



April 29–May 3, 2021 • Exhibits: May 1–3, 2021

Miami Beach Convention Center • Miami Beach, FL

Booth Ethics

The following guidelines have been prepared by your peers, the Exhibitor's Advisory Committee and distributed with the concurrence of The Aesthetic Society's Industry Exhibits Committee and Board of Directors.

Each organization exhibiting at The Aesthetic Meeting has paid their fair and equal share of money to exhibit and is entitled to courteous conduct of individuals who are located nearby. Each company is entitled to equal time with prospective clients without undue influence from personnel in booths located in close proximity. We are all aware of negative consequences of action on the part of individuals who do not adhere to professional exhibit courtesy.

1. Do not solicit prospective customers in the aisle, especially if they are obviously walking to a different booth.
2. Drawings, raffles, surveys, polls, quiz-type contests, giveaways or other free or special convention offers of any type will not be permitted without the Society's permission.
3. Loud and obtrusive behavior is unnecessary and is an intrusion on discussions between an attendee and an exhibitor in the immediate vicinity.
4. Equipment demonstrations that are noisy, produce an unpleasant odor, or is otherwise distracting should not be used. Steps should be taken to eliminate or reduce the level of distraction.
5. Sound must be kept to a minimal level. The sound level should not cause personnel in adjoining booths or across the aisle to raise their voices in competition.
6. Exhibitors may not serve or dispense any food or beverages in the Exhibit Hall without approval from The Aesthetic Society.
7. An excessive number of personnel assigned to your booth results in an overflow into the aisle causing traffic jams in both directions. (Your Exhibit Space Rental Agreement specifies a maximum of four (4) representatives for each booth space).
8. Exhibits should not contain excessive promotional displays that extend beyond the assigned boundaries of the booth space and protrude into the aisle to create hindrance for passing traffic or obstruct the view of an adjoining booth.
9. The professional appearance of your representatives promotes your products as much as the product itself. Models must be dressed in appropriate attire. ALL undergarments must be worn over a leotard-type garment in The Aesthetic Marketplace.
10. Exhibitors should not enter another Exhibitor's space without an invitation or when the booth is unattended.
11. Do not remove literature from a competitor's booth without acquiring their permission, nor ask surgeons to pick up the competitor's information for you. An agreement to exchange literature is required.
12. You cannot dismantle your booth before Monday, May 3rd at 2:30 pm. Dismantling prior to 2:30 pm will result in five (5) points being deducted from your booth points.

IF YOU SEE ANYONE VIOLATING THESE GUIDELINES, CONTACT A REPRESENTATIVE FROM YOUR ADVISORY COMMITTEE OR A REPRESENTATIVE OF THE AESTHETIC SOCIETY.

Your cooperation is sincerely appreciated.