor Events will be offered at AAST Annual Meeting. Exhibitors will want to take advantage of the opportunity to gain additional exposure to this influential group of trauma surgeons. See marketing opportunities above.

FOOD AND BEVERAGE—Nonalcoholic beverages and food products are permitted in your booth only if ordered or approved through the hotel's food and beverage departments. No popcorn, peanuts, or jellybeans will be allowed.

FOOD AND DRUG ADMINISTRATION (FDA)—All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

NON-FOOD AND DRUG ADMINISTRATION (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) premarket 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 name gathering until approved. Signage that is easily visible is to be placed near the devices themselves and on any graphics 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/PROMOTIONAL ITEMS—Exhibitors are permitted to give gifts and promotional items in their assigned booths space, but items must be approved by AAST Management. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts 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.

HOTEL INFORMATION—The AAST meeting will be held at the Hyatt Regency Dallas in Dallas, TX. To verify that all hotel rooms within the AAST block are properly allocated, AAST will actively monitor the housing process. All housing reservations must be made via the AAST website at www.aast.org. Visit AAST website at <https://www.aast.org/annual-meeting/hotel> for more details. The reservation cutoff date at the Hyatt Regency Dallas is August 24, 2026. Reservations made after the deadline date, or when room block fills, are subject to rate and space availability.

UNAUTHORIZED SOLICITATIONS FROM HOTELS—All hotel reservations for AAST must be made via the AAST website. Be aware of hotel resellers who may contact you offering accommodation that is not endorsed by or affiliated with AAST. Beware, entering into financial agreements with non-endorsed companies can have costly consequences.

LASER POLICY—Exhibiting companies planning to demonstrate laser equipment and other potentially hazardous light sources must request laser information from AAST management.

LEAD RETRIEVAL—Lead retrieval information will be included in the Exhibitor Service Manual.

LIST RENTAL— Exhibitors will have the opportunity to purchase the preregistration attendee list before the meeting and the final attendee list after the close of the meeting. Additional Information, including pricing and guidelines, will be available in the Service Manual.

NON-CONTRACTED EXHIBIT SPACE— Any person, firm, or organization not having contracted with the AAST 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 at the Hyatt Regency Dallas, or in any hotel used by AAST to house registrants. Any noncompliance with this regulation will result in the prompt removal of the offending person(s) and property from the area. No exhibit will be permitted in a hotel room.

PHOTOGRAPHERS— All exhibiting companies hiring a photographer during the AAST Annual Meeting must submit in writing the name of the photographic firm to the AAST Exhibit Management office. Unauthorized photographers or camera equipment will not be allowed into the exhibit hall.

RAFFLES/PRIZE DRAWING— Exhibitors may conduct raffles or have individual prize drawings in their assigned booths. All raffle prizes must be approved by AAST Management.

RESTRICTIONS IN OPERATION OF EXHIBITS—The AAST reserves the right to restrict exhibits that because of sound, method of operations, materials, content, or are for any reason objectionable. AAST also reserves the right to prohibit or evict any exhibit that, in the opinion of AAST Management, may detract from the general character of the exhibit. This reservation includes persons, things, conduct, printed matter, food and beverages, or anything of a character that AAST Management determines is objectionable to the exhibit. In addition, all demonstrations, interviews, or instructional activities must be confined to the limits of the exhibit booth. Any person canvassing in any part of Hyatt Regency Dallas will be required to leave the building. In the event of such restriction or eviction, AAST and AAST Exhibit Management are not liable for any refunds of rentals or other exhibit expenses.

SALES AND ORDER TAKING— Exhibitors are free to solicit sales and take orders within the exhibit hall only.

SECURITY— Doors to the exhibit hall will be locked after-hours. Exhibitors are responsible for safeguarding their material and equipment against theft. The AAST, the official contractor, and the Hyatt Regency Dallas are not responsible for any loss, theft, or damage to Exhibitor property.

SIGNS— One 17x44 ID sign will be furnished to each exhibitor by the decorator. Forms for ordering additional signs would be provided in the online exhibitor service manual. Only professional printed signs are permissible period.

SOUND— Sound/audiovisual devices, effects, and demonstrations will be permitted only in those locations and at such sound intensity (maximum 80 decibels or “dB”) as, in the opinion of AAST, do not interfere with the activities of neighboring exhibitors. Sound levels exceeding 80 dB are deemed inappropriate and must be discontinued.

CONTRACTUAL CONSIDERATIONS INSURANCE— Insurance on all exhibits is the responsibility of the exhibitor. AAST or AAST Management will not assume any responsibility for property loss or damage to personal property, as stated in the section on limitation of liability. Each exhibitor shall, at their own cost and expense, provide general liability insurance in an amount not less than \$2,000,000. This insurance should recognize AAST and the American College of Surgeons as an additional insured. Service orders will only be fulfilled by the official exhibit hall decorator when booth space is paid for in full and a certificate of insurance has been submitted.

LIMITATION OF LIABILITY— It is mutually agreed by and among AAST, AAST Management, and the exhibitor that AAST and AAST Management shall have no liability whatsoever to an exhibitor, its employees, or its business invitees; or have any liability for loss or damage to the property of the exhibitor, its employees, or its business invitees resulting from any cause. It is further understood and agreed that all claims against AAST and AAST Management for any damage, loss, or injury are expressly waived by the exhibitor and assumed by the exhibitor as its responsibility. Space is leased with the understanding that AAST, AAST Management, the official Decorator, and the Hyatt Regency Dallas assume no liability whatsoever for damages for any act of omission in connection with the said agency, and the exhibitor and its representative(s) hereby keep forever harmless AAST, AAST Management, the official Decorator and the Hyatt Regency Dallas from any and all liabilities for loss ensuing from any cause. It is further understood and agreed that the AAST and AAST Management shall 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 this contract. It is understood and agreed that the sole liability of AAST and AAST Management to the exhibitor for any breach of the contract shall be for the refund of all amounts paid by the exhibitor pursuant to this 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 State of Massachusetts, the City of Dallas, and the Hyatt Regency Dallas, as may be amended from time to time.

CATASTROPHE— In the event of fire, strikes, or other unavoidable occurrence(s) rendering the exhibit space unfit for use, provisions will be made for the exhibit elsewhere or a proper financial adjustment will be made to the exhibitor.

INSTALLATION AND DISMANTLING— Exhibitor installation may begin on Tuesday, September 15. Setup must be completed by 10:30 am on Wednesday, September 16. All display material, packages, crates, etc., not attended to by 10:00 am on Wednesday, September 16, will be removed by the official Decorator on a time and material basis, and will be done so at the exhibiting company's expense. Dismantling may begin promptly at 1:15 pm on Friday, September 18.

Dismantling exhibits before the official closing without just cause and/or permission from AAST Management will result in not receiving an invitation to exhibit the following year.

SERVICE CONTRACTOR—The service desk will be open during installation, dismantling, and show hours for your convenience.

INSTALLATION AND DISMANTLING BADGES—These passes are necessary for all unregistered installation and dismantling personnel who want access to the exhibit hall. Setup badges must be presented to the security officers for entrance. Passes may be obtained at the AAST exhibitor registration desk located at the Hyatt Regency Dallas.

SETUP BY NON-OFFICIAL CONTRACTOR—Unpacking, setup, assembling, dismantling, and packing of displays and equipment must be done by the correct type of labor. The official service contractor will have skilled craftsmen available to assist exhibitors.

CONFIDENTIALITY — AAST and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS — All exhibitors must register to participate in AAST 2026 Meeting. Exhibitors receive full access to the meeting, including scientific sessions, with registration. CME is not available to those registered solely as exhibitors, however, details for exhibitor registration will be available later.

FORCE MAJEURE— The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

INDEMNIFICATION AND INSURANCE— Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

LICENSE OF INTELLECTUAL PROPERTY— AAST and the Exhibitor are each the sole owner of all right, title, and interest to AAST and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, “Intellectual Property”). AAST and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Exhibit Program.

LIMITS IN LIABILITY— In no event shall AAST be liable to the Exhibitor for more than the amount paid under the Agreement.

RELATIONSHIP OF THE PARTIES— AAST and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind; both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Exhibits does not constitute AAST official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

TERM AND TERMINATION— This Agreement is effective as of the date of last signature and will terminate (i) upon conclusion of the post promotion of the Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by AAST to Exhibitor, with or without cause. In the event of termination for material breach by AAST, or termination without cause by AAST, AAST will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights and privileges for use of the other party's Intellectual Property shall expire, and each party shall discontinue the use of the other party's Intellectual Property.

MISCELLANEOUS— This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS— All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Jacqueline Mitchell, Associate Vice President of Convention and Meetings, American College of Surgeons, and Kate Poetker, Exhibits Manager, American College of Surgeons.