14TH INTERNATIONAL CONFERENCE ON COCHLEAR IMPLANTS
and Other Implantable Technologies

EXHIBITOR PROSPECTUS

DATE & LOCATION:
May 11 – 14, 2016
Sheraton Centre, Toronto, CA

SPONSORS:
American Cochlear Implant Alliance and
University of Toronto, Sunnybrook Health Sciences

ci2016toronto.org
October 2015
Dear Exhibitor,

On behalf of the American Cochlear Implant Alliance (ACI Alliance) and the University of Toronto, Sunnybrook Health Sciences, you are invited to join us at the 14th International Conference on Cochlear Implants to be held on May 11-14, 2016 at the Sheraton Centre in Toronto, CA.

The American Cochlear Implant Alliance is a non-profit organization whose mission is to advance access to the gift of hearing provided by cochlear implantation through research, advocacy and awareness. To learn more about the American Cochlear Implant Alliance, visit our website: www.acialliance.org.

For additional conference information, please visit our conference website at www.ci2016toronto.org

The CI2016 International Conference brings together over 1,500 physicians, audiologists, speech pathologists, educators, hearing scientists and members of the industry across the world. The three day meeting provides educational and networking opportunities for the attendees as well as the opportunity to interact directly with corporate partners. Our attendees anticipate interaction with industry serving patients with a range of hearing loss – and encourage your participation to showcase technology beyond the cochlear implant.

This year, we are offering several exhibiting opportunities. To learn about these opportunities, please review the enclosed Exhibitor Prospectus. If you have any questions about exhibiting or providing an educational grant, please contact me directly at 312.202.5580 or jpeterson@facs.org.

Sincerely,
Julia Peterson
CI2016 ACI Alliance Administrator
C/o American College of Surgeons
633 North Saint Clair Street
Chicago, IL 60611
312.202.5580
jpeterson@facs.org

### EXHIBIT LEVELS & FEES

<table>
<thead>
<tr>
<th>Level</th>
<th>Fee</th>
<th>Exhibit Fee Will Include the Following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Profit</td>
<td>$1,000</td>
<td>(must be pre-approved by ACI Alliance)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exhibit fee will include the following:</td>
</tr>
</tbody>
</table>
|                |           | (1) 8 ft. draped table  
(2) Complimentary registration for company personnel (see exhibitor rules and regulations for details)  |
|                |           | Recognition from the podium, through event signage and in the Program Book.                               |
|                |           | Admission to all sessions                                                                                 |
|                |           | (1) Approved insert in registration materials  
(Per ACCME regulations, insert to pertain to the company and not on a specific product.)               |
| Silver         | $2,500    |  
(1) 8 ft. draped table  
(2) Complimentary registrations for company personnel (see exhibitor rules and regulations for details)  |
|                |           | Recognition from the podium, through event signage and in the Program Book.                               |
|                |           | Admission to all sessions                                                                                 |
|                |           | (1) Approved insert in registration materials  
(Per ACCME regulations, insert to pertain to the company and not on a specific product.)               |
| Ruby           | $5,000    |  
10’x10’ exhibit space  
(5) Complimentary registrations for company personnel (see exhibitor rules and regulations for details)  |
|                |           | Recognition from the podium, through event signage and in the Program Book.                               |
|                |           | Admission to all sessions                                                                                 |
|                |           | Complimentary link on CI2016 meeting website                                                                |
|                |           | (1) Approved insert in registration materials  
(Per ACCME regulations, insert to pertain to the company and not on a specific product.)               |
| Gold           | $25,000   |  
20x20 exhibit space  
(15) Complimentary registrations for company personnel (see exhibitor rules and regulations for details)  |
|                |           | Recognition from the podium, through event signage and in the Program Book.                               |
|                |           | Admission to all sessions                                                                                 |
|                |           | Complimentary link on CI2016 meeting website                                                                |
|                |           | Advance attendee list (mailer subject to ACI Alliance exhibit management approval)                          |
|                |           | (1) Approved insert in registration materials  
(Per ACCME regulations, insert to pertain to the company and not on a specific product.)               |
EXHIBIT RULES AND REGULATIONS

The Exhibition will take place at the Sheraton Centre, Toronto, CA.

1. ELIGIBILITY TO EXHIBIT

All products and services must be approved by ACI Alliance Exhibit Management in its sole and absolute discretion. All decisions of ACI Alliance Management are final. Exhibitors may only display those products and services that they manufacture or distribute.

Any product that is an “investigational device or drug” must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs only permissible pre-approved dissemination of scientific and educational information is provided at the exhibit and that appropriate disclosure and cautionary notices are included with the devices or drugs.

All products and services exhibited at CI2016 shall comply with U.S. Food and Drug Administration (FDA) rules and regulations (particularly with respect to the marketing and labeling of investigational devices and drugs) and other applicable rules and regulations. For additional information, contact: FDA 888/463-6332 or http://www.fda.gov

An exhibitor shall not in any manner directly nor indirectly imply that ACI Alliance endorses or approves of an exhibitor’s product or service merely because ACI Alliance Exhibit Management approved such product or service for display at 14th International Conference on Cochlear Implants and Other Implantable Technologies.

The use of logos, seals of approval, trademarks, or other similar property rights that are in disuse may not be used in connection with any product or service or advertising material displayed or disseminated at the exhibit.

2. BOOTH RATE AND PAYMENT SCHEDULE

No applications will be processed without full payment. 50% Deposit of total booth cost due upon receipt of application. Full payment is due by January 15, 2016. Failure to submit full payment by this date may result in cancellation of space and a penalty. All applications received after January 15, 2016 must be received with full payment.

3. CANCELLATION POLICY

Cancellation of exhibit space after January 15, 2016, will result in a penalty of 100% of the total cost of the space assigned.

4. DISPLAY AND LIMITATIONS

All display areas will be marked off by the contracted decorator. Maximum height of any free-form exhibit, including signs, may not exceed 12’.

Fire code regulations prohibit storage of any material behind booths. All items for storage must be properly labeled and marked. Empties will be removed prior to the opening. Any items stored behind the booth will be removed and considered refuse. Exhibitors requiring storage of product must make arrangements with the general contractor. Exhibit hall is carpeted.

5. ASSIGNMENT OF SPACE

Date of receipt of application will guide the assignment of booth space. Only one company may be represented per space assignment. Subletting of exhibit space is prohibited.

6. INSTALLATION/EXHIBIT HOURS/ DISMANTLING

Morning and afternoon breaks will be served every day in the exhibit hall. The following is the tentative exhibit schedule:

<table>
<thead>
<tr>
<th>INSTALLATION</th>
<th>OPEN HOURS</th>
<th>DISMANTLING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, May 11</td>
<td>8:00am-5:00pm</td>
<td></td>
</tr>
<tr>
<td>Thursday, May 12</td>
<td>8:30am-7:00pm</td>
<td></td>
</tr>
<tr>
<td>Friday, May 13</td>
<td>8:30am-6:00pm</td>
<td></td>
</tr>
<tr>
<td>Saturday, May 14</td>
<td>8:30am – 10:30am</td>
<td></td>
</tr>
<tr>
<td>DISMANTLING</td>
<td>10:30 – 4:00pm</td>
<td></td>
</tr>
</tbody>
</table>

7. EXHIBITOR REPRESENTATIVES

Exhibits must be staffed at all times during the exhibit hours. Each exhibiting company will receive a specific number of complimentary badges based on the exhibit level, provided representatives are registered in advance.

8. FAILURE TO OCCUPY SPACE

Any space not occupied by 4:00 pm, Wednesday, May 11, 2016 will be forfeited by the exhibitor. This space may be reassigned or used by ACI Alliance without refund, unless arrangements for delayed occupancy have received prior approval from ACI Alliance Exhibit Management.

Additional and replacement badges are available for purchase:

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<thead>
<tr>
<th>Exhibit Level</th>
<th>Early</th>
<th>Late</th>
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<tbody>
<tr>
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<td>$495</td>
<td>$595</td>
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<td>$495</td>
<td>$595</td>
</tr>
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<td>$595</td>
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*Rates available according to the published attendee early registration deadline on the CI2016 meeting website.

Only exhibitors with badges will be permitted to enter the exhibit area during hours of installation and dismantling. NO CHILDREN under 16 years of age will be allowed in the exhibit hall at any time.

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Any space not occupied by 4:00 pm, Wednesday, May 11, 2016 will be forfeited by the exhibitor. This space may be reassigned or used by ACI Alliance without refund, unless arrangements for delayed occupancy have received prior approval from ACI Alliance Exhibit Management.
In the event that the Exhibition is cancelled, postponed, or relocated on account of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of ACI Alliance, the exhibitor waives any and all damages and claim for damages and agrees that the sole liability of ACI Alliance shall be to return to each exhibitor the exhibitor’s rental payment.

10. JURISDICTIONS
Contracted decorator will control access to loading docks in order to provide for a safe and efficient move-in and move-out.

11. ADMISSION
ACI Alliance will have sole control over all admission policies at all times. All persons visiting the exhibit area as well as staffing the booths must register and wear the official meeting badge to enter.

12. SPECIAL RESTRICTIONS
- Giveaways are permitted only if approved in writing by ACI Alliance Exhibit Management prior to the meeting. Such items must be submitted to ACI Alliance Exhibit Management by Friday, April 8, 2016.
- Any activity in the exhibit aisles is strictly prohibited.
- Prizes, drawings, and lotteries in conjunction with CI2016 need to be approved by ACI Alliance Exhibit Management by Friday, April 8, 2016.
- Exhibitors may use audio equipment if such equipment does not interfere with or become objectionable to adjacent exhibitors or ACI Alliance Exhibit Management.
- Exhibitors’ activity must be confined to their booth space. All social activities must be approved by ACI Alliance Exhibit Management.
- Fire hose cabinets and exits must be left accessible and in full view at all times. Decorations and displays must either be of nonflammable material or be treated by an approved fire prevention method. All display material must be flame proofed and is subject to inspection by the Toronto Fire Department. No flammable fluids or substances may be used or shown in booths.
- The Sheraton Centre is completely nonsmoking. All smoking is confined to designated smoking areas outside the building.
- Exhibits that, in the opinion of ACI Alliance Exhibit Management, are objectionable in design or operation will be prohibited.
- Displays may not be dismantled nor any packing begun before 10:30am on Saturday, May 14, 2016.
- Any food and beverage that is ordered by the exhibiting company for the booth must be approved by ACI Alliance Exhibit Management and ordered through the Sheraton Centre.

13. LIABILITY/INSURANCE
Each party involved in the exhibition (hotel, ACI Alliance, general contractor, and exhibitor) agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. Each party agrees to be responsible for their own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

14. SECURITY
ACI Alliance Exhibit Management cannot guarantee nor assumes any liability against loss or damage of any kind but will endeavor to protect exhibitors by locking the doors after convention hours and providing a security guard.

15. SIGNS/ANNOUNCEMENTS
No signs, posters, or brochures will be allowed anywhere in the hotel except within each exhibitor’s booth. No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumbtacks, tape, nails, screws, bolts, or any tool or material that could mark the floor or walls is prohibited.

Written copy for all announcements, invitations, or fliers is to be approved, in writing, by CI2016 ACI Alliance Exhibits Coordinator and should be submitted by Friday, April 8, 2016.

16. ENFORCEMENT OF RULES AND REGULATIONS
The Rules and Regulations of Show are intended to bring order and equity to all parties involved. In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations could be prevented from exhibiting at future meetings of the ACI Alliance. ACI Alliance reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Rules and Regulations contained herein. In the event of such restriction or eviction, ACI Alliance is not liable for any refunds, rentals, or other exhibit expense.

CONTACT: EXHIBIT MANAGEMENT
CI2016 C/O ACS Management Services
Julia Peterson, CI2016 ACI Alliance Administrator
633 N. Saint Clair St.
Chicago, IL 60611-3211
Direct: 312.202.5580
Fax: 312.268.6392
Email: jpeterson@facs.org
Exhibit Space Application

COMPANY NAME

CONTACT NAME

ADDRESS (NO PO BOX ADDRESS PLEASE)

CITY

STATE

ZIP/POSTAL CODE

COUNTRY

TELEPHONE

FAX

EMAIL

EXHIBIT LEVEL

☐ Non-Profit: $1,000

☐ Silver Level: $2,500

☐ Ruby Level: $5,000

☐ Gold Level: $25,000

TERMS OF PAYMENT:

50% Deposit of total booth cost due upon receipt of application. Notification of space will be mailed out December 2015.

Full Payment is due January 15, 2016. Failure to submit full payment by this date may result in cancellation of space and a penalty. All applications received after January 15, 2016, must be received with full payment. No applications will be processed without full payment.

Cancellation of space after January 15, 2016, will result in a penalty of 100% of the total cost of the space assigned.

PAYMENT TYPE:

Checks: Make all checks payable to American Cochlear Implants Alliance. Checks must be drawn in U.S. dollars from a U.S. bank.

Credit Card: American Cochlear Implants Alliance is authorized to charge the following credit card the fee of the exhibit level checked above.

Card Type:  ○ American Express  ○ MasterCard  ○ VISA

NAME ON CARD

CARD NUMBER

EXP DATE

CSC CODE

SIGNATURE

Return Application and deposit to:
Attn: CI2016 c/o American College of Surgeons
Julia Peterson, CI2016 Alliance Administrator
633 N. Saint Clair St.,
Chicago, IL 60611-3211
Fax: 312.268.6392
Email: jpeterson@facs.org

As an authorized representative of the company named above, I have read and understand the rules and regulations outlined in the ACI Alliance 2016 Exhibitor Prospectus. I understand and agree to accept and abide by those rules and regulations.

SIGNATURE DATE

ACI ALLIANCE MANAGEMENT USE ONLY

Booth Size _______ Total Cost _________

Deposit _________ Balance Due _______
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