



Exhibit Rules and Regulations

1. INTRODUCTION

The Society of Hematologic Oncology (SOHO) is dedicated to delivering the highest quality annual meeting experience. These rules and regulations constitute a binding agreement between SOHO and each exhibitor. Submission of an application for in-person or virtual exhibit space signifies the exhibitor's agreement to comply with these terms.

- The designated exhibitor representative is responsible for ensuring that all exhibit personnel are familiar with and adhere to these policies.
- Exhibitor staff must always conduct themselves professionally and may not enter another exhibitor's booth or meeting space without permission. Entry into any unstaffed exhibit area is strictly prohibited.
- SOHO reserves the right to interpret, amend, and enforce these regulations at any time. Amendments will be communicated in writing and are binding as if included in the original agreement.
- SOHO may restrict or remove any exhibit that is objectionable, disruptive, or inconsistent with the professional character of the exposition. No refunds will be issued in such cases.

2. ELIGIBLE EXHIBITORS

- Only organizations whose signed applications have been approved by SOHO may exhibit.
- Exhibit space may only display materials and branding for the company listed in the Exhibitor Agreement.
- SOHO reserves the sole right to determine exhibitor eligibility.

3. PAYMENTS, CANCELLATIONS, AND REFUNDS

- All exhibit space, meeting room rentals, and directory listings must be paid in full prior to move-in.
- Exhibitors with outstanding balances will not be allowed to access the exhibit area, freight docks, or install exhibits. Badges will be withheld until payment is received.

Cancellation Penalties:

Cancellation Date

Penalty

On or Before **March 1, 2026**

0% (Full Refund)

March 2 – April 1, 2026

50% Penalty

On or After **May 1, 2026**

100% Penalty (No Refund)

- Cancellations must be submitted in writing.
- If SOHO determines an in-person meeting is not possible, all sponsorships will convert to the virtual platform with any cost difference refunded.



4. FAILURE TO OCCUPY EXHIBIT SPACE

- Exhibit space not occupied by **8:00 a.m. on Wednesday, September 9, 2026**, will be forfeited without refund.
- SOHO reserves the right to reassign or repurpose space.
- Booths must be staffed during all exhibit hours.

5. SUBLEASING OF EXHIBIT SPACE

- Exhibitors may not **assign, sublet, or share space** with another organization.
- Promotion of products or services for non-exhibiting companies is strictly prohibited.
- Unauthorized badge use or false certification of representatives may result in **expulsion from the Exhibit Hall** without refund.

6. RELOCATION AND FLOOR PLAN REVISIONS

SOHO reserves the exclusive right to:

- Revise the **exhibit floor plan** and/or
- Relocate any exhibitor, at its sole discretion.

7. EXHIBIT CONTENT, INSTALLATION AND DISMANTLE

7.1 Content and Activities

- Must be **educational, professional, and relevant** to hematology/oncology.

7.2 Restrictions

- Activities must remain within contracted booth boundaries.
- Booths must not obstruct or interfere with neighboring exhibits.

7.3 Shipping

- All shipments must be processed through **AEX Services**, the official general services contractor.
- Details on shipping, move-in schedules, and rates will be provided in the **Exhibitor Service Manual**.

7.4 Fire and Safety

- All materials must comply with **Texas fire codes**.
- Flame-retardancy certificates must be available on-site.
- Fire lanes and safety equipment must remain clear at all times.

7.5 Storage

- Storage behind drapes or under tables is prohibited.
- Limited product literature may be kept within booths if neat and safe.



7.6 Photography & Recording

- Requires prior written approval from SOHO.
- Prohibited: recording of scientific sessions.
- Also prohibited in the Exhibit Hall:
 - Microphones
 - Flashing lights
 - Drones
 - Live music during exhibit hours
 - AV unrelated to exhibitor's products

7.7 Early Dismantling

- Prohibited before **12:30 p.m., Saturday, September 12, 2026.**
- Early dismantling may result in exclusion from future SOHO meetings.

7.8 Children

- Children **12 and under** are not permitted in exhibit areas at any time.
- During move-in/move-out, no one under **18** is permitted.

8. EXHIBITOR-APPOINTED CONTRACTORS (EACS), BOOTH RENDERING

Exhibitors using outside contractors must:

- Submit an **EAC Form** and **Certificate of Insurance** by **June 1, 2026.**
- Insurance requirements:
 - General & product liability: \$2 million per occurrence
 - Workers' compensation (per Texas law)
 - SOHO and the **George R. Brown Convention Center** must be listed as additional insured
- Booth Rendering due **July 1, 2026**

9. EXHIBITOR MEETING ROOMS

- Available in **Grand Ballroom B (Level 3, GRB)** from September 9–12, 2026.
- For private/staff meetings only.
- May not be used for workshops or group presentations.

10. ATTORNEYS' FEES, GOVERNING LAW, JURISDICTION

- Agreement is governed by the laws of Texas.
- Exhibitors consent to the jurisdiction of Texas courts.
- SOHO is entitled to recover attorneys' fees in the event of litigation.

11. EXHIBITOR REGISTRATION

- Login credentials will be provided to the designated exhibitor contact.
- All personnel must be registered and wear official badges.



- Complimentary badges are limited based on booth size.

12. SECURITY AND INSURANCE

- SOHO assumes **no responsibility** for exhibitor property.
- Exhibitors must obtain their own insurance and indemnify SOHO for any claims.

13. SOCIAL FUNCTIONS AND ACTIVITIES

- Exhibitor-sponsored events may not occur during exhibit hours or overlap with official sessions.

14. POSTPONEMENT OR CANCELLATION

- SOHO reserves the right to postpone, cancel, or relocate the meeting due to circumstances beyond its control.
- Refunds, if applicable, will be issued on a **pro-rated basis** after expenses are deducted.

15. HOUSING

- Exhibitors and guests must use SOHO's **official housing agent**.
- Direct negotiations hotels are prohibited.
- Violations will result in a 10% surcharge on exhibit rental fees.

16. USE OF THE SOHO NAMES AND MARKS

- All SOHO names, logos, and marks are proprietary.
- Use without written consent is prohibited.
- The event must be referred to as: **SOHO 2026 Annual Meeting**.

17. DISCIPLINARY ACTION

Violations may result in:

- Revocation of exhibit space
- Suspension from future meetings
- Termination of the Exhibitor Agreement

18. ADVERTISING AND MARKETING

- Permitted only within the **Exhibit Hall** unless approved in writing.
- Prohibited: mobile or unapproved out-of-home advertising.
- Exhibitors may not reference SOHO sessions or posters in promotional materials.



19. COMPLIANCE WITH REGULATIONS

Exhibitors must comply with all industry codes and federal/state regulations, including:

- AdvaMed Code of Ethics
- AMA Ethical Guidelines
- CMSS Code
- PhRMA Code
- FDA Regulations

20. INTERNATIONAL EXHIBITORS

- Products not approved in the U.S. may only be promoted to **non-U.S. attendees**.
- Booths must have designated international areas for compliance.

21. INVESTIGATIONAL PRODUCTS

All investigational displays must:

- Contain only **objective statements** (no claims).
- Be clearly marked with:
 "Caution: Investigational Device – Limited to Investigational Use"

22. AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors are responsible for ensuring booth accessibility in compliance with the ADA.

23. CANCELLATION OF EXPOSITION

If the event is canceled due to strikes, disasters, pandemics, or other uncontrollable events:

- Agreements will terminate immediately.
- Refunds, if applicable, will be calculated equitably after expenses.