Exhibitor Rules and Regulations

April 2–4, 2027 | The Adolphus Hotel | 1321 Commerce Street, Dallas, TX 75202

These rules and regulations form part of the agreement between the exhibitor and the Texas Society of Medicine for the 2027 Spring Clinical Meeting. TSM will decide matters these regulations do not expressly address.

Definitions and Eligibility

TSM. The Texas Society of Medicine and its officers, directors, staff, agents, and representatives.

Meeting. The 2027 TSM Spring Clinical Meeting and Exhibit Hall at The Adolphus in Dallas, produced and managed by TSM.

Exhibitor. The company or person whose application for exhibit space TSM accepts, including those acting on the exhibitor's behalf for purposes of these regulations.

TSM determines eligibility and may decline applications if products or services are unsuitable for the meeting's medical, professional, or practice interests, or if space is unavailable.

Payment Deadline

Exhibit space is first come, first served. If the exhibit hall sells out, you may join the waitlist.

Payment is due upon acceptance and must be received by **March 1, 2027**. TSM confirms your booth once payment is received. Unpaid booth space may be released to companies on the waitlist after March 1.

Exhibit Assignments

TSM may assign or move exhibits and revise the floor plan as needed. Onsite recognition is subject to the accepted exhibitor package and applicable production deadlines. Placement benefits follow the accepted exhibitor or partnership package.

Exhibit Schedule and Setup

Date	Exhibitor setup	Exhibit hall hours
Friday, April 2	8:00 AM–12:00 PM	12:00–7:00 PM
Saturday, April 3	See exhibitor instructions	7:30 AM–3:00 PM

All times are Central and preliminary. TSM will provide final move-in, shipping, and dismantling instructions.

Tabletop Exhibits and Hotel Services

Each exhibit includes one six-foot tabletop space and two chairs. Displays must fit within the assigned footprint. Electrical service, internet, and other hotel services should be arranged through the venue using the instructions provided with exhibitor confirmation. Exhibitors are responsible for safeguarding their displays and property.

The exhibit package includes access for two company representatives to the Friday See Who's Here Welcome Reception and the Saturday evening reception. Saturday Dinner & Entertainment is separately ticketed, subject to availability and applicable company policies.

Exhibitor Conduct

Smoking and vaping are prohibited in meeting and exhibit areas. Exhibitors may not bring in or serve their own alcohol. Sharing a tabletop between companies and subletting exhibit space are prohibited.

Exhibitors may solicit business within their assigned exhibit space. Soliciting in aisles, at another company's table, or in other public areas such as the hotel lobby is prohibited.

Live or recorded music requires prior written approval from TSM. Exhibitors must obtain any required music licenses and defend and indemnify TSM against infringement claims arising from their use of music. Sound may not exceed 80 decibels or disrupt other exhibitors or meeting sessions.

TSM may reject or remove an exhibit, display, or representative for a violation of these regulations, the agreement, or conduct detrimental to the meeting. Removal may result in forfeiture of fees, and the exhibitor remains responsible for damage caused by its actions.

If an exhibit is not set up and staffed at opening without prior permission, TSM may treat it as a no-show and reassign the space. No refunds or credits will be issued for a no-show.

Accredited Continuing Medical Education

Exhibits, marketing, and commercial recognition must remain separate from accredited continuing medical education (CME). Exhibitors and sponsors may not influence the planning, delivery, or evaluation of the education or interfere with its presentation. Marketing, exhibits, and sales activity are prohibited in accredited educational space during the activity. Applicable marketing and exhibits may not occur in that space within 30 minutes before or after the activity.

Exhibitor representatives who are permitted to attend CME sessions may participate as attendees and may not engage in sales activity in the educational space. Exhibitors must disclose applicable FDA regulatory status on booth signage for medical devices or pharmaceuticals they display.

Meeting Communications and Media

The exhibitor agrees to receive meeting-related email and text messages from TSM and permits TSM to photograph, film, or record the exhibitor, its representatives, and its exhibit for meeting-related communications and publicity in print, digital, and other media.

Cancellation Policy

Exhibitors may cancel without penalty through March 1, 2027. Send all cancellation requests in writing to laura@texassocietyofmedicine.org. Requests received March 2–15, 2027 incur a $200 cancellation fee. No refunds will be issued for requests received after March 15, 2027.

Cancellation or Relocation by TSM

If TSM cannot provide exhibit space for reasons such as fire, strikes, government action, or other causes for which the exhibitor is not responsible, the exhibitor's sole remedy is a refund of fees paid under the exhibit agreement. TSM may terminate the agreement or refuse setup if the exhibitor fails to pay by the deadline.

TSM may cancel, rename, relocate, or reschedule the meeting. If TSM moves the meeting to another facility in Dallas or moves the dates within 30 days of the original dates, TSM may assign replacement exhibit space under the agreement and no refund will be due on that basis.

Insurance and Exhibitor Appointed Contractors

Exhibitors must insure their materials against loss or damage and maintain public liability coverage of at least $1 million per occurrence and $1 million in the aggregate for bodily injury and property damage. Exhibitors must maintain workers' compensation insurance in compliance with applicable law for employees working at the meeting.

Insurers must be licensed to do business in Texas. Policies must list TSM as an additional insured where applicable. TSM may request a certificate of insurance. Exhibitor-appointed contractors must maintain equivalent coverage at their own expense, provide evidence on request, and comply with the agreement. The exhibitor is responsible for its contractors.

RELEASE, HOLD HARMLESS, AND INDEMNITY. To the extent permitted by applicable law, the exhibitor shall release, hold harmless, and indemnify the Texas Society of Medicine from claims, obligations, liabilities, damages, assessments, and legal fees arising from alleged negligence by the exhibitor, TSM, or third parties in the use of exhibit space or related activities.

Promotional Materials

TSM is not liable for errors or omissions in attendee lists, websites, social media, newsletters, printed programs, or other promotional materials.

Exhibitor Acknowledgment

By checking the acknowledgment box on the exhibitor application, I confirm that I have read the Exhibitor Rules and Regulations and agree to abide by them on behalf of my company. I will ensure that all representatives participating on our behalf comply with these requirements.

For questions, contact Laura Weiss, Executive Director | laura@texassocietyofmedicine.org