Benefits of Exhibiting

Connect with more than 1500 attendees from more than 20 medical ultrasound specialties who are searching for new and innovative solutions to improve patient care.

Get one-on-one interaction with senior thought leaders in the field, enthusiastic students, physicians, and sonographers.

Gain access to pre- and post-meeting attendee list (no e-mails).

Be listed on the AIUM’s website and the convention’s mobile application.

Have the option to purchase a Lead Retrieval system to capture attendee information.

Venue
AIUM 2020 will take place at
New York Hilton Midtown
1335 6th Ave, New York, NY 10019

Live Scanning
Live scanning of human subjects is permitted in booth space during AIUM 2020 when paired with an educational component. Exhibitors must comply with the following ultrasound scanning regulations:

1. Exhibiting companies performing live ultrasound scanning during AIUM 2020 must review the FDA’s policy on over-the-counter marketing of ultrasound devices. The company is responsible for determining which activities are appropriate under FDA guidelines.

2. Participating exhibitors must abide by the Live Scanning at AIUM Events requirements.

3. Booth must be 10’ x 20’ or larger.

4. Models must be pre-screened, sign a consent form, and be provided with a fact sheet.

5. Please refer to the Live Scanning Resource Kit for further guidelines.
Who Should Exhibit/Sponsor?
Organizations specializing in the following should exhibit/sponsor:

• Diagnostic genetic testing
• Diagnostic imaging portfolios
• Diagnostic ultrasound systems
• Digital radiography
• Electronic health records
• Examination administration
• Fetal diagnosis and treatment
• First-trimester screening (FTS) training
• Handheld ultrasound scanners
• Health care and technical professionals recruitment
• Infection control
• Mammography quality assurance
• Obstetric medical services
• Online ultrasound training
• Physician certification
• Picture archiving
• Portable, point-of-care ultrasound
• Research systems
• Ultrasonic equipment suppliers
• Ultrasound ergonomics
• Ultrasound manufacturer
• Ultrasound repair
• Ultrasound reporting and image management
• Virtual reality training simulator

Exhibit Hall Hours
*Hours are subject to change.*

Saturday, March 21
• MOVE-IN
  12:00 pm–6:00 pm

Sunday, March 22
• MOVE-IN
  8:00 am–2:00 pm
• HALL OPEN
  2:30 pm–7:00 pm
  (afternoon break)
• WELCOME RECEPTION
  5:30 pm–7:00 pm

Monday, March 23
• HALL OPEN
  11:30 am–6:00 pm
  (morning break, boxed lunch, and afternoon break)

Tuesday, March 24
• HALL OPEN
  9:00 am–4:30 pm
  (morning break, boxed lunch, and afternoon breaks)
• MOVE-OUT
  4:30 pm–9:00 pm

Wednesday, March 25
• MOVE-OUT
  8:00 am–3:00 pm

Questions?
The AIUM prides itself on providing exhibitors with first-rate customer service. Contact Jamie Parreco, Director of Events and Continuing Education Services to inquire about the benefits of exhibiting/sponsoring, ask questions, or book space.

Jamie Parreco
learn@aium.org | 240-295-1747

Deadlines
To ensure that the proper quality of service and expectations are met, all purchases (unless otherwise indicated) must be made by **February 28, 2020.**
Exhibit Hall Floor Plan

(Please refer to our website for an interactive floor plan with exhibitor names)

Space Assignments and Priority Point System

Space assignments are scheduled based on exhibitor priority points for the full calendar year (not exclusive to AIUM 2020).

Exhibit Booth Package

As an exhibitor, you will be a part of a select group of companies that will distinguish you from the competition.

Fees

All exhibitor booth reservations must be submitted with full payment.

Table Top (schools, accredited practices, nonprofit, student resources).................................$1,850

10’ x 10’…………………………………………………………$3,600

Corner ……………………………………….. $250 additional

What’s Included: Each 10’ x 10’ booth

• 8’ background and 3’ side drape.
• 7” x 44” sign with exhibitor name and booth number.
• 5 complimentary exhibit hall–only registrations for booth personnel if names are submitted by February 21, 2020 (separate registration/fee required to earn CME credits).
• 1-time use of the premeeting and postmeeting attendee mailing lists (e-mail and phone not provided).
• Company profile in the mobile app.

What’s not Included?

• CME registration
• Electricity costs
• Models for live-scanning in booth (where applicable)
• Tickets to the Leadership Banquet

Cancellation Policy

Receipt of a signed booth contract is a commitment to exhibit at AIUM 2020. Notification of booth space cancellation must be submitted in writing to the AIUM.

If notice of cancellation is received:

• Before December 2, 2019—The AIUM will refund the exhibit fee less a service charge of $500.
• After December 2, 2019—Exhibitor forfeits 100% of total cost of exhibit space assigned.
Sponsorship Opportunities

In instances where artwork is involved, all artwork must meet the specifications and deadlines as outlined in the spec sheet shared at time of purchase. Artwork must be approved by the AIUM.

Get Live and In-Person

Industry Symposia ........................................... $10,000

Create your own event in your own style and format. Use the time slot for product demonstration, research findings, and/or to educate attendees with your own speakers.

Opportunities Available:
• Meeting Breakfast (3 opportunities available)
  – SOLD Monday, March 23, from 7:00 am–8:15 am
  – Tuesday, March 24, from 7:00 am–8:15 am
  – Wednesday, March 25, from 7:00 am–8:15 am
• Meeting Reception/Dinner (2 opportunities available)
  – Sunday, March 22, from 6:00 pm–8:00 pm
  – Monday, March 23, from 6:00 pm–8:00 pm

Industry symposia are not part of the official AIUM meeting and do not offer CME credit.

Price Includes:
• Preregistration list of conference attendees (mailing address only)
• One e-mail to all AIUM attendees with details on your symposium (nonexclusive)
• Listing of symposium title, faculty, location, and sponsoring company with description on the AIUM website and the mobile application
• Room rental
• A/V Presentation Setup (suitable for standard AIUM session)
• Audio/Visual technician before and during presentation
• 6’ desk with 2 chairs outside of meeting room

Price Does Not Include:
• Catering costs
• Captured Audio/Visual content
• Accreditation or approvership
• Faculty management, fees/honorarium, travel
• Presentation materials/handouts
• Additional A/V requirements
• Labor costs for room set changes

Terms and Conditions
Joint ventures or combined exhibitor events are allowed; however, 1 company name must be listed as the event host. This company must be an AIUM 2020 exhibitor. All marketing partners and educational contractors must be approved by the AIUM.

Content
• The AIUM reserves the right to not accept a symposium topic if it is determined to be not in alignment with the AIUM’s vision, mission, and strategic goals.
• Space is assigned on a first-come, first-served basis. Space will NOT be assigned or held without complete service agreement and full payment.

Marketing
• The AIUM will send a joint symposia e-mail prior to the meeting encouraging registrants to attend your event. Additional marketing opportunities are available for purchase.

CME Credit
• Companies are responsible for making their own CME provider arrangements. The AIUM does not provide or approve CME credit for any exhibitor-sponsored event.

Tote Bag Insert .................................................. $3,000

Put your message directly in attendees’ hands by including your flyer in each meeting tote bag.

Hotel Room Drop .............................................. $2,500

Have your literature or product sample delivered to each attendee’s hotel room. An additional hotel fee per room will apply.

Hotel Room Key ................................................ $2,500

Place your custom graphics on the HQ hotel room keys. Each guest at the New York Hilton Midtown will receive a keycard with your company’s message on it. An additional hotel fee and production cost will apply.
New Investigator Award ............................................. $3,000
The Plenary and Awards session on Monday is not to be missed! Through an abstract review process, the AIUM recognizes residents, fellows, faculty members, and sonographers who have been in practice for less than 5 years and work in ultrasound. Up to 2 prizes are awarded at the Plenary and Awards session, for clinical research and/or nonclinical research. Be a part of this support and you’ll be mentioned in the session and acknowledged on our website.

Electronic Posters ........................................... $6,500
This opportunity includes on-site, website, and mobile application recognition. Support the e-posters and the valuable information they provide. As the exclusive sponsor of e-posters, benefits include:

- Logo and sponsorship acknowledgement on all marketing for e-posters;
- Numerous social media mentions as the exclusive sponsor;
- 3 customized on-site signage adjacent to the e-poster kiosks;
- Logo and web link on website in e-poster gallery;
- Banner ad on poster page of mobile application.

SonoSlam Headline Sponsor ........................................... $8,000
The AIUM’s SonoSlam competition is an exciting and challenging medical student ultrasound competition that occurs on Saturday before the meeting. Schools from across the country compete in a variety of ultrasound challenges throughout the day to determine which school will win the Peter Arger Cup.

As the exclusive headline sponsor of this student-based ultrasound competition, sponsorship benefits include:

- Logo and sponsorship acknowledgement on all marketing for the event;
- The opportunity to provide information, handouts, gifts to all participants;
- Banner ad in all SonoSlam exclusive e-blasts;
- Numerous social media mentions as the exclusive sponsor with a short Facebook Live video during the event.

SonoSlam Sponsor ............................................. $2,500
The AIUM’s SonoSlam competition is an exciting and challenging medical student ultrasound competition that occurs on Saturday before the meeting.

A SonoSlam sponsor’s benefits include:
- Logo and sponsorship acknowledgement on the SonoSlam webpage; SonoSlam-related e-mail blasts, and on-site signage.

Get Digital

Mobile Application Opportunities

Push Notification (2 available per day) .................. $500
Send out an alert to attendees through the meeting mobile application. This alert will pop up on each attendee’s phone who has downloaded the app. Use it to remind attendees to stop by your booth, announce a raffle, or showcase your product. The text is limited to 200 characters. Hurry, March 22 already sold out.

Banner Ad on App’s Exhibitor Page .................. $1,500
Promote your company with a banner ad on the Exhibitor mobile application page.

Virtual Tote Bag Insert .................. $2,000
Put your message directly in attendees hands by including your flyer in the meeting virtual tote bag.

Event App Splash Screen .................. $5,000
The splash screen is the first thing attendees view when launching the 2020 AIUM Mobile Application. Don’t miss this in-your-face opportunity.

Sponsorship Opportunities (continued)

SOLD OUT

SOLD OUT
Recharge Lounge (exclusive opportunity) .......... $6,000

Fully customize the lounge with your brand. Attendees remember a company that keeps them energized and charged at the meeting. Fee includes 3 charging tables, electricity, and seating. Any additional components must be approved by the AIUM and will be at sponsor’s expense.

Custom E-Mail Blast........................................... $2,500

Reach your target audience with a fully customized e-mail blast sent to all registered meeting attendees. Hurry, only a few opportunities left.

Final Program .................................. $3,000/$2,000

Get your company’s name in front of all of every attendee with a full page ad in the on-site program.

- Print Ads in 8.5” x 11” trim size, color print piece
- Inside Front/Back Cover $3,000
- Inside Back Cover $2,000
- Run of Book $2,000

Get Outside the Box

Have an idea for an opportunity you don’t see here? Want more options? Contact us to expand your brand exposure at our meeting.

Event Recognition

The AIUM recognizes multiple levels of support. All AIUM exhibit and sponsorship purchases will be combined to achieve our sponsor levels. Sponsors that have a booth will be provided with a sign with logo and sponsor level for display.

<table>
<thead>
<tr>
<th>Elite Sponsor ($25,000)</th>
<th>Signature Sponsor ($15,000)</th>
<th>Premium Sponsor ($10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgement and hyperlink on the Meeting website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>First right of refusal for previously sponsored items</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor ribbons</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor-level signage in front of booth</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition in mobile application</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One full-conference registration</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One opportunity for a push notification in the mobile application</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
Exhibit Services

Official Contractor
Freeman is the designated general contractor for AIUM2020. Contact Freeman for booth installation, dismantling, and drayage handling. Forms for ordering furniture, carpeting, display units, electrical supplies, and labor will be included in the Exhibitor Services Manual (ESM). The ESM will be available online on or before January 16, 2020.

Freeman
909 Newark Turnpike
Kearny, NJ 07032
Phone: 201-299-7575 | Fax: 469-621-5618
FreemanNewYorkES@freeman.com

Material Handling
Exhibit employees will be allowed to hand carry their own materials into the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. Freeman will control access to the loading docks to provide a safe and orderly move-in/out. Unloading or reloading at the dock from any and all contracted carriers will be handled by Freeman.

Display Labor/Safety
Employees of the exhibiting company may set up their own exhibit without assistance from the local decorator's union. Proof of the employee status of any personnel working in your booth may be requested by the union steward. However, the union must render any labor services that may be required beyond what your employees can provide. Standing on chairs, tables, or other rental furniture is prohibited. The Freeman Companies cannot be responsible for injuries or falls caused by improper use of this furniture. Labor can be ordered in advance by returning the forms provided in the ESM or on the show site at the Exhibitor Services Desk.

Exhibitor-Designated Contractor
All exhibitors using an exhibitor-designated contractor (EDC) must submit to the AIUM, in writing, the name of the contracted company, the address, a contact person, and a business telephone number. All EDCs must also submit a letter to the AIUM indicating the exhibiting company name and an original certificate of insurance that provides for not less than $1,000,000 of general liability insurance, including property damage and workers' compensation. This certificate must name the AIUM as the certificate holder or as additional insured and must be valid over the dates of the exhibition, including installation and dismantlement. It is the exhibitor's responsibility to advise its EDC of all rules and regulations. The exhibitor agrees that management may prohibit the EDC from working in the facility if it does not fully comply with all rules and regulations set forth for the event. Submit letters to your exhibitor CadmiumCD account by February 6, 2020. Letters received after this date will not be approved, and EDCs will not be allowed to provide their services.

Work Badges
Exhibitor agents and designated contractors who wish to access the exhibit floor during installation and dismantlement hours will be required to show proof of affiliation with the exhibiting company or EDC to receive a work badge. Work badges will be distributed from the Freeman Service Center Desk.

Furnishings
Furniture is not included in the price of the exhibit booth. All furniture, including tables and chairs, accessories, electrical requirements, Internet connection, special carpeting/padding, and cleaning for the exhibit space, is the responsibility of the exhibitor and may be ordered in advance from Freeman on the forms provided in the ESM.

Please refer to the Exhibitor Service Kit in Cadmium for Freeman's rates for labor, drayage, and overtime.

Drayage/Shipping Instructions
Materials shipped in advance should be sent directly to the official contractor and addressed exactly as shown in the ESM. Do not ship exhibit material directly to New York Hilton Midtown. The hotel and the AIUM will assume no responsibility for your shipment if it is lost, damaged, or stolen.

Warehouse Shipping Address
Exhibiting Company Name/Booth #
AIUM2020

AIUM2020  Exhibitor Prospectus and Sponsorship Guide | 8
Crate Storage
The exhibitor is responsible for seeing that all of its storage materials are delivered to the drayage company and removed from the Exhibit Hall on schedule. These materials should be nested as much as possible. “Empty” stickers, provided at the Exhibitor Services Desk, must be placed on all containers to be stored and returned at the close of the exhibition. Management may make arrangements for items not removed by the scheduled time and may bill the exhibitor for charges incurred.

Tipping
The Freeman Companies request that exhibitors do not tip Freeman employees. Any request for such should be brought to the attention of a Freeman representative at the Exhibitor Services Desk.

Ceilings/Walls
Any items to be hung from the ceiling must be described in full and submitted to Freeman for review and approval. Nothing may be placed or leaned against any wall in the exhibit area. All crates, exhibit panels, and pallets must be kept away from the walls at all times.

Damage to Facility
Exhibitors must surrender space in the same condition it was at the commencement of occupation. Exhibitors shall not injure or deface the walls, columns, floors, or furnishings of the exhibit facility. Should damage occur, the exhibitor will be liable.

Liability
The AIUM and New York Hilton Midtown will not be responsible for loss or damage to displays while being brought into or out of the hotel or while on the premises of the hotel. In all cases, exhibitors will assume responsibility for loss or damage to property and accidents and injuries to exhibitors, employees, contractors, and meeting participants. Exhibitors will hold harmless the AIUM and the exhibit facility for all liability.

Rules and Regulations

A. General

1. Definitions
Used herein, “management” shall mean the AIUM, its agents, and employees acting for the management of the exhibit of the facility. “Exhibitor” shall mean any company contracted to exhibit, its agents, and employees acting for the company.

2. Interpretation
Management shall have full authority in interpreting and enforcing all rules set forth herein.

3. Eligibility
The AIUM retains sole authority to determine the eligibility of any company, product, or organization to exhibit. The AIUM may refuse exhibit space to a potential exhibitor for any reason.

4. Exhibit Hall
Dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Management reserves the right to make modifications. All exhibits must be assigned by the AIUM.

B. Exhibit Hall
All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their products in the most effective manner to the audience.

1. Booth Height
Corner Booths: Booth height, including signs, banners, and displays, shall not exceed a back wall height of 8’ and side walls of 3’. Exhibits cannot include or overflow into an aisle or adjoining booth.

Island Booths: Booth height, including signs, banners, and displays shall not exceed 16’.

Exhibits cannot include or overflow into an aisle or adjoining booth.

2. Line of Sight
Exhibits must be kept inside their allotted space. Standard linear booths must not block the line of sight of neighboring booths. All display fixtures greater than 4’ in height and placed within 8 linear feet of an adjoining booth must be confined to the back half of the booth, which is at least 5’ from the aisle. Island booths may not have a solid parameter fixture that completely blocks the line of sight of neighboring booths. Exhibitors wishing to use non-standard booth equipment, special signs, or materials conflicting with the construction regulations must submit 2 copies of a detailed sketch of the proposed layout to the AIUM by December 13, 2019. Written approval from management must be received before construction is ordered and/or booth installation begins.
3. Appearance
Any part of an exhibit that does not lend itself to an attractive appearance, such as unfinished end or side panels, must be draped at the exhibitor’s expense. Management has the right to have such finishing completed and billed to the exhibitor.

4. Subletting
Booth space may only be occupied by the assigned exhibitor. An exhibitor shall not sublet, assign, or share any part of the exhibit space. Persons, firms, or organizations not having contracted with management for exhibit space may not display or demonstrate any products, processes, or services, solicit orders, or distribute surveys or advertising materials at the event or exhibit facility at any time.

5. Failure to Occupy Space
Any space not occupied by the close of the exhibit installation period will be forfeited by the exhibitor, and no refunds will be provided. The space may be resold, reassigned, or used in any way management designates. Any materials on hand will be removed, and the exhibitor will be billed for charges incurred.

6. Exhibitor Conduct
Exhibitors are required to wear their exhibitor badges during meeting hours and are expected to conduct themselves in a professional manner. The use of deceptive and/or unethical methods to obtain information and/or gain an advantage over a competitor is considered a violation of the Code of Conduct. Exhibitors may not:

- Engage in sales activities while in any room where an educational activity takes place.
- Display or advertise products or services of any kind other than those manufactured or sold by the Exhibitor in the regular course of business.
- Place business cards over official AIUM badges or alter the badges in any way.
- Lend their badges to anyone. Representatives of exhibiting companies are to remain in their assigned booth space when working, eg, demonstrating products and passing out literature. In no case will the use of the aisles or thoroughfares for this purpose be permitted.

7. Signs/Advertising Pieces
Exhibits, signs, and displays are prohibited in any part of the public space or elsewhere on the premises of the meeting facility, guest rooms, and hallways of the hotel unless approved by management and the hotel. Distribution of advertising pieces and other items anywhere outside the designated exhibit booth, such as in public areas, in hotel corridors, under room doors, and in mailboxes of hotel guests, is prohibited. Promotional materials and events presented to prospective AIUM meeting attendees before or after the meeting must be approved by the management. Support opportunities are available to expand your presence and dissemination of products and services to attendees.

8. AIUM Branding
Use of the American Institute of Ultrasound in Medicine name, insignia, logo, or acronym (AIUM) and the meeting logo in both print and digital format may not be used in signs, advertising, promotions, or media without prior written permission.

9. Products/Samples/Giveaways
Exhibitors are permitted to demonstrate their products, equipment, or services, to make presentations, and to distribute printed literature and samples directly related to those products or services. Exhibitors may not display or advertise products of any kind other than those manufactured or sold by them in the regular course of their business. Promotional giveaways must be approved by management no later than February 7, 2020.

10. Exhibit Staff Badges
The exhibit key contact is someone who is present at the event as a point of contact for the AIUM. Only the key contact can add and register additional exhibit staff on site. The AIUM reserves the right to limit exhibit staff passes. Preregister your exhibit staff using your AIUM online Cadmium account. All exhibit personnel are required to pick up their own exhibitor badges, and company identification orders, or distribute surveys or advertising materials at the event or exhibit facility at any time.

11. Fire Regulations
- Booths are subject to inspection by the fire marshal.
- All exhibitors must comply with the local, state, and federal fire regulations.
- All exhibits, decorating materials, furniture, signs, and equipment must meet local, city, and state fire and public safety regulations.
- No empty crates or boxes may be stored in the exhibit area, under draped tables, or behind pipes and drapes.
- No flammable fluids, combustibles, hazardous materials, caustic chemicals, or cooking devices are allowed in the Exhibit Hall.
- Propane tanks may not be exhibited unless they are empty and certified as never having held propane gas.
- Neon tubing devices may only be used if strict protection criteria are followed.
- Consult the meeting service manager for more information.

12. Smoking
New York Hilton Midtown is a smoke-free environment.
14. **Noise/Lighting**
At no time shall music, videos, or sound systems be played at a level that interferes with a neighboring exhibitor’s activities. The exhibitor must provide adequate standing room for customers in the booth. Management reserves the right to determine what is appropriate regarding volume. Any attention-arousing devices, such as noise makers, flashing lights, movies, music, television broadcasts, and drawings, are subject to management approval. Floodlights or other lights may not be installed in such a way that the glare is distracting to visitors or other exhibitors.

15. **Photography/Video/Streaming**
The AIUM does not allow any unauthorized photography, videotaping, or streaming during the AIUM Annual Meeting and Premeeting Program except by management and its designated agents. The AIUM reserves the right to photograph, videotape, or stream any exhibit or attendee for use in promotional material or any other AIUM publication. The AIUM may videotape several educational courses for inclusion in the AIUM’s educational video program library.

16. **Animals**
The use of animals in the Exhibit Hall, except service animals, is not allowed.

17. **Food and Beverages**
Distribution of food and beverages in the exhibitor’s booth is permitted but must be pre-approved by management. All food and beverage arrangements must be made through New York Hilton Midtown.

18. **Children**
Due to the nature of the Exhibit Hall, we do not permit children to be present.

19. **Parking**
New York Hilton Midtown offers 24-hour valet parking. The AIUM does not validate parking.

20. **Security**
Exhibitors may access the Exhibit Hall after hours with their exhibitor badges and photo identification. Management will provide security guards when the Exhibit Hall is closed; however, the furnishing of such services shall not be construed to be any assumption of obligation or duty with respect to the protection of exhibitor property, which shall, at all times, be the sole responsibility of each exhibitor.

21. **Conflicts**
All measurements shown on the floor plan are approximate and are not warranted to be accurate. The AIUM reserves the right to make modifications to the Exhibit Hall floor plan, exhibit locations, and exhibit height as may be deemed necessary. In the event of conflicts regarding space requests or conditions beyond our control, management reserves the right to rearrange the floor plan. Also, management may relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by the AIUM.

22. **Program Conflicts**
Exhibitors agree not to sponsor group functions when there is a CME activity scheduled, unless approved by management.

23. **Enforcement**
Management reserves the right to close or refuse to accept any exhibit application that does not conform to the general character of the show or in which an exhibitor fails to comply with the rules set forth herein. The AIUM may also close an exhibit at any time for noncompliance of construction regulations or as deemed necessary for the safety and comfort of its guests. Management may also refuse admittance to or eject objectionable persons. All matters and questions not covered by these policies are subject to decisions of management. The policies may be amended at any time by the AIUM, and all amendments shall be equally binding on all parties affected. If changes are made, management will provide written notice to affected parties.

24. **Cancellation or Postponement of the Event**
In the event that the AIUM cancels or postpones the event due to circumstances beyond the control of the AIUM, whether such occurrence is an act of God, terrorism, war, rioting, third party, the obligation of the parties under the applicable agreements shall automatically be terminated, and exhibit fees shall be refunded to exhibitors minus a prorated share of expenses actually incurred by the AIUM in connection with the event.