



# SPONSORSHIP APPLICATION

① Type or print clearly. ② Fill out all sections of this application. ③ Make checks payable to: AAMI or provide credit card information below. ④ Sign this application. ⑤ Make a copy (both sides) of this application for your records.

**SEND CONTRACT WITH PAYMENT TO:** AAMI, 901 N. Glebe Road, Suite 300, Arlington, VA 22203 or fax to 703-276-0793  
Federal Tax ID #: 27-4379277

**1. CONTACT INFORMATION:** The person listed as the exhibit contact will receive all mailings/billings related to exhibiting. It is the responsibility of the exhibiting company to notify AAMI Exchange Show Management of any changes to your point of contact.

Company Name: \_\_\_\_\_  
 Authorized Amount:\$ \_\_\_\_\_ Directory Reference (i.e. A-Z) \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Company Telephone: \_\_\_\_\_ Company Fax: \_\_\_\_\_  
 Company Website: \_\_\_\_\_ Company Email: \_\_\_\_\_  
 Exhibit Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_  
 Contact Email: \_\_\_\_\_ Contact Phone/Ext.: \_\_\_\_\_  
 Contact Cell (for on-site purposes): \_\_\_\_\_ Contact Fax: \_\_\_\_\_

## 2. SPONSORSHIP OPPORTUNITIES:

\_\_\_\_\_ Platinum .....\$30,000  
 \_\_\_\_\_ Gold .....\$15,000  
 \_\_\_\_\_ Silver .....\$5,000  
 \_\_\_\_\_ Bronze .....\$1,500

## A LA CARTE SPONSORSHIPS

(SILVER PACKAGE AND UP)

\_\_\_\_\_ Keynote Session (\$5,000)  
 \_\_\_\_\_ Individual Education Session  
 (\$1,000 each)  
 \_\_\_\_\_ Education Track (\$1,000 per session,  
 then 10% discount)  
 \_\_\_\_\_ Product Spotlight (\$1,000 each)

## 3. PAYMENT INFORMATION: *(Full payment is due with application)*

Date: \_\_\_\_\_ Charge to my: ☐ AMEX ☐ Mastercard ☐ VISA  
☐ Check Enclosed ☐ Wire Transfer\*

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Card Billing Address, City, State, Zip Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

\*For Wire Transfer instructions, please contact AAMI (additional bank fees apply).

## AAMI EXCHANGE SHOW MANAGEMENT

901 N. Glebe Road, Suite 300, Arlington, VA 22203 / Tel: 703.253.8270 / Fax: 703.276.0793 / Email: Exchange@aami.org / aami.org

# VIRTUAL RULES & REGULATIONS



**MEETING MANAGEMENT:** The AAMI eXchange REWIRED is produced and managed by the Association for the Advancement of Medical Instrumentation, referred to as "AAMI" throughout this document. AAMI will establish all meeting policies. All matters and questions not covered by these regulations are subject to the decision of AAMI. Show dates and times are subject to change.

**CANCELLATION OR REDUCTION OF SPONSORSHIP:** Sponsorship cancellation or reduction must be made in writing no later than **May 7, 2021**. If AAMI does not receive cancellation in writing, the sponsor will be liable for 100% of sponsorship. By signing this contract, the signer represents and warrants that he/she is authorized by the exhibiting company to bind that company to this contract.

**ELIGIBILITY FOR PARTICIPATION:** AAMI reserves the right to reject, prohibit installation of, or request removal of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with AAMI's character or purpose.

**CREDIT CARD AUTHORIZATION:** The issuer of the credit card identified on the Sponsor Contract is authorized to pay the amount shown as "Amount to Charge." The signer promises to pay such "Amount to Charge," subject to and in accordance with the agreement governing the use of such card. The signature on the contract authorizes AAMI to charge the credit card number listed on the contract for the amount shown as "Amount to Charge."

**FDA APPROVAL/CLEARANCE:** If the Sponsor intends to display or promote an article that is subject to pre-market approval/clearance from the United States Food and Drug Administration (FDA), and that article has not as yet received final FDA approval/clearance, the exhibit, the Sponsor's materials, and the Sponsor's personnel must disclose that such article has not received final FDA approval/clearance and clearly convey the status of such article consistent with the laws, rules, and regulations administered by the FDA. The virtual booth and any associated materials also must adequately and completely disclose that the article is not currently available for sale or commercial distribution in the United States. The Sponsor shall indemnify and hold harmless AAMI from and against any and all costs, fees, expenses, penalties, damages, and claims arising from Sponsor's failure to comply with all laws, rules and regulations (including those of FDA) applicable to such article.

**COMPLIANCE WITH RULES AND LAWS:** Sponsor agrees to comply with all rules and regulations of the virtual show as outlined in the Contract Rules & Regulations.

**LIABILITY:** The sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of sponsor's activities on the virtual platform and will indemnify, defend, and hold harmless AAMI, GES and Swapcard, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.

**RECORDING POLICY:** Show Management and its agents reserve the right to photograph and/or record sponsors on the virtual platform and to use such likenesses for future promotional purposes. AAMI eXchange REWIRED encourages attendees to engage and promote the conference on social media and other platforms. Sponsor agrees to AAMI's Recording Policy, which prohibits the recording (photography, screenshots, audio/video), copying or downloading of education sessions or sponsor videos, product demos or other any other content bring presented at AAMI eXchange REWIRED.

**COPYRIGHTED MUSIC:** No copyrighted music may be played or sung in the sponsor virtual booth in any fashion (including, but not limited to, background music on video or audio presentations) without obtaining appropriate licensing. The sponsor is solely responsible for obtaining these licenses for any music originating in the sponsor's booth. The sponsor shall indemnify, defend, and hold harmless AAMI and its officers, employees, and agents, GES and Swapcard and its officers, employees, and agents, against any and all liabilities, claims, causes of action, losses, and/or damages arising out of the exhibitor's use of copyrighted music.

**AMERICANS WITH DISABILITIES ACT:** Each Sponsor must comply with the Americans with Disabilities Act (ADA), and must modify policies, practices, and procedures, as necessary, to enable individuals with disabilities to participate equally within the confines of the Sponsor's virtual space.

**STAFFING:** Virtual booths must remain staffed during scheduled Expo hours and be available for appointments. Only representatives who are employed by the sponsoring company may staff virtual booth. All exhibitor activities must be confined to the limits of Sponsors allocated virtual booth platform and chat room and must not interfere with the activity of other exhibitors.

**TERMINATION OF RIGHT TO SPONSOR:** AAMI reserves the right to terminate, without notice, any Sponsoring company's right to sponsor if the sponsor or any of its representatives fail to observe the conditions of this contract or, in the opinion of AAMI, conduct themselves in an unethical or unprofessional manner. Such Sponsors will be dismissed (virtual booth removed) without refund and no priority points will be rewarded.

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