

2020 PAINWeek® Virtual Exhibit Booth Application

Included with Standard Booth

- One-time-use electronic preregistrant list available *upon request* on or after August 7, 2020 (may only be used for a printed direct mailing to promote booth). Please request from exhibit@painweek-support.com with an electronic sample of intended mailer. PAINWeek **does not release email addresses** of attendees.
- Standard Text Listing in Exhibit Roster
- Logo on your Exhibit Page
- Basic Company Description (300 words)
- Category Listing (single category)
- Weblink (single URL)
- Listing on our mobile site m.painweek.org

*access to virtual scientific sessions ie, CME sessions must be purchased separately

UPGRADE YOUR BOOTH WITH CREDITS!

\$200 per credit & \$4,000 for 30 credits

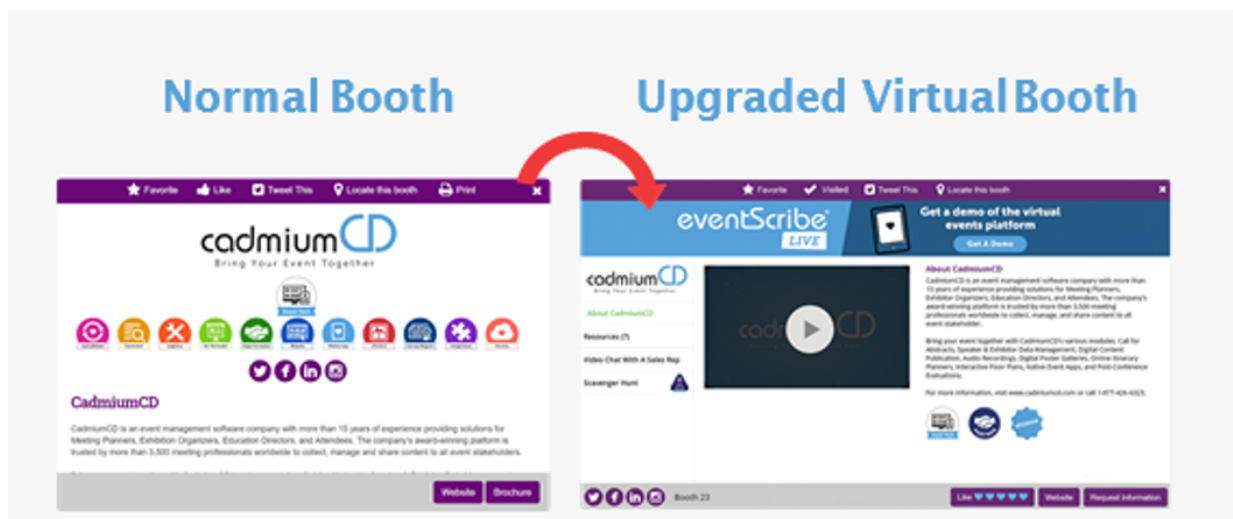


EXHIBIT PRICING

www.painweek.org

Exhibit Opportunities

The virtual PAINWeek exhibit hall provides flexibility and functionality for exhibitors across industries with a wide range of needs and budgets. Whether you're interested in raising awareness for your product/service, or interested in generating leads for new business, booth spaces can be tailored to tightly align with your goals and objectives.

Standard booth space starts at \$2,000 and includes the exhibit listing in all promotional materials and, within the platform, your company logo and a description of your company and product/service.

These booth spaces can be upgraded using credits within the conference platform.

Additional upgrade credits are \$200 each.

Examples of upgrade opportunities include:

- Lead retrieval: 5 credits
- Video chat functionality: 5 credits
- Downloadable PDFs: 2 credits
- Web links: 2 credits
- Booth intro video: 2 credits

Upgrade with the Exhibit-Plus Package!

ExhibitPlus packages include:

- 1 pre-event email to all registered attendees to promote your presence
- Automatic inclusion in the exhibitor scavenger hunt
- Premier listing on the virtual exhibit hall floor plan
- Premier listing in the PAINWeek event mobile app
- 1 post-conference email to all registered attendees

- **Standard Exhibit Fee:**
\$2,000

- **Exhibit Upgrade Credits:**
\$200 each

- **Product Showcase:**
\$1,500

- **ExhibitPlus Fee:**
\$4,000



EXTENDED EXPOSURE OPPORTUNITIES

www.painweek.org

Extended Exposure

- Pre- or post-event eBlast to all registered attendees: **\$1,500**
- Event day eBlast to all registered attendees: **\$1,500**
- Sponsored social post on PAINWeek handles
(LinkedIn or Twitter): **\$1,500**
- Premier exhibit hall passport listing: **\$1,500**
- Premier mobile app listing: **\$1,500**
- Custom emails: **\$1,500** (+ \$0.59 per name)



Additional promotional items and events are available on the live virtual platform.

Questions?

Mike Shaffer

PAINWeek

6 Erie Street, Montclair, NJ 07042

Tel: (973) 415-5110

ms@painweek.com

PAINWeek Tax ID and completed IRS Form W-9 available at:

www.painweek.org/W9

2020 PAINWeek® Virtual Exhibit Booth Application

Important: Please add exhibits@painweek-support.com and finance@painweek-support.com to your safe sender list or address book to ensure emails are not sent to spam/junk.

Exhibiting Company/Organization Information (for online and print listings)

| | |
|--|--|
| Exhibiting Company/ Organization Name | Name must exactly match onsite exhibit signage |
| Website (Product sites are acceptable) | |
| Approved Company Abbreviation (to be used on printed materials when space is limited) | <i>Example: International Business Machines to IBM</i> |

Main Contact for Exhibiting Company

| | | | | |
|--|-------|-----|--|--|
| By checking here you have acknowledged receipts of and agree to exhibitor rules and regulations listed | | | | |
| Main Contact Name | | | | |
| Representing Agency (if any) | | | | |
| Street Address | | | | |
| City | State | ZIP | | |
| Phone | | | | |
| Email | | | | |

Additional Contacts

To ensure communications are received, we strongly advise listing other colleagues, agency contacts, vendors, installers, contractors, etc.

| Full Name | Company/Agency/Contractor | Email Address |
|-----------|---------------------------|---------------|
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Booth Staff Registration

You will have an opportunity in August to submit names for your booth staff badges.

Category (REQUIRED)

| | | | | |
|-----------------|-----------------------------|------------|--|-----------------------------------|
| Pharmaceuticals | Medical device manufacturer | Laboratory | Nonpharmaceutical product manufacturer | Hospital/Clinic/ Medical Practice |
| Technology | Communication | Finance | Journal/Publication | Insurance |
| Wellness | Nutrition | Consulting | Legal Services | |
| | | | | |

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|---|--|
| Other meetings and conferences exhibited at in the past | |
|---|--|

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|--|--|
| Please specify all products being directly sold online during the live virtual conference | Exhibitors approved to sell merchandise at PAINWeek must agree to offer at least a 7-day minimum full money back A “no returns policy” is not acceptable. Sales of products/ services not specifically listed here will not be permitted to be sold online |
| | |

Selections

| Configuration | | Price | Selection | Cost |
|---|------------|---------|-----------|------|
| Standard virtual exhibit booth | | \$2,000 | | |
| Premium Credit Package - \$2,000 savings compared to purchasing separately | 30 credits | \$4,000 | | |
| Single Credit | 1 credit | \$200 | | |
| Lead Retrieval | 5 credits | \$1,000 | | |
| Increase Categories from 1 to 4 | 1 credit | \$200 | | |
| Booth Banner | 2 credits | \$400 | | |
| Longer Description | 2 credits | \$400 | | |
| Web Links (3 link max)) | 2 credits | \$400 | | |
| PDF Files (4 file max) | 2 credits | \$400 | | |
| Upgraded List Presence | 2 credits | \$400 | | |
| Introduction Video | 2 credits | \$400 | | |
| Video Chat (with attendees) | 5 credits | \$1000 | | |
| Scavenger Hunt | 2 credits | \$400 | | |
| ExhibitorPLUS | | \$4,000 | | |
| TOTAL | | | | |

*Please note booth selections will be made final in the platform. You will have the ability to add functionality after you login and claim your booth.

Payment Options (check one)

| | | | | | |
|--|------|-------------------------|------------|------|--|
| Check (make payable to PAINWeek, 1801 N Military Trl., Boca Raton, FL 33431 Checks must be received within 10 business days or application is void) | | | | | |
| Payment covered under Purchase Order | | | | | |
| Credit Card | | | | | |
| (check one) | Amex | Discover | MasterCard | Visa | |
| Name on Card | | | | | |
| Card Number | | | | | |
| Billing Address | | | | | |
| City | | State | | ZIP | |
| CVV2/CCID | | Expiration (Month/Year) | | | |

| Upgrade | Specs | Max./Co. | Notes |
|------------------|--|----------|--|
| Booth Banner | JPEG or PNG 1920 x 115-130 px URL for click-thru | 1 | This is an effective way to make your booth much more noticeable to attendees and have it stand out. Attendees will see a horizontal banner across the top edge of your virtual booth. If their screen is very small, then they can see a vertical banner instead. Either way, your booth will really pop when attendees see it. Recommended/optimized at 1920 x 125 px |
| Category Upgrade | N/A | 4 | This will give you the capability to pick up to 4 categories in the 'Company Categories' task (without this upgrade, you can only select up to 1 category). |
| Giveaway Button | 45x165 px URL for click-thru | 1 | The Giveaway Button resides in the footer of your Virtual booth and is globally visible globally visible to attendees, regardless of which tab of information they are viewing. Use this button as an opportunity to generate additional leads by linking to a survey for a random drawing that attendees can enter for prizes! |
| Lead Retrieval | N/A | 1 | This will enhance your online presence by adding new features to your booth: 1) Attendee impression tracking (you will see who visited your booth) 2) Request Information button so attendees can contact you and share their information and interests. 3) A Like button so you can see which attendees liked your booth the most. 4) Access to a list of the attendees who have accessed your booth with match making metrics to describe their engagement with you. |

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| Logo on Booth Profile | .eps or .ai | 1 | Allows an exhibitor to display their company logo on their booth profile. |
| Logo on Booth Profile & Listings | .eps or .ai | 1 | Allows an exhibitor to display their company logo on their booth profile as well as in the exhibitor listing. This logo is collected from the Upload Logo task. |
| Logo on Booth Profile, Listings & Floor Plan | .eps or .ai | 1 | Allows an exhibitor to display their company logo on their booth profile as well as in the exhibitor listing and interactive floor plan . This logo is collected from the Upload Logo task. |
| Longer Description Upgrade | 1,000 character max | N/A | Your virtual booth's 'Description' is collected in the 'Company Details and Description' task. By default, it is limited to 300 characters, but you can extend this limitation to up to 1,000 characters with this upgrade. Upgraded Character Count is controlled on the Virtual Booth Upgrades Tools Page. |
| PDF Files | PDF | 5 | Button label is provided via task. |
| Product Showcase | PDF, URL for click thru, and video JPEG or PNG for thumbnail | 1 | Link from your main exhibit booth to a branded product showcase. Product showcases allow you to highlight specific brands within your portfolio as part of your larger booth experience. |
| Scavenger Hunt | Each participating exhibitor will have to create a couple of multiple choice questions | 20 | Become one of the companies participating in this year's Scavenger Hunt. This limited opportunity (only 20 companies will be able to participate) is a great way to gain impressions from attendees. Can be any time of quiz question. Attendees will be able to scan your QR code by using their smart phone. |
| Video (Introduction) | Mp4 200 mb or less JPEG or PNG 800 px wide for Thumbnail | 1 | Share a video with attendees to introduce them to your company. It's a great way to draw them in. We recommend videos between 20 seconds and 3 minutes. |

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| Video Chat (with Attendees) | Option to provide a photo of a booth representative | 4 | Each company can have up to 4 video chats with 1 sales representative in each video. Each video chat can have up to 12 attendees watching. Due to privacy concerns, these videos will not be recorded. |
| Web Links | URL for click-thru | 5 | Provide additional URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms. Button label is provided via task. |

Please note that some of the following rules and regulations may not apply to all virtual exhibit booths due to certain features due to upgraded amenities.

1. APPLICATION, FEES, PAYMENTS, AND CANCELLATIONS

- Except as provided to the contrary in this contract, all monies paid by Virtual Exhibitor shall be deemed full earned and non-refundable at the time of payment.
- PAINWeek is not responsible for volume of virtual booth traffic, and any variance between expected and actual visits shall not lead to a refund, discount, or credit.
- Applications for rental of virtual exhibit space shall be subject to the approval of PAINWeek Management, and PAINWeek Management reserves the right to reject applications for space with or without cause if PAINWeek Management determines the rejection is in the best interest of PAINWeek. Upon acceptance of the Virtual Exhibit Space Agreement by PAINWeek Management, its contents, as modified if applicable, shall become a legally binding agreement for exhibit space between the Virtual Exhibitor and PAINWeek Management, subject to the terms and conditions herein. The Virtual Exhibitor agrees to accept and, when requested, to promptly respond to PAINWeek information sent by PAINWeek via e-mail or any other method of communication.
- Payment Schedule.** Virtual Exhibitor must be fully paid on all money owed to PAINWeek for virtual exhibit space including sponsorship and advertising. Payments may be made by credit card, wire transfer, or check (in US funds drawn on a US bank only). Checks must be made payable to PAINWeek, 1801 N. Military Trail, Suite 200, Boca Raton, FL 33431.
- Cancellation Policy.** All cancellations must be in writing. Virtual Exhibitors canceling 90 days or less prior to the start of the event will be charged a cancellation fee equal to 100% of the total contract charge. This includes any unpaid balance. Virtual Exhibitors canceling more than 90 days prior to the start of the event will be charged a cancellation fee equal to 50% of the total contract charge. This also includes any unpaid balance.

2. ELIGIBILITY

- PAINWeek Management will provide requirements to Virtual Exhibitors that must be met in order to participate, including minimum internet speeds, camera, audio, and access to the specific online meeting platform(s). PAINWeek Management reserves the right to determine or verify eligibility of Exhibitor for inclusion at PAINWeek prior to, or after, submission of the Virtual Exhibit Space Agreement. PAINWeek Management will determine the appropriateness of products to be exhibited by their distinctive characteristics or performance capability. PAINWeek Management also reserves the right to prohibit display or advertisement of products at any time if display or advertisement of such products would not meet PAINWeek objectives or would cause Virtual Exhibitor to be in violation of these rules and regulations, the display regulations, or intellectual property rights laws.
- Non-Exhibiting Company Products or Services. Exhibitor may not display products or signage in their virtual exhibit from non-exhibiting companies unless approved in writing by PAINWeek Management.
- Objectional Booth Materials. At its discretion, if at any time PAINWeek Management deems a virtual exhibit or an exhibit's contents objectionable, PAINWeek Management reserves the right to remove and/or cancel the exhibit space or any portion thereof at Exhibitor's sole expense. This

reservation includes persons, things, conduct, downloadable matter/PDFs, signs, products, weblinks, logos, graphics, or any item of poor character, which, in the sole judgment of PAINWeek Management, is detrimental to or unsuitable for PAINWeek or jeopardizes PAINWeek's safe operations. This right may be exercised by PAINWeek Management at any time, regardless of whether it is before, during, or after the live virtual event. In the event the right is exercised during PAINWeek, PAINWeek Management shall not be liable for refund of exhibit space rental fees, exhibit equipment rental fees, or any other expense incurred by reason of PAINWeek Management's removal of objectionable contents or cancellation of the exhibit space or any portion thereof. Virtual Exhibitor hereby expressly waives any and all rights and claims, actions and demands for damages, costs and expenses, including without limitation, legal fees, lost profits, and costs of goods sold, against the virtual hosting platform, PAINWeek Management, their directors, officers, agents, employees, and/or contractors for such removal and/or cancellation.

3. OPERATION AND CONDUCT

- a. **Exhibit Personnel.** Virtual booth attendants, models, and other employees and representatives of Exhibitor must confine their activities to the virtual exhibit space.
 - i. No area of the PAINWeek platform shall be used for any improper, immoral, illegal, or objectionable purpose.
 - ii. No sales or marketing activities are allowed during any of the CME scientific sessions. At no time is the presenter question & answer period to be used by industry personnel or representatives to directly or indirectly promote or market company products, therapies, or devices.
- b. PAINWeek does not require your virtual exhibit to be staffed during the live virtual conference hours, however, it is recommended that booth representatives are available during the breaks (see schedule for exact times).
- c. Virtual Exhibitor shall not photograph, video record, or screen shot another virtual exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor and PAINWeek Management.
- d. Virtual Exhibitor may not harass or antagonize another party or attendee.
- e. **Live Video (if purchased).** All Virtual Exhibitor personnel must wear appropriate full body apparel during video calls/chats (if the live video feature was purchased). PAINWeek Management reserves the right to make determinations on appropriate apparel. Business or business casual attire is recommended. Virtual Exhibitors who are uncertain about compliance with the appropriate apparel and entertainment regulations are encouraged to consult with PAINWeek Management in advance of the live virtual conference.
- f. **Buyer Activities.** Virtual Exhibitors are not permitted to host or sponsor any event off the virtual platform that attracts registered attendees during the live virtual conference unless such event is approved in writing by PAINWeek Management.
- g. **Outboarding.** Outboarding occurs when a company that is eligible to exhibit at the PAINWeek does not exhibit, but hosts attendees at a venue away from PAINWeek during set-up days or conference days. Companies that engage in outboarding may be prohibited from exhibiting at future PAINWeek events.
 - i. Exhibiting companies are encouraged to protect their investment and report any outboarding to PAINWeek Management.
 - ii. Links to other events, social activities, or live text/video chat (eg, Zoom calls) during the PAINWeek live virtual conference must be pre-approved by PAINWeek Management.
- h. **Liability and Insurance.** Neither PAINWeek, nor any of the officers, employees, agents, contractors, and affiliates of such entities, nor the owners, management company, employees, or

representatives of the hosting platform will be responsible for any injury, loss, or damage that may occur to the Virtual Exhibitor or to the Virtual Exhibitor's employees or property, prior, during, or subsequent to the period covered by the virtual exhibit. The Virtual Exhibitor expressly releases the foregoing persons and entities from, and agrees to indemnify the same against, any and all claims for such loss, damage, or injury arising from the negligent or willful acts or omission of the Virtual Exhibitor and its employees, agents, contractors, and invitees. Virtual Exhibitors are responsible for all liability insurance coverages.

4. DISPLAY REGULATIONS

- a. **Virtual Exhibit Space.** Your virtual exhibit should look professional and engaging.
- b. **Exhibit Content.** If the exhibit displays or the Virtual Exhibitor presents any non-FDA-approved devices, products, or technology, Virtual Exhibitor agrees to provide a copy of their liability insurance naming PAINWeek as an additional insured. The Virtual Exhibitor also agrees to label any such technology or devices as non-FDA approved.
- c. **Virtual Exhibit Preparation.** All virtual exhibits must be tested and operational by Virtual Exhibitors by September 10, 2020. Untested virtual exhibits may be restricted or removed from the event.
- d. **Live Chat/Video (if purchased).** Late arrival to exhibitor's virtual exhibit live chat will not be permitted without prior written permission from PAINWeek Management. For live video, the background of your camera view should be clean and professional. The use of personal pictures, posters, banners, etc, are not recommended. PAINWeek strongly encourages Virtual Exhibitor representatives to conduct their live chat sessions indoors in a quiet room away from noise and other distractions and in front of a desktop/laptop and not a mobile/tablet.
- e. **Virtual Booth Inspection.** All virtual exhibits will be inspected by PAINWeek Management during the event and any exhibitor deviating from the Rules must make modifications to its virtual exhibit space at Virtual Exhibitor's expense. If modifications are not made by Virtual Exhibitor, PAINWeek Management will instruct its official contractors to make any necessary adjustments, at Exhibitor's sole expense. Moreover, Virtual Exhibitor shall be responsible for all costs associated with ensuring that any activities, if applicable, are deemed safe under any and all conditions, as determined by PAINWeek in its sole discretion. PAINWeek will not be subject to any damages whatsoever should an activity or display be required to be terminated or removed by PAINWeek, or its designees, due to such circumstances.

5. Violations

- a. The Exhibitor shall be bound by the Rules as defined herein, and by such additional rules and regulations which may be established by the Facility and PAINWeek Management at any time. PAINWeek Management shall enforce all Rules and such additional rules and regulations, and its decision on these matters will be final. All matters and questions not covered by the Rules and such additional rules and regulations shall be subject to the final judgment and decision of PAINWeek Management. Any violation by the Exhibitor of any of the Rules and such additional rules and regulations shall subject Exhibitor to cancellation of the agreement to occupy virtual exhibit space, to forfeiture of any monies paid on account thereof, and could make Exhibitor subject to loss of seniority points, loss of credentials for future PAINWeek events, and loss of other PAINWeek privileges. Upon PAINWeek Management notifying Exhibitor of such cancellation, PAINWeek Management shall have the right to take possession of the Virtual Exhibitor's space.

6. COMPLIANCE WITH LAWS

- a. Exhibitor agrees to comply with and be bound by all laws of the United States and the State of New Jersey, and wherever applicable, all rules and regulations of the police department and those policies and criteria established by the laws governing virtual environments. Illegal acts of any kind will be referred to the appropriate authorities for prosecution.