

ISPOR CONFERENCE RULES AND REGULATIONS FOR EXHIBITING COMPANIES

In addition to the terms and conditions outlined in the ISPOR Exhibitor Agreement executed at the time of exhibit application, the following Rules and Regulations are established and apply to all exhibiting companies. These Rules and Regulations are designed to ensure a safe, professional, and structured environment for all participants and to maintain the educational and operational standards of the ISPOR conference.

Additional details, forms, deadlines, and venue-specific requirements are provided in the Exhibitor Service Manual, which should be referenced in conjunction with the following Rules and Regulations.

EXHIBITOR CONDUCT

Exhibitors who violate any Exhibitor Conduct rules may be deemed ineligible to participate in future ISPOR conferences.

- Exhibits must be staffed during all published Exhibit Hall hours.
- Exhibitors may install and dismantle only during official move-in and move-out times as designated by ISPOR.
- Packing or dismantling may not begin before the official move-out time. Early breakdown may result in penalties, including loss of future exhibit eligibility or reassignment to less favorable exhibit space.
- Promotional and educational materials may be distributed only within the Exhibitor's assigned exhibit space.
- Exhibitors must ensure that surrounding aisles always remain clear and unobstructed, including preventing overcrowding within their exhibit space.
- Exhibit space may not be sublet, assigned, or shared with any other company or organization. All exhibitor benefits are non-transferable.
- Individuals under 18 years of age are not permitted in the Exhibit Hall at any time.

SHARING/SUBLETTING SPACE

Subletting or sharing of contracted exhibit space is not allowed. All signs, advertisements, publications, materials, products, and company representatives' badges must reflect the name of the contracted exhibiting company.

Exhibitors may display only those products or services that they manufacture or regularly provide/distribute. Any violation of these regulations may result in an immediate removal of the exhibit space and materials in violation.

PARENT COMPANIES AND DISPLAYING MULTIPLE BRANDS

Occasionally parent companies (companies owning multiple distinct brands or subsidiary companies) may wish to showcase more than one brand that are relevant to the industry in the same exhibit space. In these instances, the exhibit must be contracted and displayed on the floor plan under the parent company name; in addition, the graphics displayed in the exhibit must substantially reflect the contracted parent company name and branding (greater than 50% of the overall exhibit graphics). If any such exhibit is found to be lacking sufficient parent company branding, any graphics or display materials in the exhibit not reflecting the parent company name or branding must be removed to restore the proper graphics balance to the contracted company. Any removal of such graphics or display materials will be done at the full expense of the exhibiting company.

If a parent company wishes to have two or more brands called out on the floor plan and to display significant graphic treatments for each brand, then each brand must apply separately for its own contracted exhibit space, subject to individual contract submissions, exhibit staffing requirements, and all other rules and regulations identified herein.

ACCESS TO THE EXHIBIT HALL

Access to the Exhibit Hall for exhibit installation, open hours, and dismantle will be granted in accordance with the official schedule published in the Exhibitor Service Manual. On show days, only registered Exhibitors holding valid "Exhibitor" or "Exhibit Hall Only" badges may access exhibits during preparation periods. Only representatives who are employed by the Exhibiting company and who will be working in the exhibit are to be registered as Exhibitors.

Note: Attendees (non-Exhibitors) will not be granted access to the Exhibit Hall before its official opening or after its official closing.

Exhibit Hall Schedule

All installation times, open hours, and dismantle times are maintained in the Exhibitor Service Manual. Exhibitors and all appointed contractors are required to follow the published schedule and all related operational procedures.

ISPOR provides adequate time for exhibit installation. Exhibitors and their independent contractors must comply with all posted installation and dismantle requirements. Exhibits must be fully staffed during all official Exhibit Hall open hours as published. Exhibitors are expected to plan all travel, staffing, and logistical arrangements to ensure compliance with this policy.

Early dismantle or departure prior to the official close of the Exhibit Hall will result in suspension of exhibit eligibility for future ISPOR meetings.

Exhibit Hall Meeting Room Access

Exhibit Hall Meeting Rooms are accessible only during official Exhibit Hall open hours as listed in the Exhibitor Service Manual. Access is not permitted before the Hall opens or after it closes. All Exhibit Hall meeting room attendees must have an official conference badge to access the Exhibit floor and Exhibit Hall/Exhibit Hall Meeting Rooms.

Failure to Occupy Space

All exhibits must be fully installed and show-ready by the official close of installation hours. ISPOR Show Management will conduct a walk-through inspection at that time. Exhibitors who complete installation in advance are not required to remain onsite for the inspection.

EXHIBIT SPACE AND DÉCOR RULES

Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring Exhibitors. Future location penalties will be assessed for Exhibitors who violate the rules. Venue-specific requirements and technical specifications will be provided in the Exhibitor Service Manual.

ISPOR NORTH AMERICA EXHIBIT SPACE & DÉCOR RULES

Inline Booths (Linear Booths)

Inline Booths are 10' × 10' units arranged in a straight line. Exhibitors may contract one unit or multiple adjacent units (such as a 10' × 20' booth). Neighboring exhibitors may be present on one or more sides. Booth configuration and aisle exposure vary by location.

- The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle
- The back wall of any construction shall not exceed 8 ft in height including signage; materials that extend above the booth dimensions are not permitted.
- Display materials must not obstruct sight lines of neighboring booths.
- Exhibits should be arranged to allow clear access to the aisle.

Premium Space Only Booths

Premium Space Only Booths are 10' x 20' and exposed to aisles on three sides.

- The maximum height of 8ft is allowed only in the rear half of the stand space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle.
- Booth space must accommodate demonstrations or attendee traffic without encroaching on aisles.

Island Booths

Island Booths are 20' × 20' or larger and exposed to aisles on all four sides.

- Maximum booth height, including walls and signage, may not exceed 16ft.
- A minimum of 50% see-through effect is required for the first 8 ft of height on all sides, front to back and side to side, allowing the surrounding area to be viewed around and through the booth and preventing inappropriate obstruction of neighboring booths. Opaque or frosted walls **do not** qualify as see-through.
- Booth elements must be positioned so as not to obstruct adjacent booths or block visibility across the exhibition floor.
- Demonstrations, presentations, catering, and similar activities may not occur on or immediately adjacent to the aisle line and must be set back at least 2ft from the booth edge.
- Exhibitors expecting high traffic must ensure adequate queuing space is contained within their contracted booth area without obstructing aisles.
- Booth space must be large enough to accommodate all furnishings, equipment, catering, and attendee traffic.
- Hanging signs are not permitted.

ISPOR EUROPE EXHIBIT SPACE & DÉCOR RULES

Linear or Inline Shell Scheme Stands

Linear or in-line stands are 3m × 3m units arranged in a straight line. Exhibitors may contract one unit or multiple adjacent units (such as a 3m × 6m stand). Neighboring exhibitors may be present on one or more sides. Stand configuration and aisle exposure vary by location.

- Shell scheme stands are 2.5 m (8'2") high; fascia and structure included with stand package may not be removed or modified.
- The back wall of any construction in a linear stand shall not exceed 2.5m (8'2") in height including signage; materials that extend above the shell scheme dimensions are not permitted.
- The internal dimensions of a shell scheme stand will vary. Exhibitors are strongly encouraged to check panel heights and ceiling grid restrictions with the General Services Contractor before producing graphics or structures.
- All display materials must be arranged to avoid obstructing sight lines of neighboring exhibitors. ISPOR Show Management reserves the right to request onsite modifications to display arrangements that block sight lines.
- 3m × 3m or 3m × 6m stands with 3 exposed sides to the aisle: A maximum height of 2.5m (8'2") is allowed only in the rear half of the stand space, with a 1.21m (4') height restriction imposed on all materials in the remaining space forward to the aisle.

Premium Space-Only Stands

Premium space-only stands are 3m x 6m and are exposed to aisles on three sides.

- Premium space-only stands **do not include** a shell scheme or any components normally provided with a shell scheme package (e.g., electricity, lighting, or floor covering). Exhibitors are responsible for providing carpeting and/or show management-approved flooring for their contracted space.
- The maximum height of 2.5m (8'2") is allowed only in the rear half of the stand space, with a 1.21m (4') height restriction imposed on all materials in the remaining space forward to the aisle.
- Exhibitors must ensure that the layout accommodates demonstrations or attendee traffic without encroaching on aisles.

Island Stands

Island stands are 6m x 6m or larger and are exposed to aisles on all four sides.

- Maximum stand height, including signage, may not exceed 4.9 m (16').
- A minimum of 50% see-through effect is required for the first 2.5 m (8.2 ft) of height on all sides, front to back and side to side, allowing the surrounding area to be viewed around and through the stand and preventing inappropriate obstruction of neighboring stands. Opaque or frosted walls **do not** qualify as see-through.
- Stand elements must be positioned so as not to obstruct adjacent stands or block visibility across the exhibition floor.
- Demonstrations, presentations, catering, and similar activities may not occur on or immediately adjacent to the aisle line and must be set back at least 0.61m (2') from the stand edge.
- Exhibitors expecting high traffic must ensure adequate queuing space is contained within their contracted stand area without obstructing aisles.
- Stand space must be large enough to accommodate all furnishings, equipment, catering, and attendee traffic.
- Hanging signs are not permitted.

AISLES AND EXHIBIT SPACE APPEARANCE

Aisles

All aisles must remain unobstructed and accessible. Under no circumstances may any part of an exhibit, furniture, or display project beyond the assigned exhibit space boundaries.

Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional materials. Exhibits, signs, and displays are also prohibited in any common public spaces on the premises of the meeting facility, including guest rooms, lobbies, or hallways of hotels.

Exhibit Space Appearance

Exhibitors shall always keep their assigned space neat and clean. All exposed parts of displays and/or equipment must be finished or covered by the Exhibitor in a professional manner, so they do not present an unsightly appearance when viewed from adjoining exhibits or aisles. Where it is deemed necessary, ISPOR Show Management may order masking drapes at Exhibitor's expense, without prior consent or knowledge of the Exhibitor.

Nothing may be stored behind exhibits or back wall drapes. All Exhibits are subject to inspection by ISPOR Show Management and/or the Fire Marshal during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

Carpet

The Exhibit Hall's flooring varies by venue. All Exhibitors are required to provide carpet for their exhibit space at their own expense, either through the official General Service Contractor (GSC) or through their own supplier. Exhibit spaces that are not carpeted by the designated carpet-installation enforcement time may be carpeted by the GSC at the Exhibitor's expense. Main aisles will be carpeted. Specific requirements, deadlines, and ordering information will be provided in the Exhibitor Service Manual.

Furnishings

Furnishings are not included in your exhibit space fee. Information on renting furnishings including tables, chairs, etc. will be included in the Exhibitor Service Manual.

EXHIBIT RENDERING SUBMISSIONS

All exhibits 200 ft² / 18 m² or larger are required to submit a digital drawing or rendering to ISPOR Show Management by the published submission deadline. Renderings must be submitted as a PDF via the Rendering Submission Form. Renderings must include top, front, and side view of the exhibit and clearly indicate height and width dimensions of all walls and major structures, including any required setback measurements. ISPOR approval is required before fabrication begins.

Any changes made after the initial submission must be resubmitted to ISPOR Show Management for approval prior to

the meeting. Exhibitors attempting to build an exhibit 200 ft² / 18 m² square feet or larger without ISPOR approval will not be permitted to set up or may be required to close their space until the design has been approved. Should exhibit construction onsite deviate from the submitted and approved floor plans, ISPOR Show Management reserves the right to require onsite modifications at the Exhibitor's expense.

SAFETY & COMPLIANCE

Exhibitors are responsible for complying with all applicable fire, safety, and electrical regulations. Venue-specific safety guidelines and requirements will be provided in the Exhibitor Service Manual. The following rules apply to all exhibit spaces:

Fire Safety

- No combustible decorations, such as crepe paper, cardboard, or corrugated paper, may be used at any time.
- All packing containers, excelsior, and wrapping paper must be flame resistant and must not be stored under tables or behind displays.
- All fabrics, films, draperies, curtains, and similar furnishings must be flame resistant.
- All flammable materials and fluids must be stored in safety containers.
- Open flames, butane gas, acetylene, oxygen tanks, and other flammable materials are not permitted.

Electrical Safety

Electrical requirements vary by venue, and only qualified personnel may provide electrical equipment or labor as required by local regulations. For North American conferences, IAE minimum guidelines are suggested. For all events, wiring on booths or display fixtures must meet applicable fire and electrical codes at the local, regional, and national level. Venue-specific regulations will be detailed in the Exhibitor Service Manual..

Storage of Crates and Boxes

- Exhibitors may not store products, literature, empty packing containers, or packing materials behind drapes or under draped tables.
- A limited supply of literature or products may be stored within the exhibit space, provided it does not impede access to utility services, create a safety hazard, or appear unsightly.
- Accessible storage for exhibit materials is available through the Exhibit Service Manual for a fee. Details and ordering instructions will be provided in the Exhibitor Service Manual.

Exhibit Space Accessibility

At ISPOR North America Conferences, Exhibitors are responsible for ensuring that their booths are accessible to persons with disabilities in accordance with the requirements of the US Americans with Disabilities Act (ADA) and any applicable state or local accessibility regulations.

At ISPOR Europe Conferences, Exhibitors are responsible for ensuring that their stands comply with all applicable national and venue-specific accessibility laws and regulations in the host country. Requirements may vary by location, and Exhibitors are responsible for confirming compliance with the venue and local authorities.

Exhibitors agree to hold ISPOR harmless for any failure of the Exhibitor or its representatives to comply with applicable accessibility laws, regulations, or venue requirements.

For additional information regarding ADA compliance for North American events, please visit <https://www.ada.gov>.

EXHIBIT ACTIVITY GUIDELINES

All activities within exhibit spaces must reflect the educational and professional nature of the conference. Exhibit space activities must be contained within the assigned exhibit space and may not spill into aisles or obstruct traffic. Noise from demonstrations or sound systems should be kept to a minimum. All exhibit space activities must be reviewed by ISPOR Show Management. To request permission for an exhibit space activity, exhibitors should follow the instructions provided in the Exhibitor Service Manual, where submission forms and deadlines will be listed.

Exhibitors must comply with all applicable industry, state, and federal regulations regarding promotional items,

including but not limited to guidance from the AMA, PhRMA, OIG, FDA, FCC, FTC, AdvaMed, or internal corporate compliance policies.

Giveaway/Raffle Guidelines

- Any giveaways, contests, lotteries, raffles, or games of chance must be conducted within the Exhibitor's assigned exhibit space and must conform to the professional character of the conference.
- Pre-approval from ISPOR is required for all contests, lotteries, raffles, or games of chance. Exhibitors must ensure compliance with all state and local laws for such activities.
- Raffle winners should be notified at the Exhibitor's discretion; Exhibitors are responsible for shipping prizes if necessary.
- Prizes, drawings, and giveaways must be equally available to all attendees and promoted only within the assigned exhibit space.
- Exhibitors are responsible for the security and storage of all giveaway items.
- In-exhibit giveaways automatically approved (no prior approval required) include: pens, company-branded bags/totes, educational materials/brochures, stationery (sticky notes, notebooks), stress balls, USB drives, and empty water bottles.

To request approval for any other giveaway, contest, or raffle, exhibitors should follow the instructions provided in the Exhibitor Service Manual, where submission forms and deadlines will be listed.

Food and Beverage

Food and beverages must be purchased and coordinated through the official catering service provider for the conference venue. Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from the official catering provider.

Alcoholic beverages may be served and consumed in the booth only in accordance with venue and conference rules. Exhibitors providing alcohol must comply with any designated serving times. Any violation of alcohol service rules may result in confiscation of all alcohol, immediate removal from the Exhibit floor, and suspension from exhibiting at ISPOR conferences for one full year.

Information on ordering food and beverages, including links and submission instructions, will be provided in the Exhibitor Service Manual.

Photography and Audio/Video Recording

Any videography/photography/audio recording performed professionally is strictly prohibited in the Exhibit Hall unless ISPOR grants written permission in advance. Professional videography/photography/audio recording includes the use of professional camera/recording equipment and/or service providers.

Exhibitors wishing to conduct photography, videography, filming, interviews, or other recording activities on the exhibit floor must do so only within their contracted exhibit space and in a manner that does not disrupt neighboring exhibitors, attendees, or event operations.

Attendee interviews, testimonials, or recorded interactions are not permitted on the show floor aisles, in common areas, session spaces, or other public event locations. Exhibitors may not approach, solicit, recruit, or randomly engage attendees for interviews, recordings, or promotional content outside of their exhibit space.

Any approved filming or recording activities must be conducted exclusively within the exhibitor's contracted booth space and staffed solely by the exhibitor's employees or authorized booth personnel. Exhibitors are responsible for obtaining all necessary permissions and consent from individuals appearing in any recordings.

ISPOR reserves the right to restrict or discontinue any filming, photography, interview, or engagement activity that interferes with attendee experience, event operations, traffic flow, or the rights of other exhibitors.

Please reach out to ISPOR Show Management if you have further questions regarding videography/photography/audio recording in the Exhibit Hall.

EXHIBITOR APPOINTED CONTRACTOR (EAC)

An Exhibitor Appointed Contractor (EAC) is any company, other than the official or General Services Contractor, that requires access to an Exhibitor's booth/stand during installation and dismantling. Exhibitors may not use an independent contractor for any service that is part of the exclusive services of the conference venue or GSC. Exhibitors must complete the Notice of Intent (NOI) to Use EAC form and return it according to the timeline provided in the Exhibitor Service Manual, allowing sufficient time for the EAC to submit all required documentation. The NOI must be signed by the Exhibitor leasing the booth/stand; the EAC may not sign on behalf of the Exhibitor. Once the NOI is submitted, the EAC must submit the corresponding Certificate of Insurance (COI) to ISPOR Show Management as outlined in the Exhibitor Service Manual. Failure to submit required documentation may result in the EAC being denied access to the Exhibit Hall.

EACs must provide a current, valid General Liability Insurance Certificate with a combined single limit of at least \$1,000,000 per occurrence/\$2,000,000 aggregate for bodily injury and property damage. Certificates should be submitted following the instructions in the Exhibitor Service Manual.

INSURANCE

Exhibitors understand that neither ISPOR nor the venue maintains insurance covering the Exhibitor's property. General liability insurance is included with the purchase of Exhibit space, providing coverage that meets or exceeds the minimum requirements necessary to maintain compliance with venue insurance obligations. Coverage limits will be established for each meeting based on the venue's regulations.

Such insurance shall name ISPOR, the venue, and their respective members, officers, agents, and employees as additional insured parties.

SECURITY

Exhibitors are responsible for the security of their booth and all materials within it. ISPOR-contracted security personnel support overall crowd control and credential verification but do not monitor or safeguard individual exhibit spaces or belongings.

Exhibitors should treat the Exhibit Hall as they would any large public area by securing valuables such as laptops, tablets, and giveaway items, and removing small high-value items overnight whenever possible. The presence of security does not constitute an assumption of responsibility or a guarantee against loss or theft of any kind; exhibitors must make their own provisions to protect their materials, equipment, and displays at all times.

USE OF CONFERENCE CONTENT

Exhibitors may not record, reproduce, systematically collect, summarize for commercial purposes, or distribute conference content (including but not limited to abstracts, posters, presentations, or attendee-generated materials) without prior written consent from ISPOR.

The creation of commercial products or services derived from conference content without the prior written authorization of ISPOR is prohibited.

COMPETITIVE PRODUCTS

Exhibitors may not promote or sell products or services that replicate, substitute for, or commercially exploit ISPOR conference content, programming, or educational offerings without explicit prior written approval by ISPOR.

SUITCASING & OUTBOARDING

Suitcasing refers to soliciting business or distributing promotional materials in the Exhibit Hall aisles, other exhibitors' booths/stands, meeting rooms, public spaces, hotels, or surrounding areas of the conference venue by any individual or company not officially exhibiting.

Outboarding refers to hosting or promoting unapproved events including educational sessions, product demonstrations, receptions, or other promotional activities scheduled to coincide with official ISPOR programming and intended to draw ISPOR attendees away from the conference.

Both practices are strictly prohibited at all ISPOR conferences. Violations of this policy undermine the integrity of the event and the investment made by official exhibitors and sponsors. ISPOR reserves the right to take appropriate action

against any individual or organization found in violation, including but not limited to immediate removal from the event, forfeiture of registration or exhibit fees, and suspension of eligibility to participate in future ISPOR meetings.

AFFILIATE EVENT SPACE

Any event that includes attendance by ISPOR conference delegates, regardless of the hosting organization's status (Exhibitor, Sponsor, or Symposia Host), is considered an Affiliate Event. All Affiliate Events are required to complete a submission form for review and approval by the ISPOR Global Events Team.

All Affiliate Events and private meetings held in conjunction with an ISPOR conference must adhere to the official request process and established criteria, which are provided on the conference website or in the Exhibitor Service Manual.

ATTENDEE DATA AND LEAD RETRIEVAL

ISPOR respects the privacy of all its customers. ISPOR does not sell, rent, publish, or otherwise share contact information for its attendees, speakers, or Exhibitors.

Lead Retrieval is available to Exhibitors through a third-party provider. The lead retrieval order form is available in the Exhibitor Service Manual. ISPOR registration badges include a QR code; by allowing an Exhibitor or Sponsor to scan their badge during the conference, attendees are consenting to provide their contact information (Name, Title, Organization, and Email only).

USE OF ISPOR LOGO AND CONFERENCE NAME

No company may use the ISPOR logo, which is a registered trademark, or likeness of the logo on any promotional materials including signage, direct mail piece, or digital communications without the express written consent of ISPOR. ISPOR provides conference graphics in multiple sizes for Exhibitor use in promotional materials announcing their participation at the conference. All conference graphics should be hyperlinked to the ISPOR website at www.ispor.org

AMENDMENT OF RULES

ISPOR reserves the right to make changes, amendments, or additions to the Exhibitor Rules and Regulations, or other show requirements at any time. All such changes, amendments, or additions shall be binding on Exhibitors, provided that ISPOR will notify all Exhibitors in writing of any updates.

Any matters not specifically addressed in these Rules and Regulations are subject to the discretion of ISPOR Show Management.