2022 Sponsor and Exhibitor Opportunities

MAY 23–26 | PHOENIX, ARIZONA, USA

International Congress on Integrative Medicine & Health
The most comprehensive scientific congress in the field of integrative medicine.

2022 International Congress on Integrative Medicine and Health
May 23–26, 2022 | Phoenix, Arizona, USA
Academic Consortium for Integrative Medicine and Health

CONSORTIUMCONGRESS.ORG
On May 23–26, 2022, the Academic Consortium for Integrative Medicine & Health will host the International Congress for Integrative Medicine and Health at the Sheraton Grand at Wild Horse Pass in Phoenix, Arizona USA.

Sponsorship support is essential to ensuring the International Congress on Integrative Medicine & Health provides the educational, scientific, and community experience to advance integrative medicine for all. It enables a high-caliber experience and increases access by providing scholarships to young and early-career researchers, covering operational costs and subsidizing registration fees to make the International Congress more affordable for professionals who otherwise will not be able to attend. Custom packages can be developed as long as they are in-line with ACCME guidelines. We welcome sponsors who support integrative health activities.

Due to continuing medical education requirements, supporter opportunities have been developed for non-commercial and commercial entities. The ACCME definition of a commercial interest can be found here. All commercial supporters and exhibits must sign a commercial support agreement from our CME provider.

Educational grants are handled separately. Supporters wishing to provide an educational grant should contact Dale West at dale.west@imconsortium.org.

Scientists, educators, practitioners and policy-makers from the domestic and international communities will come together to highlight scientific advances pertaining to the field of integrative medicine and health. The International Congress will highlight progress in the arenas of original research, educational innovations, clinical delivery models and policy challenges. Abstracts, symposia, panel discussions, workshops and plenary sessions are solicited from the community and selection is based on peer review for quality, timeliness and fit with the overall program. The International Congress will convey the latest information on (a) safety, efficacy, mechanism of action and cost effectiveness of individual complementary therapies and lifestyle interventions, and (b) models of integrative care which are emerging in the US and abroad. More than 1,000 researchers, educators, clinicians, and trainees from around the world are expected to attend. International Congress Organizers welcome individuals from all disciplines and professions engaged in integrative medicine and health to foster the development of new collaborations and to strengthen existing partnerships within the field of integrative healthcare.

Thank you for your consideration.

Convened By

ACADEMIC CONSORTIUM
FOR INTEGRATIVE MEDICINE & HEALTH

In Association With

International Society for Complementary Medicine Research
PREVIOUS INTERNATIONAL CONGRESS ATTENDANCE

- Over 900 participants from 26 countries convened in Baltimore
- 90 oral presentations and 474 poster presentations
- 34% of the poster presentations and 9% of the oral presentations were presented by students
- 784 scientific abstracts were submitted to the International Congress
- 90 workshops were included in the program
- The International Congress accepted both regular and late-breaking abstract submissions
- 77 members in the field of integrative medicine and health participated in the scientific research abstract review process

**Attendees' Professional Discipline**

- Acupuncture: 4
- Allied Health Services: 14
- Behavioral/Social Sciences: 12
- Biological & Health-Related Sciences: 14
- Chiropractic/Chiropractic Medicine: 8
- Does Not Apply: 6
- East Asian Medicine: 3
- Massage Therapy: 2
- Medicine (Allopathic & Osteopathic): 3
- Naturopathic Medicine: 5
- Nursing: 6
- Nutrition: 7
- Other: 8
- Pharmacy: 2
- Public Health: 1

**Attendees' Degrees Held**

- BS/BA: 29
- LAc: 13
- MA/MS/MPH: 8
- PhD: 15
- RN: 12
- MD: 12
- DC: 12
- ND: 12
- Other: 3

**Attendees' Primary Professional Role**

- Academic Faculty: 29
- Administrator: 12
- Does Not Apply: 13
- Other: 13
- Practitioner: 4
- Research Scientist: 4
- Trainee: Fellow/Resident: 2
- Trainee: Student: 2
- Does Not Apply: 3

77 members in the field of integrative medicine and health participated in the scientific research abstract review process.
Sponsorship Opportunities

Sponsorship support is essential to ensuring the International Congress provides the scientific direction, information and inspiration that keeps integrative medicine in the forefront. It enables a high-caliber experience and increases access by providing scholarships to new and early-career researchers, covering operational costs and subsidizing registration fees to make the International Congress more affordable for professionals who otherwise will not be able to attend. Custom packages can be developed as long as they are in-line with ACCME guidelines. We welcome sponsors who support integrative health academic, clinical or research activities. Application must be made to be considered.

» Commercial Supporters

**PLATINUM SPONSOR: $50,000**  
*ONLY 3 AVAILABLE!*

**BENEFITS**
- Complimentary exhibit table
- Five complimentary International Congress registrations
- Name on event-related signage
- Hyperlinked logo on Academic Consortium website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- One (1) dedicated email to Academic Consortium members and conference participants
- Inclusion in supporter thank you email with a logo and message (200-word count) following the International Congress
- Logo recognition in two (2) issues of Breaking News Briefings prior to June 2022
- Two (2) dedicated social media recognition posts prior to August 2022
- Two (2) group sponsor recognition posts prior to August 2022
- Name included on printed International Congress materials

**Select One:**
- Opening Welcome Reception  
  *Mon, May 23*
- Wine & Cheese Poster Session  
  *choose 1*  
  » Tues, May 24  
  » Wed, May 25

**SILVER SPONSOR: $15,000**

**BENEFITS**
- Complimentary exhibit table
- Two complimentary International Congress registration
- Name on event-related signage
- Hyperlinked logo on Academic Consortium website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Inclusion in supporter thank you email with a logo and message (50-word count) following the International Congress
- Logo recognition in one (1) issue of Breaking News Briefings prior to June 2022
- Two (2) group supporter social media recognition posts prior to August 2022
- Name included on printed International Congress materials

**Select One:**
- New Investigator Lunch  
  *Tues, May 24*
- Networking Break  
  *choose 1*  
  » Morning Break: Tues, May 24  
  » Morning Break: Wed, May 25  
  » Morning Break: Thurs, May 26  
  » Afternoon Break: Tues, May 24  
  » Afternoon Break: Wed, May 25  
  » Afternoon Break: Thurs, May 26

**GOLD SPONSOR: $25,000**

**BENEFITS**
- Complimentary exhibit table
- Three complimentary International Congress registrations
- Name on event-related signage
- Hyperlinked logo on Academic Consortium website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Inclusion in supporter thank you email with a logo and message (200-word count) following the International Congress
- Logo recognition in one (1) issue of Breaking News Briefings prior to June 2022
- One (1) dedicated social media recognition post, two (2) group supporter recognition posts prior to August 2022
- Name included on printed International Congress materials

**Select One:**
- Networking Continental Breakfast  
  *choose 1*  
  » Tues, May 24  
  » Wed, May 25  
  » Thurs, May 26

**BRONZE SPONSOR: $7,500**

**BENEFITS**
- Complimentary exhibit table
- One complimentary International Congress registration
- Name on event-signage as appropriate
- Hyperlinked logo on Academic Consortium website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Inclusion in supporter thank you email with a logo and message (50-word count) following the International Congress
- Two (2) group supporter social media recognition posts
- Name included on printed International Congress materials

**OTHER PACKAGES**

**SUPPORTING ORGANIZATION: $2,500**

- Materials available for pickup on a general information table
- Hyperlinked logo on Academic Consortium website
- Name included on printed International Congress materials
**Sponsorship Opportunities**

» Non-Commercial Supporters

**PLATINUM SPONSOR: $50,000**  
**ONLY 3 AVAILABLE!**

**BENEFITS**
- Complimentary exhibit table
- Five complimentary International Congress registrations
- Logo on event-related signage
- Full page color advertisement in International Congress Pocket Guide
- Hyperlinked logo on Academic Consortium & International Congress website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- One (1) dedicated email to Academic Consortium members and conference participants
- Two (2) dedicated social media recognition posts prior to August 2022
- Two (2) group sponsor recognition posts prior to August 2022
- Logo included on printed International Congress materials

*Select One:*
- Opening Welcome Reception Mon, May 23
- Wine & Cheese Poster Session – choose 1
  » Tues, May 24
  » Wed, May 25

**SILVER SPONSOR: $15,000**

**BENEFITS**
- Complimentary exhibit table
- Two complimentary International Congress registrations
- Logo on event-related signage
- Hyperlinked logo on Academic Consortium & International Congress website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Logo included on printed International Congress materials

*Select One:*
- New Investigator Lunch Tues, May 24
- Networking Break – choose 1
  » Morning Break: Tues, May 24
  » Afternoon Break: Tues, May 24
  » Morning Break: Wed, May 25
  » Afternoon Break: Wed, May 25
  » Morning Break: Thurs, May 26
  » Afternoon Break: Thurs, May 26

**GOLD SPONSOR: $25,000**

**BENEFITS**
- Complimentary exhibit table
- Three complimentary International Congress registrations
- Logo on event-related signage
- Half page color advertisement in International Congress Pocket Guide
- Hyperlinked logo on Academic Consortium & International Congress website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Logo included on printed International Congress materials

*Select One:*
- Networking Continental Breakfast – choose 1
  » Tues, May 24
  » Wed, May 25
  » Thurs, May 26

**BRONZE SPONSOR: $7,500**

**BENEFITS**
- Complimentary exhibit table
- One complimentary International Congress registration
- Logo on event-signage as appropriate
- Hyperlinked logo on Academic Consortium & International Congress website
- Recognition in all sponsor acknowledgment areas of website and onsite materials
- Name included on printed International Congress materials

**OTHER PACKAGES**

**SUPPORTING ORGANIZATION: $2,500**

- Materials available for pickup on a general information table
- Hyperlinked logo on International Congress website
- Name included on printed International Congress materials

**FRIENDS OF THE INTERNATIONAL CONGRESS: $1,000**

- Hyperlinked logo on International Congress website
- Name included on printed International Congress materials

**NEW INVESTIGATOR LUNCH**
- Tues, May 24

**NETWORKING BREAKS**
- Morning Break: Tues, May 24
- Morning Break: Wed, May 25
- Morning Break: Thurs, May 26
- Afternoon Break: Tues, May 24
- Afternoon Break: Wed, May 25
- Afternoon Break: Thurs, May 26
Exhibit Opportunities

Exhibits should be relevant to clinical, academic or research activities in integrative medicine. Examples of potential exhibitors may include educational institutions, foundations, professional societies, non-profit organizations, publishers, and companies with products or services that have integrative medicine applications. Exhibit tables will be centrally located among the International Congress activities, promising high visibility during networking breaks.

RESERVE AN EXHIBIT TABLE TODAY!

Exhibit tables are limited and will be awarded on a first-come, first-served basis. To apply for an Exhibit table, complete the online application.

Take advantage of the opportunity to reach a concentrated group of diverse professionals by reserving today. Application must be made to be considered. Exhibits are limited and all spaces will be available on a first-come, first-served basis. All applications are subject to approval, and any company that does not meet the requirements will not be permitted to exhibit. Please see the published criteria before applying.

To increase exposure to exhibits, exhibit tables will be placed near the posters. We will also hold many breaks and food functions in conjunction with the posters. Peak hours are expected to be during breakfast, AM, PM and lunchtime breaks, and the poster receptions.

APPLICATION PROCESS

All applications are subject to approval, and any company that does not meet the requirements will not be permitted to exhibit.

EACH EXHIBIT TABLE INCLUDES:

- One 6’ skirted table with two side chairs in a 8’x5’ footprint
- Listing in all exhibit acknowledgment areas of the website and onsite materials
- Two exhibit-only representative name badges
- Exhibits are limited to the space assigned; displays must be contained to the width of the assigned space and not create site-line issues for other exhibitors
- Exhibitors are required to staff their booths during the exhibit hours but are also welcome to be stationed at their booth throughout the International Congress

EXHIBIT SCHEDULE

**Installation**
- Mon, May 23, 2022 15:00 – 17:00
- Tues, May 24, 2022 06:00 – 07:00

**Exhibition**
- Tues, May 24, 2022 07:30 – 08:30
  - 10:15 – 10:45
  - 16:15 – 16:45
  - 17:30 – 19:00
- Wed, May 25, 2022 07:30 – 08:30
  - 10:15 – 10:45
  - 16:15 – 16:30
  - 17:30 – 19:00
- Thurs, May 26, 2022 07:30 – 08:15

**Dismantle**
- Thurs, May 26, 2022 08:30 – 10:30

EARLY PRICING

$1,980
Paid before or on 2/4/22

REGULAR PRICING

$2,400
Paid after 2/4/22

Exhibits should be relevant to clinical, academic or research activities in integrative medicine. Examples of potential exhibitors may include educational institutions, foundations, professional societies, non-profit organizations, publishers, and companies with products or services that have integrative medicine applications. Exhibit tables will be centrally located among the International Congress activities, promising high visibility during networking breaks.
Marketing Opportunity Add-Ons

Marketing opportunities have been designed to provide your organization or company with exposure to your key stake-holders and customers. Display your company logo and message in high-traffic areas of the Sheraton Grand at Wild Horse Pass Hotel. Your message will have multiple impressions by attendees on their way to and from the poster sessions, exhibit hall and educational sessions. Sponsor is responsible for production of materials. Show management must approve pieces prior to production.

A sponsorship or exhibit table is required to purchase any of the below items.

**Hotel Key Cards** ....................................... $7,500

**Water Refill Station** ............................... $7,500

**Networking Nook** .................................. $5,000
*Sponsor an area for International Congress attendees to rest, recharge & reconnect*

**Room Drops** ................................................ $5,000
*Materials regarding your product(s) will be distributed to International Congress attendees’ hotel rooms on the date that you specify*

**Electronic Display Screen Ad** .......... $2,500

**Floor Stickers** ............................................. $2,000
*Set of 5 - 2’ round clings*

**DON’T SEE WHAT YOU’RE LOOKING FOR?**
Contact the International Congress Team to maximize your exposure at congress@conferencesolutionsinc.com

**QUESTIONS?**
Contact congress@conferencesolutionsinc.com or call 503.244.4294 x1009
The Academic Consortium for Integrative Medicine & Health
(heretoafter referred to as the Consortium) meetings are educational
communication of new scientific knowledge and to advance the practice
of integrative medicine. The foremost concern of the Consortium
is preservation of the scientific integrity and educational value of
our meetings. To this end, we invite organizations to support and
participate in Consortium meetings in a manner that complies with the
requirements described in this policy and related documents.

The Consortium has determined that including industry vendors as
exhibitors and sponsors has several advantages:
• Supports the financial success and sustainability of the meeting.
• Provides a service to attendees by providing access to
  company representatives.
• Adds to the educational content of the Congress as vendors are
couraged to share scientific resources relevant to their product.

In order to ensure these goals are met in a way that is cohesive with
the academic, philosophical and ethical mission of the Consortium,
the following guidelines are proposed for consideration:

Eligibility to Sponsor and/or Exhibit:
The Consortium reserves the exclusive and total right to control all
aspects of the conduct of its scientific conferences and specifically
reserves the right to determine the acceptability of applications
for sponsorship and/or exhibit space. Brands that exhibit at and/or
underwrite our conference are not only a good philosophical fit but also
represent the best products and services that can serve the health and
wellness of our attendees and their patients.

1. Service Organizations will be Assessed on the Following Criteria:
• The applicant’s products or services are of professional or
  educational interest or benefit to the registrants and are,
in the opinion of the Consortium, related to the field of
  integrative medicine.
• The applicant’s goods or services to be promoted or exhibited
  must be in line with the Consortium’s scientific or public policies,
  positions, and statements or guidelines.
• The applicant is reasonably determined by the Consortium to be
  highly ethical and reputable, and the goods and services to be
  promoted or exhibited are reasonably believed by the Consortium
  not to be harmful, illegal, ineffective, fraudulent or based on
  non-proven science.

2. Applicants Providing Laboratory Testing Should:
• Be licensed by CLIA, the federal agency regulating laboratories
  and follow stringent quality assurance practices.
  » Allow clinicians to tailor the tests based on clinical assessment
    and professional judgment.
  » Follow ethical financial and marketing practices.
• Supplements, food items and topical preparations should:
  » Provide evidence of strict attention to quality and good
    manufacturing practices.
• Be based on scientific rigor in their proposed use and dosing – any
  health or medical claims made in product promotion must be
  evidence based and in compliance with FDA and FTC regulations.
  » Brand values and product/service quality should extend to
    applicant’s parent and holding companies.

3. Supplements, Food Service Items and Topical Preparations Should:
• Be based on scientific rigor in their proposed use and dosing – any
  health or medical claims made in product promotion must be
  evidence-based, and in compliance with FDA and FTC regulations.
• Brand values and product/service quality should extend to
  applicant’s parent and holding companies.
• Companies should be in good standing with global regulating
  agencies, and have demonstrably good practices in quality, health,
social, and environmental regards.
• Supplements should meet requirements as set out by the Dietary
  Supplement and Health Education Act.

4. All Applications Must Meet these Requirements:
• The applicant agrees to comply with the International Congress
  Rules and Regulations governing scientific conferences and be in
  compliance with ACCME Standards for Commercial Support.
• The application and required documents must be completely and
  accurately filled out. Incomplete applications will not be processed.
• Samples of brochures and scientific studies to be promoted or
  exhibited should be submitted with the application.
• Sales and order taking at exhibits are permitted if transactions are
  conducted in a manner consistent with the professional nature
  of the meeting. The exhibitor is responsible for any permits,
  occupational licenses and city/state sales taxes, if applicable.
• The Consortium reserves the right to restrict sales activities that
  it deems inappropriate or unprofessional. Notification of intent
to have sales transactions must be noted on the application.
• Sponsors and exhibitors may distribute non-pharmaceutical
  samples of their listed products to the International Congress
  attendees as outlined in the sponsor benefits and/or Rules &
  Regulations. Sponsors and/or exhibitors must have written
  approval from the International Congress in order to distribute
  items other than product samples or educational material.
• Applications may be refused or sponsorship category/exhibit
  space restricted due to limitations or other reasons determined
  by the Consortium.
• Upon submitting an application for sponsorship or exhibit space,
  the applicant agrees that the information contained in the Sponsor
  and Exhibit Opportunities brochure and the International Congress
  Rules and Regulations are an integral and binding part of the exhibit
  space contract and that it is the responsibility of the exhibiting
  company to distribute information to ensure that all individuals
  involved in the fulfillment are aware of the Sponsor & Exhibitor
  Rules and Regulations governing Consortium scientific conferences.
OFFICIAL GENERAL CONTRACTOR: The Consortium has appointed Conference Solutions as the official General Contractor for the International Congress 2022. All references herein to the International Congress shall mean the International Congress, the Consortium and Conference Solutions.

OUTSIDE ACTIVITIES: Sponsors and exhibitors shall not foster or conduct outside activities which would take qualified attendees from official congress functions and/or exhibit during nonscheduled hours. Use of meeting facilities or the International Congress’ contracted hotels by exhibitors/sponsors or companies or sales or business meetings during International Congress and exhibit dates must be approved in advance by the International Congress. Hospitality suites shall not be open during exhibit hours or International Congress hours.

SELECTION OF SPONSORS & EXHIBITORS: Only applicants whose activities are appropriately related to the purpose of the International Congress shall be permitted to sponsor or exhibit. All applications are subject to approval, and any company that does not meet the above requirements will not be permitted to sponsor and/or exhibit. The International Congress reserves the right to decline or prohibit any applicant which in its sole judgment is inappropriate, this reservation being all inclusive as to person, things, printed matter, products and conduct.

ASSIGNMENT OF SPACE: Assignment of space will be on a first-paid, first-served basis. Every effort will be made to accommodate requests for space assignments (near or away from other organizations). The International Congress reserves the right to make such changes to the floor plan of exhibit tables as may be deemed necessary.

FEES AND PAYMENT: Applications will NOT be processed or space assigned without the required payment. Payment is due within 30 days of application. Receipt of payment does not obligate the International Congress to accept a contract as binding. The International Congress retains the option of returning funds.

EXHIBITOR REPRESENTATIVES REGISTRATION: Purchase of an exhibit table includes up to two exhibitor name badges. Exhibitor names badges allow access to the exhibit area space, but does not include International Congress meals or access to sessions. Full International Congress registration can be purchased separately.

CANCELLATION: No cancellation of sponsorships is permitted. Cancellations of an exhibit table must be directed by email to: Register@ConferenceSolutionsInc.com. Refunds, less an administrative fee of $500 per table, will be made at the discretion of the International Congress, but no refund will be given for a cancellation made within 90 days of the installation day.

EXHIBITS: Exhibits will take place at the Sheraton Grand at Wild Horse Pass, 5594 W Wild Horse Pass Blvd., Chandler, Arizona, 85226 USA. The exhibit table area will be comprised of six-foot skirted tables and two side chairs.

EXHIBITOR INSTALL: » Monday, May 23, 2022, 15:00 – 17:00 » Tuesday May 24, 2022, 06:00 – 07:00

EXHIBITOR DISMANTLE: » Thursday, May 26, 2022, 08:30 – 10:30

Dismantling of exhibit may begin no earlier than 08:30 on Thursday, May 26 and the area must be completely cleared by 10:30 that same day.

EXHIBITOR MATERIALS: We suggest you provide reprints or preprints of studies documenting the efficacy of the products on display.

EXHIBITOR USE OF SPACE: Exhibitors shall not assign, share or sublet any space without written consent of the International Congress. Care must be taken that no display extends more than 8’ above the floor, interferes with the view or disadvantageously affects the display of other Exhibitors. Noticeable noise produced from operation of any equipment or apparatus is not permitted.

EXHIBIT AREA FOOD & BEVERAGE POLICY: No food or beverage may be brought from an outside source. If you wish to serve anything from your exhibit space, please contact the International Congress Planner to discuss what arrangements, if any, can be made through the venue.

EXHIBITOR LIABILITY: The International Congress and the Sheraton Grand at Wild Horse Pass will not be held responsible for the safety of Exhibitor’s property from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold the International Congress and the Sheraton Grand at Wild Horse Pass and all agents and employees thereof (hereafter collectively called “indemnities”) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those operating under the Exhibitor. Further, Exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney’s fees), damages, liability or expense arising from or out of or by reason of any accident of bodily injury or other occurrence to any person or persons, including the Exhibitor, its agents, employees and business invitee which arises from or out of or by reason of said Exhibitor’s occupancy and use of the Exhibit premises or a part thereof.

EXHIBIT AREA SAFETY REGULATIONS: Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time; all drapes, table coverings and other materials must comply with fire department regulations.

EXHIBIT AREA SECURITY: The exhibit area is being held in the Sheraton Grand at Wild Horse Pass and security will be not provided. Neither the International Congress nor the Sheraton Grand at Wild Horse Pass can be held responsible for any lost, damaged or stolen exhibit materials. Please take the necessary precautions each day for safeguarding your exhibit materials. The Sheraton Grand at Wild Horse Pass recommends removing valuable materials when not at your display.

BENEFITS: Benefits as outlined in the Sponsor and Exhibitor Opportunities brochure will be confirmed 90 days prior to the International Congress. Failure to utilize benefits does not constitute a reduction in fees. Exhibit space not occupied by the close of the exhibit installation period as specified in these rules and regulations will be forfeited by the Exhibitor. This space may be resold, reassigned or used by the International Congress.

SHIPPING: The International Congress will provide shipping information to each sponsor and exhibitor (as relevant), approximately 45 days prior to the International Congress.

SHOW CANCELLATION: If the International Congress or exhibits are cancelled due to circumstances beyond the control of the International Congress, the International Congress will not be held liable for any expenses incurred by the Exhibitor beyond the cost of the exhibit registration fee.

VIOLATION OF RULES & REGULATIONS: Any violation by a sponsor and/or exhibitor of the official Rules and Regulations herein may, in the International Congress’s sole determination, constitute a breach of the Agreement resulting in termination and forfeiture of any monies paid on account. Upon due notice of such termination, the International Congress shall have the right to revoke benefits and take possession of the exhibitor’s space, remove all persons and properties, and hold the sponsor and/or exhibitor accountable for all liability, expenses, and damages arising from sponsor and/or exhibitor’s breach/violation of official Rules and Regulations.

Lab Testing References: http://www.wsj.com/articles/a-fast-growing-medical-lab-tests-anti-kickback-law-1410143403
