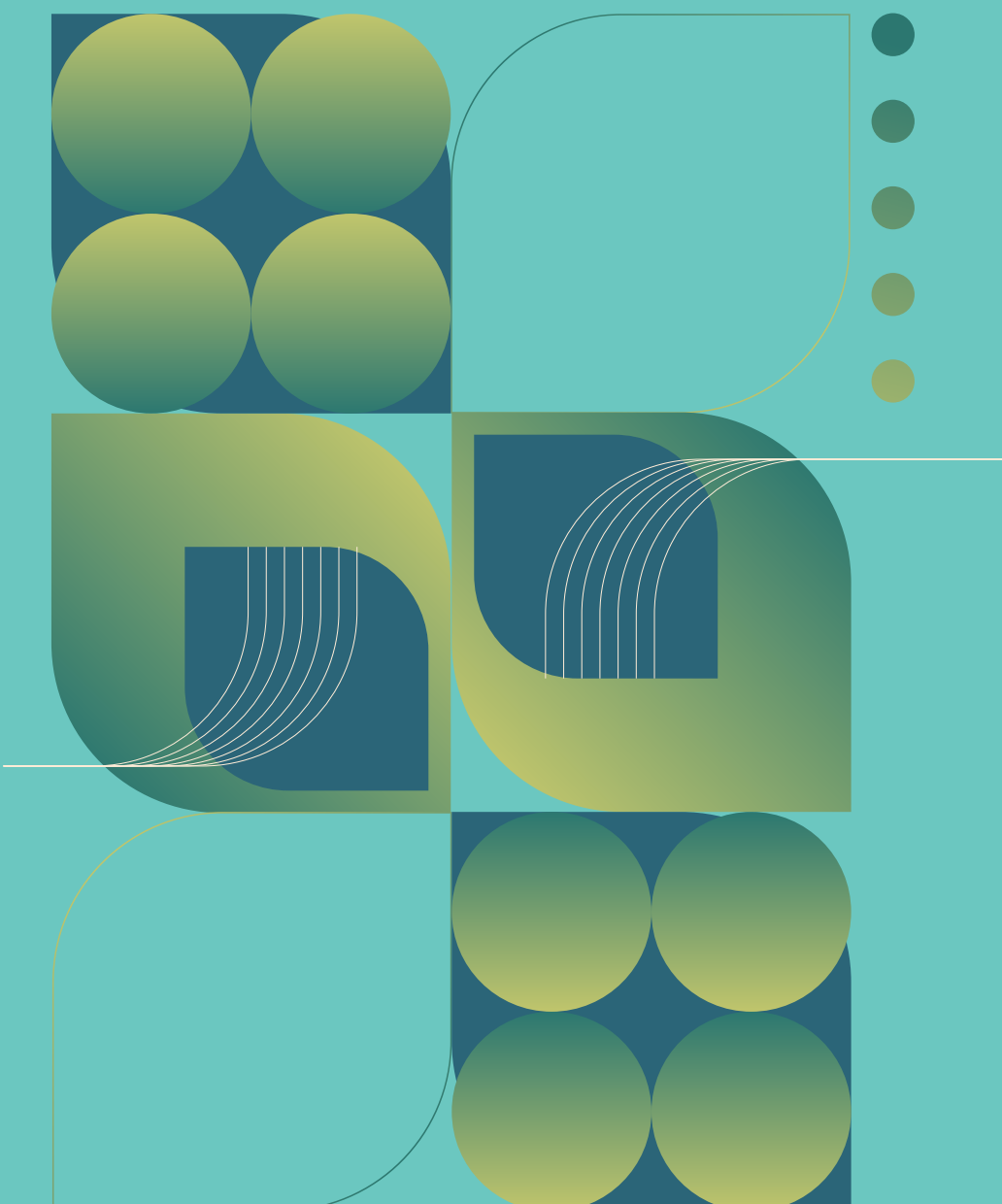




SCIENTIFIC SESSIONS



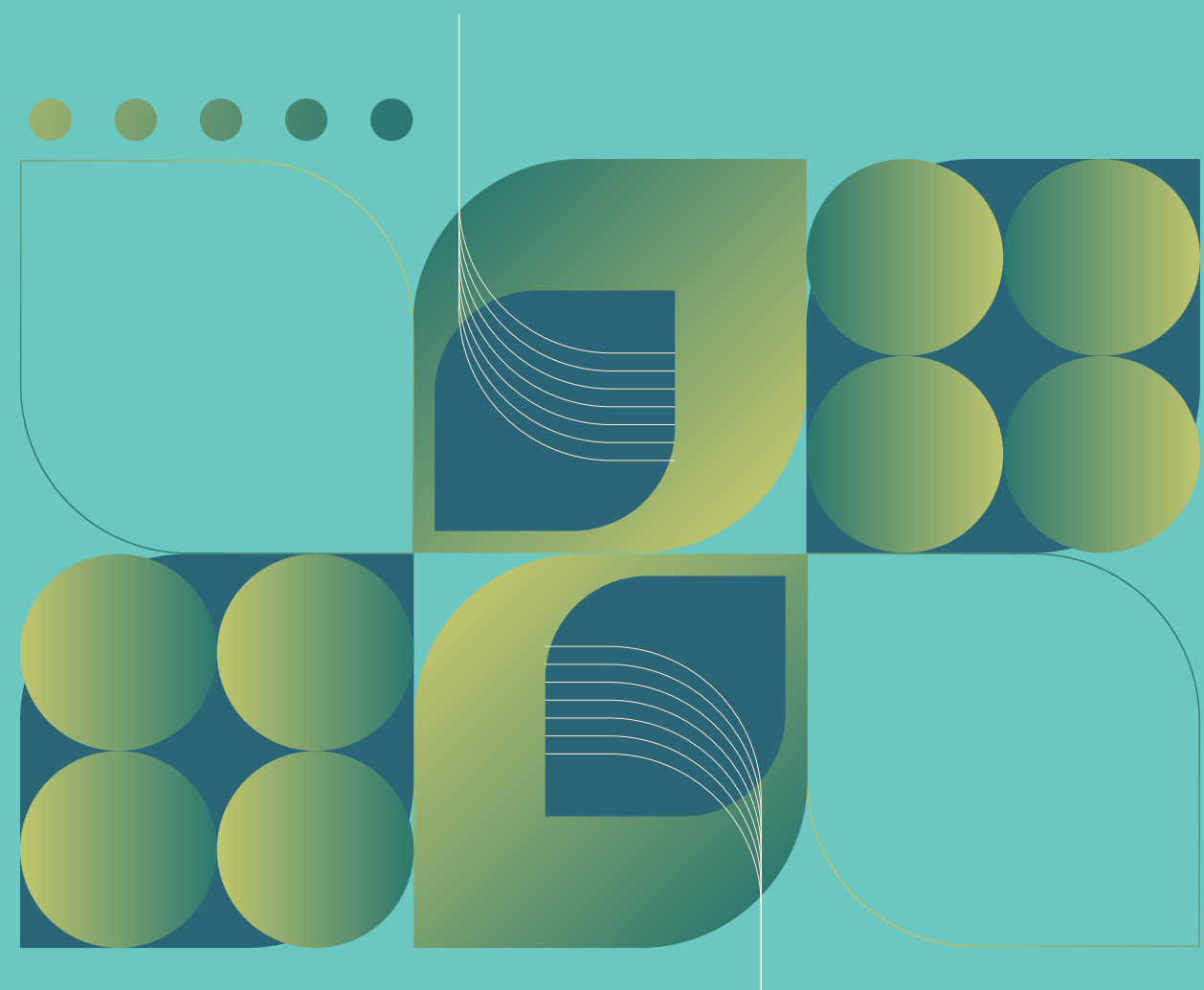
June 11 – 14
CHICAGO, IL

6202

exhibit

prospectus

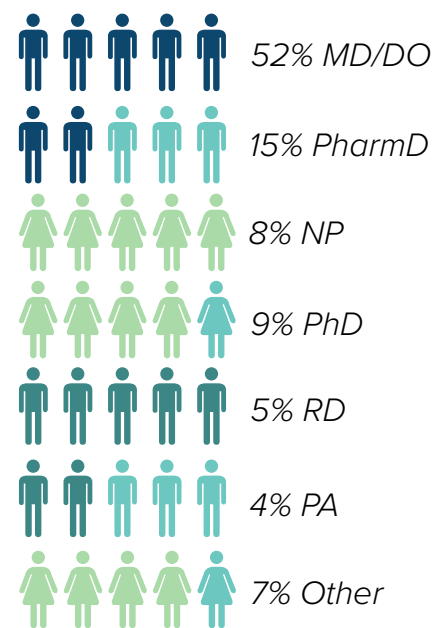
LIPID.ORG/SESSIONS



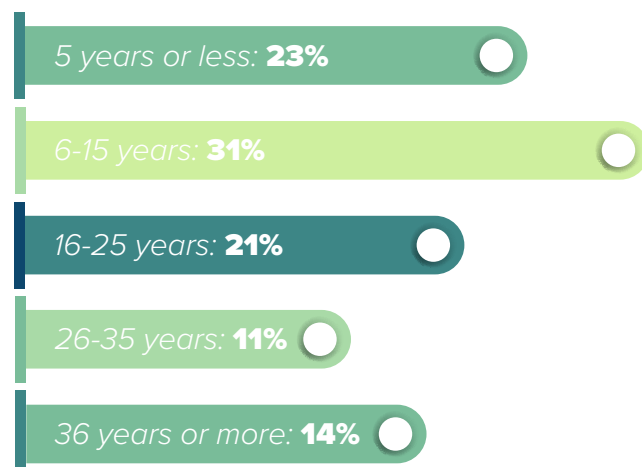
here's the measurable reach behind #nlasessions

who we attract and how far
your message can go

attendee *breakdown*



years *in practice*

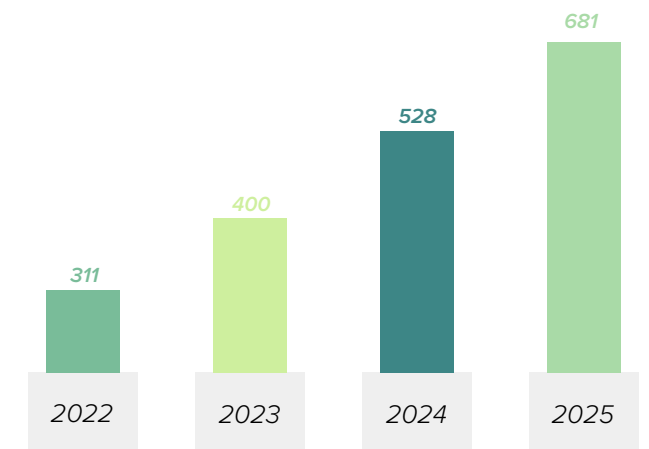


countries *represented*



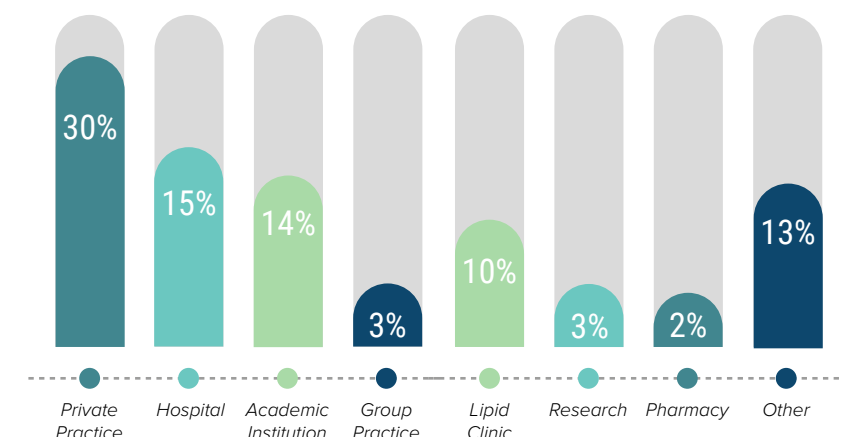
The **2025 #NLASessions** welcomed attendees from **five continents** and over **20 countries** —
underscoring its global impact.

attendance *growth*



four consecutive years
of incredible *growth* in
#NLASession participation

practice *setting*



connection central

the NLA exhibit hall

The NLA Exhibit Hall is where connections turn into collaborations.

Purposefully designed for traffic and interaction, the hall blends exhibits with posters, programming, meals, and can't-miss experiences—keeping attendees engaged and exhibitors front and center.



DEDICATED EXHIBIT ENGAGEMENT TIME

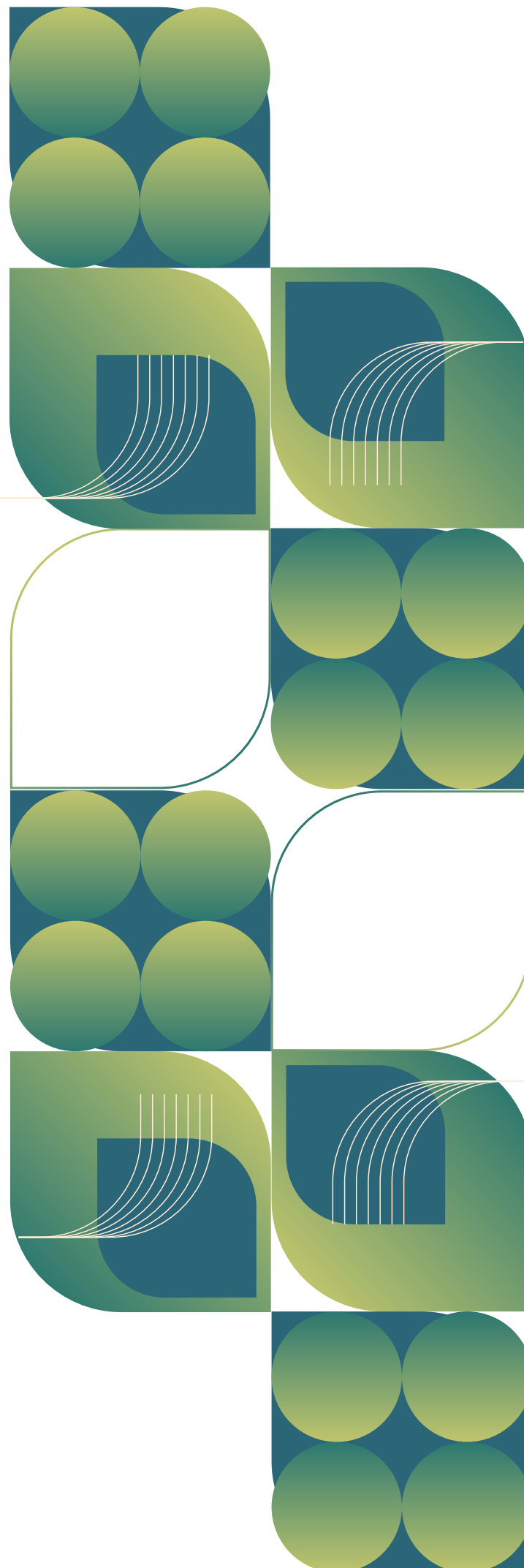
Built-in exhibit hours that prioritize real conversations.

With **14+ hours** of exhibit time on the agenda—including **6+ hours of dedicated, program-free Exhibit Hall hours**. Partners get meaningful face time without competing programming.

POSTERS

200+ posters integrated directly into the Exhibit Hall.

Poster viewing is woven into the hall experience, bringing consistent attendee traffic and creating natural opportunities for exhibitors to engage during peak flow times.



INTERACTIVE EXPERIENCES

NEW IN 2026!

New interactive features designed to boost traffic and energy.

This year's Exhibit Hall includes two new attendee draws: Train Your Lipid AI Agent: Escape Room Challenge and a Lipid LEGO Center, a creative build space where attendees can reset, connect, and create—while staying in the hall.

FLASH FORUM THEATER TALKS

Flash Forum Theater: mini sessions that keep the hall buzzing.

A dedicated theater space features short, high-value presentations and timely updates from industry leaders—giving attendees another reason to stop, stay, and engage with exhibitors nearby.



MEALS + BREAKS

Meals and breaks happen in the Exhibit Hall—on purpose.

By placing food functions and breaks directly in the hall, we create repeat visits, steady traffic, and more touchpoints for exhibitors throughout the day.



your booth.your brand.
your results.

Your booth is more than square footage—it's your meeting hub.
Here's what's included, what comes next, and how to maximize your impact at **#NLASessions**.

\$7,000

PER 10X10 BOOTH

EARLY BIRD RATE

Signed application and
payment received on or before
JANUARY 31, 2026

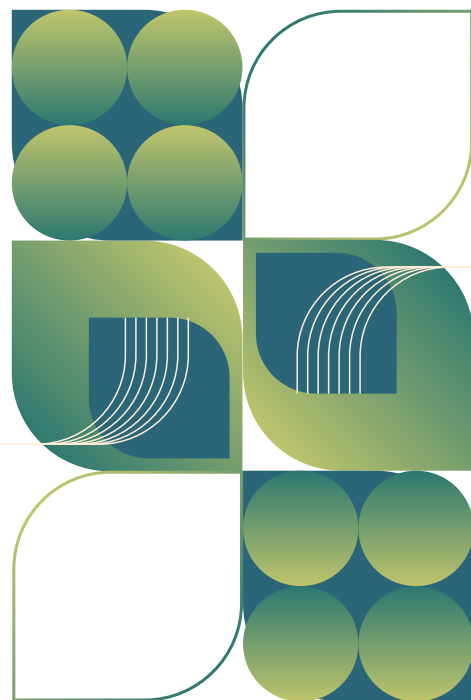


exhibit
pricing

\$8,000

PER 10X10 BOOTH

STANDARD RATE

Signed application and
payment received on or before
FEBRUARY 1, 2026

exhibit
hours

SET-UP

Thursday June 11
12:00pm – 4:00pm

EXHIBIT HALL HOURS

Thursday, June 11
6:00pm – 7:00pm

Friday, June 12
8:00am – 3:00pm

Saturday, June 13
8:00am – 4:30pm

MOVE-OUT

Saturday, June 13
1:30pm – 4:00pm

Exhibit Hours are listed in Central Time. Times are subject to change.



INCLUDED WITH YOUR BOOTH:

- One 10'x10 booth space
- One 6' table and two chairs
- Two Exhibit Hall Badges



VISIBILITY WITH YOUR BOOTH:

- Online presence at lipid.org/sessions
- Marketing toolkit available
- Listing in the Mobile Meeting App
- Inclusion in the Passport and Raffle Ticket Attendee Activities in the Exhibit Hall



ENHANCEMENTS:

- Ability to purchase additional Exhibit Hall badges for \$400/badge
- Ability to purchase Lead Retrieval:
 - **Hand-held barcode scanner:** \$350/scanner
 - **Mobile app license:** \$400/license
 - **Developer/API Connection Kit:** \$2,250 flat rate per exhibit company

See separate Badge Order Form and Lead Retrieval Form to purchase one or more of these enhancements.

the details that keep everything running smoothly.

use this quick guide for key dates, exhibit location information, cancellation deadlines, and the right contact for fast answers.

don't miss out!

FOR MORE INFORMATION
ON BECOMING AN
EXHIBITOR OR SPONSOR,
EMAIL exhibits@lipid.org

IMPORTANT DEADLINES

January 31, 2026

Early Bird Exhibit Booth Pricing Ends

February 1, 2026

Standard Exhibit Booth Pricing Begins

Online Exhibitor Service kit available

May 1, 2026

Expert Theater and Flash Forum

Information Due

Applicable to Expert Theater and Flash Forum Sponsors Only

May 15, 2026

Company Logo and Descriptions Due

Meeting Bag Inserts Due

Door Hangers Due

May 19, 2026

Hotel Reservation Cutoff



location

Sheraton Grand Chicago Riverwalk

301 E NORTH WATER STREET | CHICAGO, IL

cancellation schedule

THROUGH

April 1, 2026

National Lipid Association
keeps 50% of contracted
space fees and sponsorships.

BEGINNING

April 2, 2026

National Lipid Association
keeps 100% of contracted
space fees and sponsorships.

Any request to cancel or modify your signed exhibit or sponsorship commitment must be received in writing to the National Lipid Association at exhibits@lipid.org.



education & thought leadership opportunities

EXPERT THEATER | \$28,000

A focused, non-CME, 50-minute presentation opportunity for branded or disease-state education delivered during dedicated times at the 2026 #NLASessions. Designed for direct engagement in an intimate setting, Expert Theater sessions help organizations highlight emerging data, share updates, and connect with lipid specialists beyond the core program.

See separate Expert Theater Application Form for more information on what is included, deliverables by the NLA, and to apply. Expert Theaters are limited, offered on a first-come, first-served basis.

FLASH FORUM | \$17,500

A new, high-visibility, non-CME speaking opportunity built for concise, high-energy engagement with attendees right on the Exhibit Hall floor in the dedicated Flash Forum Theater. Each Flash Forum features a 15-minute presentation delivered during a high-traffic, non-competing break, ideal for sharing timely data, product updates, clinical insights, or thought leadership in a format that's quick, accessible, and designed to drive immediate follow-up.

See separate Flash Forum Application Form for more information on what is included, deliverables by the NLA, and to apply. Flash Forums are limited, offered on a first-come, first-served basis.



SYMPOSIUM (CME)

A high-value, independently developed CME/CE-certified education opportunity held in conjunction with the 2026 #NLASessions. Satellite Symposia complement the official agenda by delivering clinically relevant, evidence-based education that addresses key gaps in lipid management and cardiovascular risk reduction—reaching engaged clinicians seeking deeper learning and practical application.

Accreditation note: The National Lipid Association serves as the accredited provider for all CME/CE symposia, ensuring alignment with ACCME standards and lipid-focused educational rigor.

Full fees, guidelines, and application requirements are provided in the separate symposia application. Limited opportunities.

PRIVATE MEETING ROOM | \$3,000/1ST DAY + \$2,500 FOR EACH ADDITIONAL DAY

A flexible, reservable meeting space for confidential conversations and small-group engagement during #NLASessions. Private Meeting Rooms are ideal for bringing together KOLs, collaborators, or internal teams in a dedicated setting—creating a convenient hub “under one roof” for strategic discussions and deeper dives beyond the Exhibit Hall.

See separate Private Meeting Room Application Form for more information about what is included, and to reserve your space.

INDUSTRY INNOVATIONS PODCAST | \$16,500

Showcase your organization's expertise and commitment to advancing lipidology by collaborating on a live-recorded episode of Industry Innovations, the National Lipid Association's podcast series highlighting cutting-edge science, emerging therapies, and transformative developments in patient care. This opportunity pairs real-time onsite engagement with evergreen content that lives on long after #NLASessions.

See separate Industry Innovations Application Form for more information on what is included, deliverables by the NLA, and to apply. Podcasts are limited, offered on a first-come, first-served basis.

Interested in recording a
podcast during a different
time in 2026? Ask us how
we can accommodate at a
time more suitable for you!



engagement experiences

PAWS AND RELAX LOUNGE | \$9,500 | *Exclusive*

A feel-good reset space that gives attendees a reason to pause, recharge, and connect—featuring adorable rescue pups. As the sole sponsor, your booth will be located near the activation for maximum visibility, with your branding showcased throughout the lounge and logo-branded puppy bandanas adding a memorable touch. Plus, a portion of the sponsorship supports the local shelter caring for the animals.

RESIDENT/FELLOW & LIPID SCHOLAR LOUNGE EXPERIENCE | \$27,500 | *Exclusive*

A dedicated space created for the next generation of lipidology leaders—residents, fellows, and Lipid Scholar recipients—to connect, recharge, and build community during #NLASessions. This lounge serves as a “home base” for emerging clinicians to meet peers, collaborate between sessions, and share ideas in a comfortable, welcoming environment designed specifically for them. Your branding will be present throughout the space, and you will have access to pop in during designated times to connect with our rising professionals. This opportunity positions your organization as a visible supporter of professional development and the future of lipid care.

FACULTY LOUNGE EXPERIENCE | \$25,000 *Exclusive*

A dedicated, faculty-only space designed to support NLA’s clinical leaders throughout #NLASessions. The Faculty Lounge serves as a quiet hub where faculty can review and refine slide decks, prepare between sessions, catch up on email, and collaborate with fellow presenters in a comfortable setting. Faculty will have access to comfortable lounge seating, charging station(s) with your branding, and provide access for you, the sponsor, to “pop in” during designated times to connect and support the faculty experience.

SOCIAL MEDIA AMBASSADOR SPONSORSHIP | \$15,000 *Exclusive*

Power the official #NLASessions Social Media Ambassador program—an NLA-led initiative that expands the meeting’s reach through real-time attendee storytelling before, during, and after the conference. Ambassadors (including fellows/residents and engaged attendees) create required social posts and short videos that share excitement pre-meeting, highlight key learnings onsite, and recap takeaways post-meeting—amplifying the scientific program in an authentic, peer-to-peer voice. Your support will be included in the co-branded ambassador toolkit ambassadors use, as well as on other social initiatives including our meeting website/app ambassador communications, post-meeting wrap-up social communications with ambassadors, and when we reshare ambassador content on our channel.



OPENING NIGHT EXHIBIT HALL KICKOFF | \$15,000 *Exclusive*

Kick off #NLASessions with high-visibility impact as the exclusive sponsor of the Opening Night Exhibit Hall Kickoff—one of the most attended gathering moments of the meeting. This event brings the NLA community together in the Exhibit Hall, creating natural opportunities for connection and broad brand exposure from the very start. Your sponsorship is showcased through sponsor-branded, curated grazing stations, logo/branding on event items (napkins, etc.), and branded, lighted cubes placed on tables and stations throughout the room.

HYDRATION WELLNESS CHALLENGE | \$16,000 | *Exclusive*

Support attendee wellbeing and drive repeat Exhibit Hall traffic as the sole sponsor of the Hydration Challenge. Participants earn “hydration credits” by stopping at your booth to refill, refresh, and scan your exclusive QR code—bringing attendees back multiple times throughout the day. As the branded hydration destination, you’ll receive prominent recognition in challenge promotions and benefit from increased dwell time and visibility, as well as hosting the leaderboard at your booth throughout the meeting.

HEADSHOT LOUNGE | \$17,000 | *Exclusive*

One of the most popular attendee draws at #NLASessions, the Headshot Lounge delivers steady traffic and high-value engagement in the Exhibit Hall. As the exclusive sponsor, attendees will visit your booth first to pick up a voucher for their complimentary professional headshot—creating a natural touchpoint and conversation starter. Your branding is featured throughout the lounge, which will be positioned near your booth to maximize visibility and repeat visits.



LIPID LAB LEGO ZONE | \$18,000 | Limited

Help us bring lipid science to life with our hands-on Exhibit Hall activation that invites attendees to pause, recharge, and engage through quick, educational builds. As a Mini-Kit Sponsor, you'll sponsor one Lipid Lab mini-kit theme and be recognized as an official sponsor of the Lipid Lab LEGO Zone, with your brand integrated into zone visibility and related meeting communications.

Lipid Lab Mini-Kits:

- 

LDL-C
 A quick build focused on LDL-C fundamentals and cardiovascular risk
- 

Lp(a)
 A hands-on mini build centered on Lp(a) and inherited risk
- 

Triglycerides & Remnants
 A mini-kit highlighting triglycerides, remnants, and cardiometabolic risk
- 

FH & Family Screening
 A build that reinforces recognition of familial hypercholesterolemia and the importance of family screening
- 

Imaging & Risk
 A mini build focused on the role of imaging and risk assessment in preventive care
- 

Lipid Testing (apoB / non-HDL)
 A kit themed around lipid measurement and what clinicians use to evaluate and monitor risk

Kit Sponsors Will Receive:

- Sponsorship of one Lipid Lab mini-kit theme (choose from the six options above)
- Sponsor recognition on mini-kit packaging and building instruction card
- Recognition as a sponsor of the Lipid Lab LEGO Zone in applicable promotions/communications via email blasts, social media posts, on lipid.org/sessions
- Recognition onsite at the #NLASessions in the Lipid Lab LEGO Zone, on all appropriate signage and in the meeting mobile app.

Please see separate application on lipid.org/sessions to secure this sponsorship.

DYSLIPIDEMIAI: TRAIN YOUR DYSLIPIDEMIA AI AGENT GUIDELINE QUEST | EXHIBIT HALL ACTIVATION

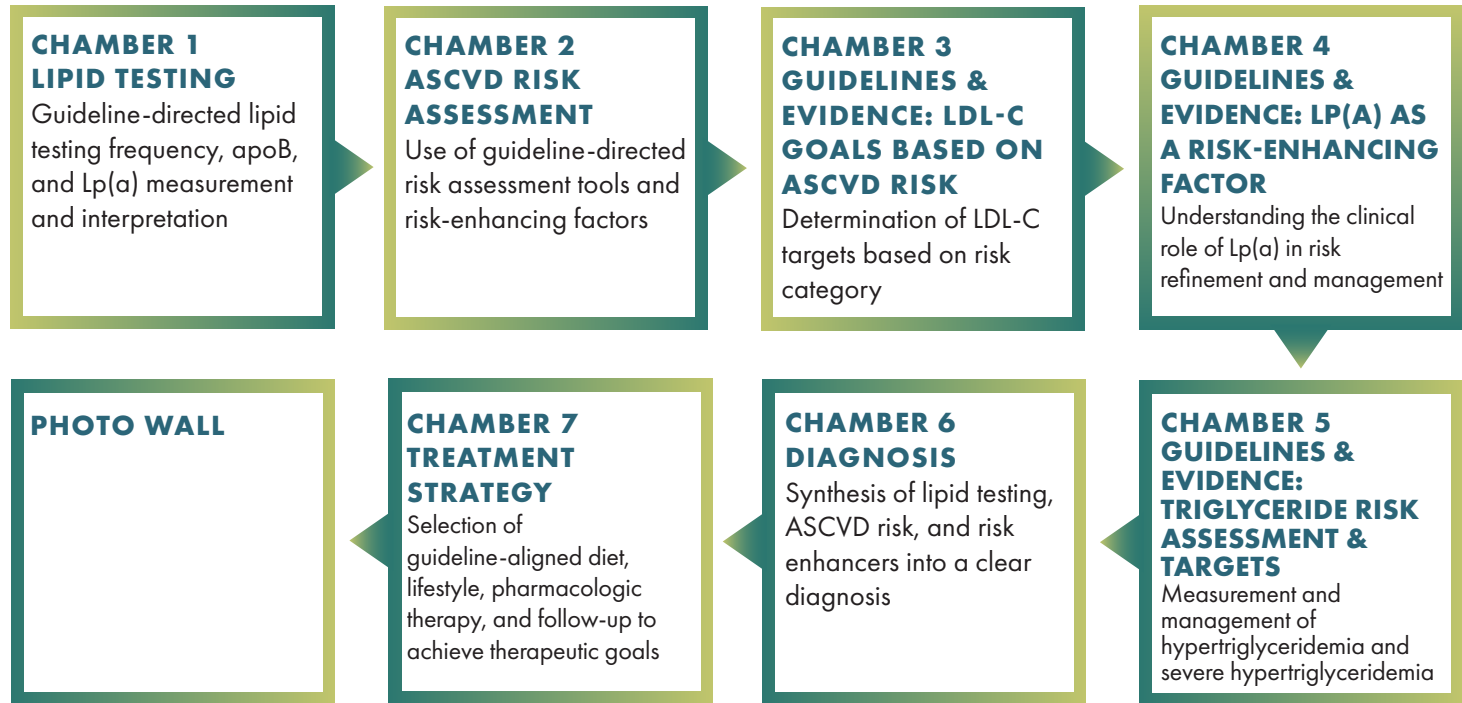
DyslipidemiAI: Train Your Dyslipidemia AI Agent Guideline Quest is a 15–20 minute, interactive Exhibit Hall experience that guides clinicians through a series of hands-on chambers designed to reflect real-world dyslipidemia evaluation and management using current clinical guidelines.

In a fully walled, maze-style environment, teams of 2–4 participants “train” a fictional AI agent by completing short, clinically intuitive decision tasks across sequential chambers. Each chamber represents a key step in lipid care—from screening and risk assessment through diagnosis and treatment strategy—allowing participants to apply evidence-based thinking in a fast-paced, accessible format. The experience concludes with an AI-generated treatment strategy and a lighthearted photo moment celebrating successful agent activation.

Content is designed with flexible, swappable panels to allow rapid integration of newly released cholesterol guidelines, ensuring the experience remains current and clinically relevant.

Chamber Sequence

The experience follows a structured clinical workflow through the following chambers:



Sponsorship Opportunities

DyslipidemiAI offers chamber-based sponsorships that allow companies to align with specific clinical decision points while maintaining a consistent attendee experience.

PREMIUM CHAMBER SPONSOR | \$32,000

- Limit: 1 sponsor per chamber
- Brand line: “[Chamber Name] presented by [Company]”
- Includes exclusive chamber ownership, prominent branding inside and outside the chamber, enhanced onsite and digital visibility, dedicated email and app promotion, chamber-specific engagement analytics, and inclusion in badge-scan lead reporting.

CHAMBER SUPPORTING SPONSOR | \$15,000

- Limit: 2–3 sponsors per chamber
- Brand line: “[Chamber Name] supported by [Company]”
- Includes secondary branding within a specific chamber, inclusion in onsite signage, meeting app listings, shared email and social promotion, photo wall recognition, and overall participation metrics.

Please see separate application on lipid.org/sessions to secure this sponsorship.

onsite brand presence

HIGHBOY TABLE CLINGS (SET OF 3) | \$3,750 | *Limited*

Put your brand where conversations happen—on highboy tables throughout the Exhibit Hall. These prime gathering points deliver repeated, close-up visibility during networking, breaks, and browsing. Includes custom cling production, installation, and removal.

HOTEL KEY CARDS | \$14,000 | *Exclusive*

Welcome attendees with branded hotel key cards distributed at check-in at the Sheraton Grand—a high-frequency touchpoint used multiple times a day. Optional add-on: Branded sleeves for \$4,500

STACKED CUBE | \$8,500 | *Limited*

Make a bold statement with a three-cube branded display that stands out in high-traffic areas and keeps your message visible from every angle. Includes custom graphics on all panels, printing, install, and dismantle.

CUSTOM FLOOR DECALS |

1 FOR \$2,000 OR 2 FOR \$3,750 (SAME ARTWORK) *Limited*

Guide traffic right to your booth with branded 4'x4' floor decals placed in high-traffic Exhibit Hall locations. Includes printing, installation, and removal.

METER BOARD (DOUBLE-SIDED) |

1 FOR \$2,250 OR 2 FOR \$3,750 (SAME ARTWORK) | *Limited*

Share a key message, product highlight, or call-to-action on a high-visibility, double-sided meter board positioned for maximum impressions. Includes production, placement, and removal.

LIGHT UP METER BOARD (DOUBLE-SIDED) | 1 FOR \$4,000 OR 2 FOR \$5,500 (SAME ARTWORK) | *Limited*

Turn up the visibility with an illuminated, double-sided meter board placed along the meeting's busiest pathways. Includes printing, installation, and removal.

ELEVATOR DOORS | \$5,000/SET | *Limited*

Own a premium, high-traffic moment by fully wrapping a set of elevator doors on the Sessions level—unmissable visibility every time doors open. Includes production, installation, and removal (final specs provided upon request).

DO NOT DISTURB DOOR HANGERS | \$8,500 | *Limited*

Place your brand directly on attendees' hotel room doors with custom, meeting-themed door hangers that replace standard hotel versions—seen repeatedly morning to night. Includes double-sided design (branding + meeting-themed message) and production.

ATTENDEE LANYARDS | \$8,000 | *Exclusive*

One of the most visible sponsorships at #NLASessions—worn by every attendee throughout the meeting. Includes full-color logo on all lanyards.

SESSION MEETING TOTES | \$8,500 | *Exclusive*

Your logo on the official tote every attendee receives at registration—carried across sessions, the Exhibit Hall, and beyond for sustained impressions. Includes large logo placement directly on the bag.

NOTEPADS | \$7,000 | *Exclusive*

A high-utility item attendees use all meeting long—during sessions, notes, and follow-ups—keeping your brand in view well beyond the event. Includes full-color logo on distributed notepads.

CHARGING TABLE | \$7,500 *Limited*

Power up attendee convenience with a branded charging table that seats 4-6 people in the Exhibit Hall—an easy, repeat-visit destination that keeps your logo front and center. Includes production, installation, and removal (final specs provided upon request); NLA-selected high-traffic placement.

SESSIONS SWAG OR MERCH ITEM | PRICING UPON CUSTOMIZATION | *Limited*

Co-create a co-branded item sold in the NLA Swag Store in the Exhibit Hall—an attention-grabbing way to spark conversations at the NLA booth and extend visibility beyond the meeting. Proceeds support the Foundation of the National Lipid Association. Options may include: custom socks, travel/cord pouch, drinkware, sticker pack, apparel, plush, mascot hat.



meeting essentials



HYDRATION HUBS

Exclusive | \$10,000

Keep attendees refreshed—and keep your brand visible—throughout #NLASessions with Hydration Hubs placed across key meeting areas (General Session, meeting rooms, foyers, and the Exhibit Hall). These refill stations drive frequent, repeat touchpoints as attendees return throughout the day. Sponsorship includes branding on reusable cups and on custom drip mats beneath dispensers at all stations, placed in high-traffic locations throughout all parts of the meeting space.

SEATING/CONNECTION AREA

Exclusive | \$15,000

Create a comfortable “pause point” for attendees between sessions while placing your brand in the center of everyday meeting moments. Branded pod seating positioned in high-traffic corridors invites attendees to sit, check email, and connect—delivering steady visibility and positive association. Sponsorship includes pod seating placement in high-traffic meeting areas with custom sponsor graphics on the seating cubes giving consistent exposure during peak transition times at the meeting.

INFORMATION STATION

Exclusive | \$15,000

A branded, high-traffic touchpoint designed to inform and engage. The Information Station features your branding and a digital display showcasing NLA-appropriate scientific content, with space that naturally supports quick conversations and meetups throughout the day. Sponsorship includes a branded wall/area presence in prime location, a digital display featuring your research/content, option to provide on NLA-approved collateral piece, and a highboy table for casual chats and quick connections.

MEETING TOTE INSERT

Exclusive | \$3,500

Place your message directly into every attendee’s hands with an approved insert in the official meeting tote—a simple, effective way to boost awareness and drive follow-up. Insert types may include brochures (excluding full publications/catalogs), postcards, or flyers, or small branded item (e.g. pen, USB drive, hand sanitizer). All items must meet size guidelines and receive prior NLA approval.

Sponsor is responsible for production and shipping costs.



digital visibility & communications

WIFI | \$15,000 | Exclusive

Keep attendees connected across meeting rooms and public areas while putting your brand at the point of access. Includes: branded WiFi landing/login page + prominent onsite signage recognizing your support, in addition to recognition on the NLA meeting site and in attendee email communications.

MOBILE APP | \$15,000 | Exclusive

Be visible inside the meeting’s central hub—used by onsite and virtual attendees for schedules, speakers, slides, and real-time updates. Includes logo placement on the app home screen + recognition on signage promoting app download, in addition to recognition on the NLA meeting site and in attendee email communications.

ATTENDEE EMAIL BANNER & HIGHLIGHT | \$4,500 | Limited

Reach attendees right before the meeting, when they’re finalizing plans. Your brand is featured in an official attendee eblast sent 1–2 weeks prior. Includes dedicated banner placement + sponsor highlight/mention (one sponsor per email).



MOBILE APP PUSH NOTIFICATION | \$2,750 | Limited

Deliver a timely message directly to attendees—ideal for driving booth traffic, promoting a session, or highlighting an activation. Includes: one sponsored push notification scheduled for a specific day: 1 Thu | 2 Fri | 2 Sat.

MOBILE APP ROTATING BANNER AD | \$3,500 | Limited

Build visibility during and after the meeting with rotating homepage banner placement in the app—seen anytime attendees check schedules and updates. Includes rotating banner ad placement on the app homepage.

TERMS AND CONDITIONS

Thank you for your interest in exhibiting at the National Lipid Association (NLA) 2026 Scientific Sessions (“Organization”). All exhibitors agree to the following information, guidelines, and regulations for purposes of exhibiting at our meeting, superseding all prior discussions. This may be supplemented by additional rules included in the exhibitor prospectus as well as any other information or updates provided by the Organization.

EXHIBIT HALL HOURS. All exhibitors must commit to having their exhibits displayed and staffed during the posted exhibit hours. Please do not set-up late or tear-down early. You agree to pay a \$500 fee should the exhibit space get broken down before official tear-down hours.

EXHIBIT BOOTH/SPONSORSHIP CANCELLATIONS & NO-SHOWS. Once the application has been received, cancellation must be submitted to NLA, in writing, no later than **April 11, 2026**, sixty days prior to the 2026 NLA Scientific Sessions.

CANCELLATION AND POSTPONEMENT OF THE 2026 NLA MEETING.

In the event that the 2026 NLA Scientific Sessions is postponed due to any occurrence not occasioned by the conduct of the exhibitor, whether such occurrence be an act of God; the common enemy; the result of terrorism, war, riot, civil commotion, sovereign conduct; widespread dissemination of an infectious disease; curtailment of transportation facilities; or the act or conduct of any third party (individually and collectively referred to as the “Occurrence”), then the performance of the parties of their respective meeting obligations shall be excused for such period of time as is reasonably necessary after the Occurrence to remedy the effects thereof. If the Occurrence results in cancellation of the 2026 NLA Scientific Sessions, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by the NLA through the date of exhibitors’ notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

SPACE ASSIGNMENT. Space will be assigned according to the order in which applications and full payments are received. No space can be assigned without full payment. NLA will confirm the receipt of money/contract along with a space assignment. NLA reserves the right to re-arrange the floor plan at any time prior to the conference even if a location has already been confirmed. It also reserves the right to reject, at its discretion, any application to exhibit. The NLA will make every effort to separate direct competitors. Exhibit materials are confined to the exhibit area.

EXHIBITOR BADGES & REGISTRATION. Booth size determines the number of badges afforded to exhibitor Representatives without a badge will not be permitted in the exhibit hall. Exhibitor may pick-up name badges at the registration desk onsite.

DISPLAY REQUIREMENTS & RESTRICTIONS. NLA retains the right to deny the exhibition of inappropriate items and products. Please contact the NLA with any questions. Drugs, chemicals, or other therapeutic agents listed in AMA’s New and Non- Official Remedies, National Formulary or U.S. Pharmacopeia, may be displayed. Proprietary drug mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the NLA. New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of the convention. The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

ELECTRICAL REQUIREMENTS. Machines and apparatus operated by electricity must not disrupt or annoy other exhibitors. Electrical arrangements must be made through the hotel, subject to their prices and conditions.

PROHIBITED CONDUCT. The rights and privileges of an exhibitor shall not be infringed upon by any other exhibitor. No signs or other articles shall be posted, nailed or otherwise attached to any of the pillars, walls, doors, etc. in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws or any other device. Exhibitor is responsible for damage to property. NLA reserves the right to restrict exhibits that may be objectionable, or to order the removal of any portion of an exhibit which in the judgment of NLA is detrimental to or detracts from the general order of the exhibits. This applies to persons advertising,

soliciting or anything of a similar nature.

LIVE DEMONSTRATION. The use of models, biological tissues, or animals is strictly prohibited.

UNAUTHORIZED CANVASSING & DISTRIBUTION OF ADVERTISING MATTER.

Solicitation of outside business or conferences in the interest of business except by exhibiting firms is prohibited. Exhibitors are urged to report to the NLA any violations of this rule. Canvassing by exhibitors outside of their booths is also forbidden. Circulars or advertising matter of any description shall not be distributed except from the exhibitor’s booth or by specific permission of NLA.

PHOTOGRAPHY. NLA may contract an official meeting photographer to photograph or video all aspects of the meeting. Photography or video may occur in the exhibit hall, limited to attendee activity. Exhibitor agrees to allow reasonable request from NLA or the official meeting photographer to take pictures outside the exhibitor’s booth.

SUBLETTING OF SPACE. No subletting of space will be permitted. Only one company may exhibit per booth. Each company represented in the exhibit hall must sign the exhibit application. Any person or company subletting a space, as well as the person or company purchasing the space, will be subject to eviction from the exhibit hall. No refund will be made to a company subletting its space.

SECURITY. Exhibitors are strongly urged to secure all valuables nightly or take them to their hotels rooms. NLA, the hotel, and Compass Management & Consulting, Inc. will not be responsible for lost or stolen items.

CERTIFICATE OF INSURANCE & LIABILITY. The property hosting the conference will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof. NLA will not guarantee exhibitors against loss of any kind. Reasonable care should be exercised by the Exhibitor to protect all exhibits. Exhibitors must provide NLA with a certificate of insurance no later than seven (7) days prior to the meeting. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend NLA, Compass Management & Consulting, Inc., the affiliates, officers, directors, agents, employees and partners of each, (“Indemnified Parties”) harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by exhibitor’s installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof. In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain business interruption, property damage and comprehensive general liability insurance. Exhibitors are urged to take out a portal-to-portal rider available at a nominal cost on their own insurance policy, protecting them against lost through theft, fire damage, etc.

DISCLAIMER. Organization neither warrants nor endorses any of the products or services advertised. You agree to indemnify, defend, and hold harmless organization for any and all costs, including reasonable attorney fees, associated with any claim based on your product.

ATTENDANCE. NLA may estimate the number of attendees anticipated at the conference; however, such estimate does not intend to guarantee a number of conference attendees.

PAYMENT. Applications will be confirmed with the submission of an application and full payment. Any company that submits an application to exhibit, but is not paid in full by **May 15, 2026**, four weeks prior to the meeting, will be required to place a credit on file with the Organization in order to receive an exhibit assignment. ACH payments will be due no later than 30-days after the meeting. If payment is not received by **July 11, 2026**, the credit card on file will be charged.

COOPERATION. NLA requests the full cooperation of the exhibitor in their observances. Please be sure that your promotional department, exhibitor appointed contractor, and anyone else involved in the arrangements for your exhibit has a copy of these guidelines. For any questions, please contact the NLA office at (904) 998-0854.