

THE PREMIER MEDICAL MEETING FOR MEDICAL AND COSMETIC DERMATOLOGISTS,  
PLASTIC SURGEONS, AESTHETIC PROVIDERS AND PRACTICE ADMINISTRATORS.




# SUPPORT & EXHIBIT OPPORTUNITIES

COURSE CO-DIRECTORS:  
BRIAN S. BIESMAN, MD & MICHAEL H. GOLD, MD

**GRAND HYATT • NASHVILLE, TN**  
**MAY 15-19, 2024**

[WWW.SCALEMUSICCITY.COM](http://WWW.SCALEMUSICCITY.COM)



**SCALE**, now in its 19<sup>th</sup> year is the premier meeting for Medical and Cosmetic Dermatologists, Plastic Surgeons, Aesthetic Providers and Practice Administrators.



The Symposium for Cosmetic Advances and Laser Education (SCALE) invites Industry Partners to sponsor the Music City SCALE Meeting on May 15-19, 2024 at the Grand Hyatt Hotel in Nashville, Tennessee. We are pleased to share that our 2023 event was our most successful one to date with over 1,500 attendees, 80 faculty members, and 140 vendors. We hope you will consider joining us in 2024 and see what all the excitement is about!

As an exhibitor or sponsor you will have the opportunity to network with our attendees during dedicated exhibit hall functions, to attend special VIP events and to attend the SCALE educational sessions and immerse yourself with our reputable faculty. For those companies interested in exhibiting, we know how important it is to have steady traffic in the exhibit hall therefore all attendees of the conference are encouraged throughout the meeting to visit the exhibit hall to receive their SCALE giveaways, to participate in raffle drawings and to enjoy the food and beverage functions that SCALE provides its attendees and exhibitors.



We encourage you to take time to review the sponsorship prospectus and consider adding one of our sponsorship opportunities to your package to increase your ROI. We have unique opportunities such as sponsored sessions, advisory boards, live demonstrations, and branded items that will take your sponsorship to the next level. Or if you are interested in customizing your own unique sponsorship package, our team stands ready to work with you to ensure you have the sponsorship package that meets your objectives.

Brian S. Biesman, MD and Michael H. Gold, MD  
Co-Directors of Music City SCALE

# SUPPORT OPPORTUNITIES

**ELITE  
LEVEL  
\$100,000**

## **BENEFITS:**

- ✓ 10x20 BOOTH IN PRIME LOCATION
- ✓ PROMOTIONAL SESSION · 45 minute lunch session on industry track
- ✓ ADVISORY BOARD MEETING
- ✓ 5 LCD TV ADS (static)
- ✓ 12 LIVE MEETING REP BADGES
- ✓ 2 CUSTOM EMAIL BLASTS
- ✓ 5 FACULTY DINNER INVITATIONS
- ✓ 3 MEETING APP TEXT ALERTS
- ✓ 12 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (4) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST

**DIAMOND  
LEVEL  
\$75,000**

## **BENEFITS:**

- ✓ 10x20 BOOTH IN PRIME LOCATION
- ✓ PROMOTIONAL SESSION · 30 minute lunch session on industry track
- ✓ ADVISORY BOARD MEETING
- ✓ 5 LCD TV ADS (static)
- ✓ 10 LIVE MEETING REP BADGES
- ✓ 2 CUSTOM EMAIL BLASTS
- ✓ 4 FACULTY DINNER INVITATIONS
- ✓ 3 MEETING APP TEXT ALERTS
- ✓ 10 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (3) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST



**PLATINUM  
LEVEL  
\$50,000**

**BENEFITS:**

- ✓ 10x20 BOOTH
- ✓ PROMOTIONAL SESSION • 45 minute breakfast session on industry track
- ✓ ADVISORY BOARD MEETING
- ✓ 4 LCD TV ADS (static)
- ✓ 8 LIVE MEETING REP BADGES
- ✓ 1 CUSTOM EMAIL BLAST
- ✓ 3 FACULTY DINNER INVITATIONS
- ✓ 2 MEETING APP TEXT ALERTS
- ✓ 8 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (3) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST

**GOLD  
LEVEL  
\$30,000**

**BENEFITS:**

- ✓ 10x10 BOOTH
- ✓ PROMOTIONAL SESSION • 30 minute session on industry track
- ✓ ADVISORY BOARD MEETING +\$3000
- ✓ 3 LCD TV ADS (static)
- ✓ 6 LIVE MEETING REP BADGES
- ✓ 1 CUSTOM EMAIL BLAST
- ✓ 2 FACULTY DINNER INVITATIONS
- ✓ 2 MEETING APP TEXT ALERTS
- ✓ 6 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (2) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST

**RUBY  
LEVEL  
\$20,000**

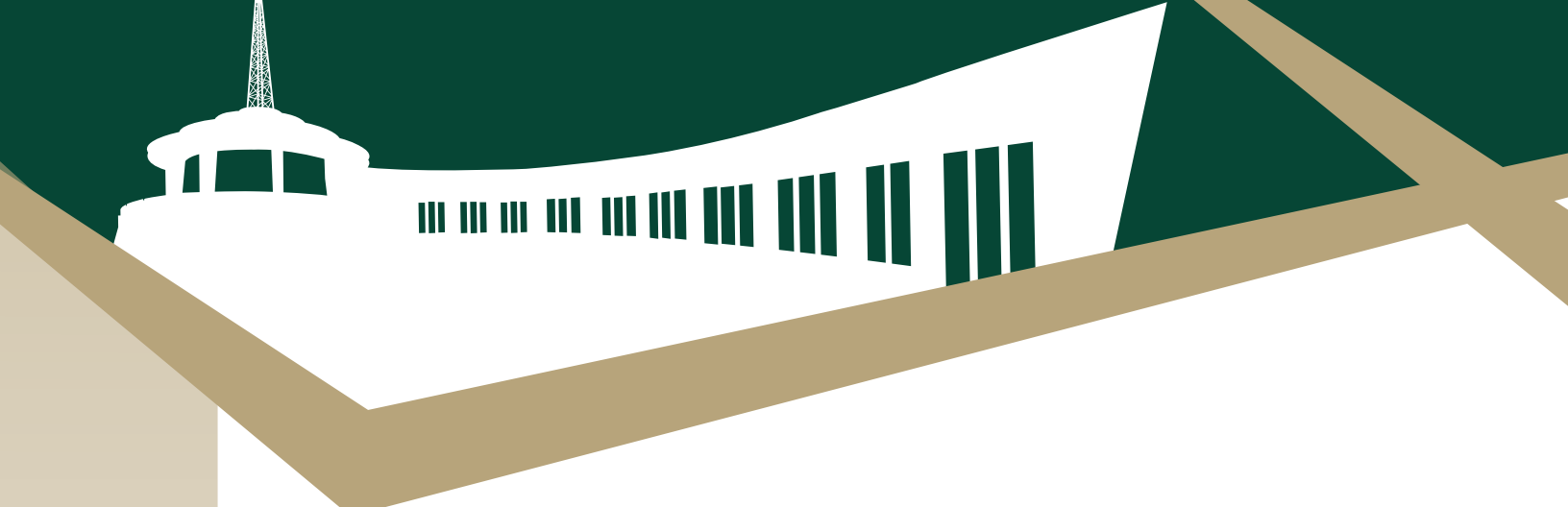
**BENEFITS:**

- ✓ BOOTH · 6” table in prime location
- ✓ PROMOTIONAL SESSION · 20 minute session on industry track
- ✓ ADVISORY BOARD MEETING +\$4000
- ✓ 2 LCD TV ADS (static)
- ✓ 4 LIVE MEETING REP BAGES
- ✓ 2 STANDARD EMAIL BLASTS
- ✓ 1 FACULTY DINNER INVITATION
- ✓ 1 MEETING APP TEXT ALERT
- ✓ 4 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (1) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST

**SILVER  
LEVEL  
\$15,000**

**BENEFITS:**

- ✓ BOOTH · 6’ table
- ✓ ADVISORY BOARD MEETING +\$5000
- ✓ 2 LCD TV ADS (static)
- ✓ 3 LIVE MEETING REP BADGES
- ✓ 1 STANDARD EMAIL BLAST
- ✓ 1 FACULTY DINNER INVITATION
- ✓ 1 MEETING APP TEXT ALERT
- ✓ REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ (1) COLLATERAL IN ATTENDEE TOTE BAGS
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST



**BRONZE  
LEVEL  
\$7,500**

**BENEFITS:**

- ✓ BOOTH • 6' table
- ✓ 1 LCD TV AD (static)
- ✓ 2 LIVE MEETING REP BADGES
- ✓ 2 REPS INVITED TO INDUSTRY COCKTAIL EVENT
- ✓ LOGO ON MATERIALS AND WEBSITE
- ✓ PRE AND POST MEETING ATTENDEE LIST

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Participating in the 2024 SCALE Meeting provides your company the opportunity to showcase your products and services to today's key medical professionals from all over the U.S.

Meet face-to-face with your clients to develop business relationships and obtain valuable sales leads. Making this important decision allows your company to demonstrate its expertise to a targeted audience of medical directors, cosmetic surgeons, nurse practitioners, and future medical professionals.

Exhibitors benefit from our targeted, marketing campaign, featuring highlights of the exhibition and educational program, as well as strategic conference advertising. Space reservations will be made once supporter payment is received. Please make checks payable to Music City Scale, LLC.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### FACULTY DINNER SPONSOR **\$50,000**

Join with the faculty in an intimate fine dining venue in Downtown Nashville. Fee is for Sole Sponsorship\* which includes Logo on invitations, and a 5-minute Welcome message by your Team Leader.

- Host and interact with SCALE Faculty
- Valuable networking event

*\*Note that a limited number of industry attendees are additionally invited.*

### EXHIBIT HALL COCKTAIL EVENT/RECEPTION **\$20,000**

Sponsor the opening night reception of SCALE on Thursday, May 16<sup>th</sup> and your company will have the opportunity to make a welcome speech to all attendees. The company logo will be printed on meeting signage, on cocktail napkins and listed on the SCALE mobile app.

### FACULTY LOUNGE SPONSOR **\$15,000**

Sponsor a day of refreshments and activation stations in the SCALE faculty lounge and have the opportunity to interact and network with the 95+ faculty at SCALE. Multiple sponsorships available.

### BREAKFAST SPONSOR **\$15,000/day**

Includes display 24" x 30" easel posters at banquet table. Acknowledgement in the agenda. 3 opportunities available.

### FACULTY COCKTAIL EVENT **\$15,000**

Host the faculty for a 30- minute private event in our designated space in the Hotel. Includes light food and beer/wine.

### LUNCH SPONSOR **\$30,000/day**

Opportunity to display 24" x 30" easel posters at banquet table. Acknowledgment in the agenda. 2 opportunities available.

### FACULTY AND INDUSTRY COCKTAIL SPONSOR **\$50,000**

Always a special night out to celebrate the close of the meeting. Includes a 3-minute introductory welcome message by your team. Food and Beverage is included in this price. Additional fees may apply for music or customized décor.

### MEETING BREAK SPONSOR **\$10,000/each**

Opportunity to display (1) 24" x 30" easel posters at beverage station. 6 opportunities available. Acknowledgement in the agenda.



## BRANDING

### WI-FI SPONSORSHIP

**\$10,000**

Attendees will access the internet using the password you select. They will be directed to a web page of your choosing. Logo will be included on the connection instructions.

### DIRECTIONAL FOOTPRINTS

**\$7,500**

Place your message or directions to your booth with floor signs that will grab attention! Placement and size will be directed by SCALE. Comes with up to 4 clings.

### HOTEL KEY CARDS

**\$15,000**

The first things attendees will see when they check into their room - your name on their key card!

### ATTENDEE LANYARDS

**\$15,000**

Branded with your logo for all attendees.

### MEETING BAGS

**\$15,000**

Have your company name hanging from everyone's shoulder throughout the meeting - and beyond!

### SUNRISE YOGA

**\$5,000**

The sponsor will be the host of a 60 minute yoga class to take place at sunrise on Saturday, May 18. The sponsor's logo will be included on custom water bottles given to attendees. The sponsor is able to give an additional gift to attendees and join the yoga class.

### SCALE MOSAIC WALL

**\$20,000**

SCALE will host an interactive photo mosaic wall during the conference. The live, guest-built photo mosaic wall will engage attendees with the unique opportunity to create an interactive work of art. Powered by the most advanced photo mosaic software in the industry, the mosaic is gradually revealed throughout the event, encouraging guests and onlookers to take part in the creation process. The sponsor's logo would be incorporated on the mosaic wall image.

### JOURNAL NOTEBOOKS

**\$7,500**

Attendees notes will go home with them, giving you exposure long after the meeting adjourns.



### ESCALATOR BRANDING

**\$15,000**

Place your message on the escalator leading to the SCALE meeting space.

### BRANDED COFFEE SLEEVES

**\$15,000**

Sponsor the coffee sleeves at the SCALE coffee breaks and your company logo will be included on coffee sleeves that will be included on all of the coffee cups during SCALE exhibit hall functions. Coffee will be provided all weekend long and attendees will be carrying around your logo on their coffee cup.

### ELEVATOR DOOR BRANDING

**\$10,000**

Place your message on the elevator doors on one floor of the SCALE meeting space. (Two opportunities available)

### PHOTO BOOTH

**\$10,000**

Sponsor the SCALE photo booth station and be a part of SCALE's red-carpet photo experience. The sponsor's logo will be displayed on the pictures taken by attendees. The sponsor will be recognized on meeting materials and on signage onsite.

### MOBILE APP

**\$10,000**

The SCALE mobile app will be used to access the agenda, exhibitor list, speaker bios, faculty presentations and more. The sponsor will be acknowledged on an email blast, an advertisement on the app and on meeting signage.

### DOOR DROP

**\$7,500**

Send a gift to attendees staying at the hotel on behalf of your company. Attendees will receive your gift in their sleeping room on one one night of the conference.

### EXHIBIT HALL PASSPORT

**\$1,000**

Take part in the SCALE passport where conference attendees will have to visit your booth to qualify for a special prize drawing.

### MOBILE APP ADVERTISEMENT

**\$1,000**

Sponsor a custom banner advertisement that will show on the newsfeed of the mobile app and will link to company information on the app. Sponsor is responsible for the graphic design of the advertisement.

**REGISTER  
ONSITE  
AND SELECT  
YOUR  
BOOTH!**

**EXHIBITOR APPLICATION  
2024 ANNUAL MEETING  
MAY 15-19, 2024  
GRAND HYATT • NASHVILLE, TN**

Company Name (as it should appear on materials; please print)

Contact Name

Address

City State Zip

Phone Fax

(Required) Email

**SUPPORT LEVELS** (one must be chosen)

- |  |  |
|--|--|
| <input type="checkbox"/> Elite \$100,000   | <input type="checkbox"/> Ruby \$20,000   |
| <input type="checkbox"/> Diamond \$75,000  | <input type="checkbox"/> Silver \$15,000 |
| <input type="checkbox"/> Platinum \$50,000 | <input type="checkbox"/> Bronze \$7,500  |
| <input type="checkbox"/> Gold \$30,000     |  |

**ADDITIONAL SUPPORT OPPORTUNITIES**

- |   |          |
|---|----------|
| <input type="checkbox"/> Faculty and Industry Cocktail Event    | \$50,000 |
| <input type="checkbox"/> Faculty Dinner                         | \$50,000 |
| <input type="checkbox"/> Faculty Lounge                         | \$15,000 |
| <input type="checkbox"/> Exhibit Hall Cocktail Event/ Reception | \$20,000 |
| <input type="checkbox"/> Faculty Cocktail Event                 | \$15,000 |
| <input type="checkbox"/> Lunch Sponsor                          | \$30,000 |
| <input type="checkbox"/> Breakfast Sponsor                      | \$15,000 |
| <input type="checkbox"/> Meeting Break Sponsor                  | \$10,000 |

**BRANDING OPPORTUNITIES**

- |   |          |
|---|----------|
| <input type="checkbox"/> SCALE Mosaic Wall      | \$20,000 |
| <input type="checkbox"/> Attendee Lanyards      | \$15,000 |
| <input type="checkbox"/> Branded Coffee Sleeves | \$15,000 |
| <input type="checkbox"/> Hotel Key Cards        | \$15,000 |
| <input type="checkbox"/> Escalator Branding     | \$15,000 |
| <input type="checkbox"/> Meeting Bags           | \$15,000 |
| <input type="checkbox"/> Elevator Door Branding | \$10,000 |
| <input type="checkbox"/> Mobile App             | \$10,000 |

**PAYMENT**

**METHOD OF PAYMENT:**

Visa  Mastercard  
 American Express  Check

**PAYMENT DEADLINES**  
**Minimum cancellation penalty is \$1,000. Greater penalties may apply. See below for full details.**

If paying by credit card, the SCALE team will send a secure payment link to pay online after receipt of completed application.

If paying by check, please make the check payable to **Music City Scale LLC** and mail the check to the following address:

Compass Management and Consulting  
 Attention: Lindsay Hart  
 6816 Southpoint Parkway, Suite 1000 |  
 Jacksonville, FL 32216  
 Phone (904) 309-6235 | Fax (904) 677-7843  
 info@scalemusiccity.com  
 www.scalemusiccity.com

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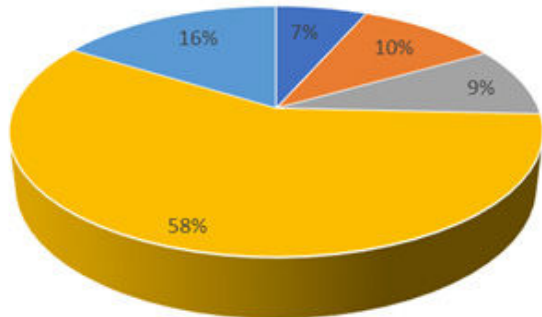
Signature of company representative  
 \*Agrees to the terms and conditions

Full payment must be received per invoice due date as noted. Cancellation must be made in writing. Cancellation received before February 1, 2024 will be subject to a 50% penalty. Cancellation after February 1, 2024 will not receive any refund. 50% of payment will be applied to next year's meeting.

NOTE THAT YOUR OPPORTUNITY IS NOT RESERVED UNTIL PAYMENT IS RECEIVED. NO REFUNDS AFTER 2/1/24; ALL CANCELLATIONS SUBJECT TO PENALTY.

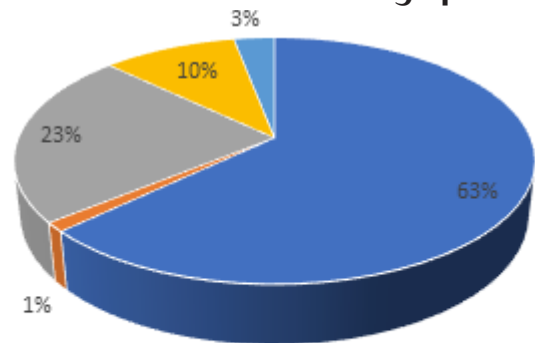
- |   |          |
|---|----------|
| <input type="checkbox"/> Photobooth               | \$10,000 |
| <input type="checkbox"/> Wi-Fi Sponsorship        | \$10,000 |
| <input type="checkbox"/> Directional Footprints   | \$7,500  |
| <input type="checkbox"/> Journal Notebooks        | \$7,500  |
| <input type="checkbox"/> Door Drop                | \$7,500  |
| <input type="checkbox"/> Sunrise Yoga             | \$5,000  |
| <input type="checkbox"/> Exhibit Hall Passport    | \$1,000  |
| <input type="checkbox"/> Mobile App Advertisement | \$1,000  |

**Previous SCALE Attendees by Region**



■ International ■ Midwest ■ Northeast ■ South ■ West

**Previous SCALE Attendees by Specialty**



■ Dermatology ■ Head and Neck ■ Plastic Surgery  
 ■ Other Medical Specialists ■ Other Professions

## 2023 SCALE CO-DIRECTORS

Brian S. Biesman, MD • Michael H. Gold, MD

## PREVIOUS SCALE FACULTY

Mathew M. Avram, MD  
 Brian Berman, MD, PhD  
 Eric F. Bernstein, MD, MSE  
 Vince Bertucci, MD  
 Cheryl Burgess, MD, FAAD  
 Valerie Callender, MD  
 Jean Carruthers, MD, FRCSC  
 Anne Chapas, MD  
 Suneel Chilukuri, MD, FAAD  
 Patrick Clark, PhD, CMLSO  
 Joel L. Cohen, MD (FAAD, FACMS)  
 Sebastian Cotofana, MD, PhD  
 Doris Day, MD  
 Steven H. Dayan, MD  
 Lawrence Eichenfield, MD  
 Sabrina G. Fabi, MD, FAAD, FAACS  
 Steven Fagien, MD, FACS  
 Patricia Farris, MD  
 Julius Few, MD  
 John P. Fezza, MD  
 Rebecca Fitzgerald, MD  
 Dee Anna Glaser, MD  
 David J. Goldberg, MD, JD

Andy Goren, MD  
 Jeremy Green, MD  
 Julie C. Harper, MD  
 Adelaide A. Hebert, MD  
 Michelle Henry, MD  
 Deirdre Hooper, MD  
 George J. Hruza, MD, MBA, FAAD  
 Omar Ibrahimi, MD  
 Michael Kane, MD  
 Joely Kaufman, MD  
 Mark Kaufmann, MD  
 Arielle Kauvar, MD  
 Terrence Keaney, MD  
 Leon Kircik, MD  
 Dario Kivelevitch, MD  
 Mark Leibold, MD  
 Wendy W. Lee, MD  
 Ellen Marmur, MD  
 George Martin, MD  
 Randy Miller, MD  
 Gary D. Monheit, MD  
 Gilly Munavalli, MD, MHS, FACMS  
 Sheila Nazarian, MD, MMM

Mark S. Nestor, MD, PhD  
 Arisa Ortiz, MD  
 Jason N. Pozner, MD, FACS  
 Chris Robb, MD, PhD, FAAD  
 Wendy E. Roberts, MD  
 Adrian Rodriguez, MD  
 Rod J. Rohrich, MD, FACS  
 E. Victor Ross, MD  
 Mark G. Rubin, MD  
 Lawrence A. Schachner, MD  
 Leonie Schelke, MD  
 Todd Schlesinger, MD  
 Ava Shamban, MD  
 Sachin M. Shridharani, MD, FACS  
 Nowell Solish, MD, FRCP  
 Candace Spann, MD  
 Linda Stein Gold, MD  
 W. Grant Stevens, MD, FACS  
 Arthur Swift, MD  
 Susan Taylor, MD  
 Ruth Tedaldi, MD  
 S. Randolph Waldman, MD

# 2024 MUSIC CITY SCALE

EXHIBITOR / SPONSOR SUPPORT TERMS AND CONDITIONS

The words "SCALE" used herein shall mean the Symposium for Cosmetic Advances & Laser Education (SCALE), its committees, agents or employees acting for the management of the Meeting and Exhibition. All matters and questions not covered by these Rules and Regulations are subject to the decision of SCALE or its designated agents.

**APPLICATION FOR SPACE** Applications for space shall be made in writing on the official application form.

**ASSIGNMENT OF EXHIBIT SPACE** Exhibit space locations will be assigned at the sole discretion of SCALE. Applications received from prospective Exhibitors will be recorded in order of their receipt; SCALE will assign space and notify exhibitors of location. Requests for exhibit location can be made and SCALE will make every attempt to honor, however final location is at the discretion of the organizers. In the event of a conflict regarding space or other material conditions, SCALE shall have the right to assign space to the Exhibitor, rearrange the floor plan and/or relocate any exhibit at any time before or during the period of exhibition. Please note exhibit space locations Exhibitors had the previous year are not guaranteed. Full Payment is required to assign space.

**PAYMENTS & REFUNDS** Full payment must be received per invoice due date as noted. Payment options: by bank transfer (bank data references will be attached to the invoice), by credit card (Mastercard, Visa or American Express) or check. Note: You may not reserve exhibit space until your payment in full is received.

**CANCELLATION** Cancellations must be made in writing. The minimum cancellation penalty is \$1000. Cancellations received before January 1, 2024 will be subject to a 50% penalty and the balance will be refunded. Cancellations made after January 1, 2024 will not receive any refunds. 50% of your fees will be applied to next year's meeting. Note that Processing fees may be additionally charged.

**ATTENDANCE.** SCALE may estimate the number and type of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number or type of conference attendees.

**BOOTH PERSONNEL REGISTRATION/ON-SITE RESPONSIBILITIES** All booth personnel must pre-register. Exhibitor registration information will be emailed to the person who listed him or herself as the main contact on the application. Exhibitors are required to staff their booths at all times when the exhibit hall is open to attendees. Exhibitor badges will be made available on-site only and Exhibitors must wear them at all times. Exhibitor badges include access to the exhibit hall, any meal functions served in the exhibit hall, as well as all educational sessions (pending available space). Exhibitor's badges are personal and are not transferable. Exhibitor personnel may not enter the exhibit space of another Exhibitor without permission from the latter. At no time may anyone enter the unmanned booth of another Exhibitor. If extra badges are needed, vendor will be charged appropriate fee for purchase provided space is available. No refunds will be possible.

## **INSTALLATION OF EXHIBITS \* PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

All exhibits must be installed by 4:00 pm on Thursday, May 16, 2024. After this hour, no installation work will be permitted without special permission from SCALE.

## **REMOVAL OF EXHIBITS \* PRELIMINARY DATES AND TIMES; UPDATED INFORMATION TO FOLLOW CLOSER TO THE EVENT**

All exhibits must remain intact until Saturday, May 18, 2024 and may not be dismantled or removed until that time. Exhibits must be removed by 8:00 pm Saturday, May 18, 2024. **Exhibitors must follow the setup and breakdown times posted. If a company's exhibit booth is not set up by the posted times or is broken down before**

**the posted breakdown times without prior agreement, a fine of \$1,000 will be assessed to that company.**

**UNOCCUPIED SPACE** Exhibit space not occupied one-hour prior to the opening of the exhibit hall may be reassigned by SCALE exhibit management, without refund of the rental paid. Exhibit management may also prepare the exhibit or remove freight from the booth area at the expense of the Exhibitor.

**CARE OF EXHIBIT SPACE** Exhibitors shall keep occupied space in good order. Special cleaning and dusting of booth, display, equipment and material will be the Exhibitor's responsibility and shall be performed at the Exhibitor's expense.

**CONDUCT OF EXHIBITORS** Exhibitors shall conduct themselves in an ethical and professional manner at all times and in conformance with these regulations. Exhibitor badges must be worn at all times. SCALE reserves the right to deny the privileges of the floor to any and all Exhibitors who do not comply. An Exhibitor's booth, its products, staff or visitors may not be photographed or videotaped by a third party without the permission of the authorized occupants of that booth. The minimum age for admission into the exhibit hall is 18 years of age.

**SECURITY** Providing security for exhibits, exhibitor property and for exhibitors themselves, as well as for their employees, agents, representatives and guests, shall be the sole responsibility of the exhibitor only.

**INSURANCE AND LIABILITY** Exhibitors shall be fully responsible for any claims, liabilities, losses, damages or expenses relating to or arising from an injury to any person or any loss of or damage to property where such injury, loss or damage is incident to, arises out of, or is in any way connected with Exhibitor's participation in the exhibition. It is the Exhibitor's sole responsibility to obtain, at its own expense, general liability insurance, any or all licenses and permits to comply with all federal, state and local laws for any activities conducted in association with or as part of the exhibition.

**SAFETY AND FIRE REGULATIONS** All applicable safety and fire laws and regulations must be strictly observed by all Exhibitors. Cloth decorations must be flameproof. Wiring must comply with local fire department and conference facility rules. Aisles and fire exits must not be blocked by exhibits. No combustible decoration, such as crepe paper, cardboard or corrugated paper, shall be used at any time. All packing containers, wrapping material, etc., are to be removed from the exhibit floor and may not be stored under tables or behind the exhibit. Open flames, butane gas and oxygen tanks are not permitted.

**HAZARDOUS/MEDICAL WASTE** Exhibitor assumes responsibility and any liability for removal or disposal of any material considered to be hazardous/medical waste material. Exhibitor also agrees to conform to any local ordinances and regulations concerning the disposal of hazardous/medical waste. Any and all costs incurred in the removal of hazardous/medical waste from the exhibit facility will be the sole responsibility of the Exhibitor. If the Exhibitor does not dispose of the hazardous waste materials properly, SCALE reserves the right to fine the exhibiting company.

**ATTENDEE LIST** All sponsors and exhibitors will receive a final list of attendees at the conclusion of the meeting. Information may only be used by attending sponsors and exhibitors and may not be released or sold to other business entities.

**OUTSIDE EVENTS** No outside events involving SCALE Faculty or Attendees are permitted without the express written consent of SCALE/Compass Management and Consulting.