2018 ANNUAL CLINICAL AND SCIENTIFIC MEETING
AUSTIN, TX • APRIL 27–30

Medical and Surgical Innovations In Health Care

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Dear Exhibitor,

You are invited to participate in the country’s “premier” important medical meeting for women’s health professionals!

The American College of Obstetricians and Gynecologists 2018 Annual Clinical and Scientific Meeting provides an interactive educational forum for OB-GYNs and affiliate health care providers.

Industry has always been a vital determinant in the success of our meetings, and we THANK YOU! Exhibiting at the Annual Meeting gives you an opportunity to excite, motivate and market at the largest exhibition in the country for obstetricians and gynecologists and related health care professionals. Join the more than 250 exhibitors and educate our attendees on products and services that will provide quality care and improve patient safety.

This prospectus provides an overview of the opportunities available at the Annual Meeting. Take advantage of this exceptional exhibiting opportunity! We hope you will partner with us in hosting a wonderful interactive and educational meeting!

Sincerely,

Steve Marshall
Senior Manager, Exhibits
IMPORTANT DATES TO REMEMBER

2017

APRIL 29
Last day for 2018 priority point placement of exhibits during the 2017 Annual Meeting.

AUGUST 4
Last day to cancel/downgrade a booth with 10% cancellation fee.

AUGUST 5 through December 8
Any booth canceled or downgraded within this date range will be charged a cancellation fee of 50% of the original booth purchased.

December 9
Any booth canceled after this date will have a 100% cancellation fee, regardless of sign-up date.

All requests for cancellation must be sent by the primary contact to show management.

2018

MARCH 9
Deadline for the following:
Approval of booth activity/giveaways/entertainment/raffles/drawing/Submission of sample surveys/questionnaires

APRIL 2 through 13
2019 Exhibit Booth Selection for the Top 50 in Priority Points

APRIL 25 - 27
Exhibit installation (installation must be completed by Friday, April 27 at 5pm)

APRIL 27 - 29
Onsite Exhibit Booth Sales for 2019 Annual Meeting by priority points

APRIL 28 - 29
Exhibit hall hours – April 28 10:00 AM - 5:00 PM
April 29 10:00 AM - 4:00 PM

Meetings and Exhibits
Staff Contact Information:

Brittany Dismuke
Exhibits Coordinator
(202) 863-2571
bdismuke@acog.org

Steve Marshall
Senior Manager, Exhibits
(202) 863-2437
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Please note that an exhibitor’s support or participation in any College meeting, or event, or publication/production does not constitute an endorsement or recommendation of any kind by the College.
The American College of Obstetricians and Gynecologists (the College) is the pre-eminent authority on women’s health. The College is a professional membership organization dedicated to advancing women’s health by building and sustaining the obstetric and gynecology community and actively supporting its members. The College pursues this mission through education, practice, research, and advocacy. We emphasize life-long learning, and incorporate new knowledge and information technology.

The College works primarily in four areas:

- Serving as a strong advocate for quality health care for women.
- Maintaining the highest standards of clinical practice and continuing education for its members.
- Promoting patient education and stimulating patient understanding of and involvement in medical care.
- Increasing awareness among its members and the public of the changing issues facing women’s health care.

The purpose of the Annual Clinical Meeting Industrial Exhibits is to provide an opportunity to extend the educational nature of the Annual Meeting by informing attendees of current and improving technologies, equipment, products, and services in the field of obstetrics and gynecology. The exhibits also inform our members of developments in areas that are identified as being of interest to women as patients of obstetricians-gynecologists.

If your company provides any of the following products or services, then our members are looking for you!

- Association/Medical Society
- Computer Software/Hardware/Technology
- Diagnostic Equipment/Systems Kits
- Educational/Training Materials
- Electronic Medical Records Software
- Financial Services
- Food/Nutritional Products
- Government Agencies
- Leasing and Insurance Companies
- Laboratory Services/Cytology/Hematology
- Laser and Laser Supplies
- Luxury Consumer Goods (cars, electronics, jewelry)
- Management (Practice)
- Market Research
- Maternity Products/Clothing/Supplies
- Medical Equipment
- Medical Supplies/Gloves/Gowns
- Office Equipment/Supplies/Furniture
- Personal Hygiene Products
- Pharmaceuticals
- Photographic, X-ray, Imaging, and Ultrasound Equipment
- Physician Recruitment
- Publishing/Books
- Skin Care Procedures
- Skin Care Products
- Surgical Instruments/Supplies

.... And many more, so add your product or service to this diverse list!

The American College of Obstetricians and Gynecologists would like to thank its exhibitors for their continued participation and support of the Annual Meeting. Contributions of the exhibitors are recognized by our officers, members, and staff as being a vital part of the Annual Meeting and help to complement and extend the educational program.
Top 4 Reasons
Why You Should Exhibit at ACOG’s Annual Meeting

1. Introduce your products or services to women’s health care providers
2. Meet prescribers in a face-to-face sales environment
3. Build product and brand recognition among influential decision makers

The 2018 Annual Meeting Industrial Exhibits Hall is the central meeting place for ACOG attendees to visit member services booth or the computer lab, and it is the location for Annual Meeting events such as refreshment breaks, special drawings, and product demonstrations.

Our Relationship with Industry

The College takes every possible measure to ensure that Annual Meeting exhibitors follow the ethical standards and guidelines set forth by the College, PhRMA, AMA, and AdvaMed, and other regulatory organizations. The College is committed to ensuring that its educational mission is evidence-based and free from bias from all outside influences. In this effort, the ACOG Committee on Ethics has established a Committee Opinion which can be viewed on the College’s publications portion of the web site.

It is the responsibility of exhibitors to ensure adherence to Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other applicable industry guidelines (including but not limited to, those listed above), concerning the demonstration, discussion, use and/or display of products, technologies, and/or services at the College’s Annual Meeting.

Don’t miss this opportunity, reserve your exhibit space now for the 2018 Annual Meeting! Contact Steve Marshall, Senior Manager, Exhibits at smarshall@acog.org.
**Meeting Dates:** April 27 – 30, 2018  
**Exhibit Hall Dates:** April 28 – 29, 2018  
**Location of the Meeting/Exhibition:** Austin Convention Center  
ACOG’s Annual Meeting Industrial Exhibits will be held in Exhibit Halls 1, 2 & 4, at the Austin Convention Center.

**Tentative Schedule** (subject to change):

**Exhibitor Registration Hours**
- Thursday, April 26: 7:00 AM – 5:00 PM
- Friday, April 27: 7:00 AM – 5:00 PM
- Saturday, April 28: 7:00 AM – 5:00 PM
- Sunday, April 29: 7:00 AM – 5:00 PM

**Exhibitor Move-In Hours**
- Wednesday, April 25: 8:00 AM – 5:00 PM
- Thursday, April 26: 8:00 AM – 5:00 PM
- Friday, April 27: 8:00 AM – 5:00 PM

**Exhibitor Open Hours**
- Saturday, April 28: 10:00 AM – 5:00 PM
- Sunday, April 29: 10:00 AM – 4:00 PM

**Exhibit booths must be staffed during all exhibit hours.**

**Complimentary coffee breaks will be provided in the hall on Saturday. Complimentary lunch will be provided in the exhibit hall on Sunday, for all attendees!**

**Exhibitor Move-Out Hours**
- Sunday, April 29: 4:00 PM – 8:00 PM
- Monday, April 30: 8:00 AM – 5:00 PM

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**Move-In Policies**

An exhibit not in the process of being installed by 12 pm, Friday, April 27 will have its crates and materials removed at the exhibitor’s expense and placed in off-site storage.

All exhibit installation must be completed by 5 pm, **Friday, April 27**. The exhibit hall will be cleared at 5 pm. If an exhibit is not set by 5 pm, Friday, the organization may lose up to 25% of its priority points earned to date and you will not be allowed to complete the installation of your exhibit until the exhibit hall closes at 5 pm on **Saturday, April 28**. The exhibiting company is responsible for notifying the College’s Exhibits Manager on-site, if they are unable to have their booth ready by 5 pm on **Friday, April 27, 2018**.

There will be an additional fee charged to the exhibitor for any materials or empty cartons placed in aisles after the aisle carpet has been installed.

No refund of exhibit fees (in full or part) will be made for organizations that are unable to complete their exhibit installation by the time exhibit hall opens.

Dismantlement of exhibits begins at 4:00 pm on **Sunday, April 29**. No dismantling is permitted prior to 4:00 pm.

**Exhibit Space Includes:**

- Standard inline exhibits are allowed a height limit of 8 feet and island displays are allowed a height limit of 20 feet. Heights will be checked.
- Each 10’x10’ standard inline space will be provided with an 8’ backwall drape and a 3’ siderail drape.
- Signage with company name and location is complimentary.
- Exhibitors will receive four (4) complimentary badges for each 100 square feet of booth space purchased.
- Complimentary listing in the Final Program/Exhibit Guide and annual meeting app (based on signup).

All furniture, accessories, electrical requirements, carpeting (required), and cleaning for the exhibit space are the responsibility of the exhibitor. All measurements shown on the floor plan are approximate, and the College reserves the right to make modifications as may be deemed necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. The College also reserves the right to adjust the floor plan at anytime to meet the needs of the exhibition.
2018 Booth Fees

The booth rate for all ACOG 2018 booths will be $34.00 per square foot. There will also be an additional corner fee of $300 per corner. All island booths will be charged an additional $1,200 for having (4) corners.

To view the current live floor plan please click here.

Contact

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Exhibits Coordinator  
(202) 863-2571  
bdismuke@acog.org

Steve Marshall  
Senior Manager, Exhibits  
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smarshall@acog.org
Payments

A deposit of 50% of the total cost of the exhibit space requested must be sent with the Exhibit Application and Contract to reserve exhibit space for 2018 Annual Meeting. After **December 8, 2017**, full payment must accompany applications to exhibit. If balance payment is not received by the due date, space(s) reserved may be reassigned and the deposit forfeited.

Applications submitted without the required deposit will not be processed until a deposit is received.

Balance of payment for exhibit space is due **December 9, 2017**.

Exhibit Application and Contracts received during the 2017 on-site space selection were assigned exhibit space by priority points. Exhibit Applications received after **May 10, 2017** are assigned exhibit space on a first-come, first-serve basis until all exhibit space is sold.

Receipt of deposit does not guarantee assignment of exhibit space requested. The College reserves the right to reject any application for exhibit space.

Cancellation/Exhibit Space Reduction

Organizations participating in the exhibition may cancel the lease of exhibit space or reduce the exhibit space reserved at any time with written notice to the Meetings and Exhibits Department via postal mail, or email. The following schedule will be used when acknowledging refunds for cancellation or reduction:

- Cancellation or exhibit space reduction requests received by close of business **August 4, 2017**, will receive a refund of 90% of total booth costs.
- Cancellations or exhibits space reductions received between **August 5 – December 8, 2017**, will receive a refund of 50% of the total booth costs.
- Cancellations or exhibits space reductions received on or after **December 9, 2017** will receive 0% refund of the total booth costs.

No Shows

Exhibiting companies that reserve exhibit space and do not provide the College with written notice of their inability to exhibit by **April 14, 2018**, will automatically be charged an additional lounge fee of $500, and are still responsible for paying any unpaid balance due for any outstanding exhibit fees, and/or lose up to 25% of the total accumulated priority points, and/or may not be allowed to participate in future exhibitions sponsored by the College.

After Hours Admission to Exhibit Hall

- Exhibitors wearing badges may enter the exhibit hall one hour before the opening of the exhibition on each day and may remain in the exhibit hall one hour after the close of the exhibition each day to reorganize their booths. After hour demonstrations are not allowed.
- Exhibitors needing access to the exhibit hall at times not stated above must get approval from the College’s Exhibits Manager and provide positive ID to security upon entering the hall. Only exhibitors with badges will be permitted to enter the exhibit hall.
Eligibility for Exhibiting

To exhibit at the 2018 Annual Meeting, all organizations must be approved by The American College of Obstetricians and Gynecologists (the College). All organizations participating in the exhibition must have a product or service that is related to the field of obstetrics and gynecology or may benefit the attendees technologically or assist in creating a work/life balance.

NEW/PAST EXHIBITORS — All exhibitors must complete the Exhibit Application and Contract and submit it along with the appropriate payment and one (1) copy of product literature and/or pamphlets that will be distributed at the 2018 Annual Meeting. Submissions should be emailed to marshall@acog.org.

An Exhibit Application and Contract will not be accepted, nor exhibit space assigned until the organization has been approved to exhibit and payment is received.

After the required forms and materials are reviewed, notification of acceptance or denial of the exhibition request will be e-mailed within three business days. After the initial review, the College will re-evaluate each approved exhibitor every 2 to 3 years.

The reviews will help us to better serve the interest of our membership. It will also assist exhibitors in remaining compliant with current policies governing what may be displayed and what is appropriate in the exhibit hall.

Priority Point Calculation

- 25 points awarded for five consecutive years of exhibiting beginning in 2012
- 10 points awarded per 10’x10’ Exhibit Space
- Corporate Support:
  - President’s Cabinet = 2,000 points
  - Platinum = 1,000 points
  - Gold = 500 points
  - Silver = 250 Points
  - Bronze = 100 Points

Sponsorships

- 5 points awarded per $2,500 spent on Sponsorship, Advertising, Grants, Awards, Donated Goods/Services
- If exhibit participation at all ACOG District Meetings = 30 points
- 15 points awarded for completion and return of the Annual Meeting exhibitor survey.
- 20 points for booth payment by August 4, 2017.

If two or more companies have the same number of points, they will be assigned in the order in which the exhibiting company checks in at the onsite sales desk.

Relocation of Exhibits and Other Floor Plan Revisions

ACOG retains the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by ACOG. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and may be subject to relocation.

Official Exhibits

All exhibits will be assigned by the American College of Obstetricians and Gynecologists (the College) and will be located in the designated exhibit hall(s). No company or their representatives may display, demonstrate, or distribute their products and/or services in any location other than their designated exhibit space(s). Displaying promotional advertisements, the distribution of printed materials, or the solicitation of orders outside of your exhibit space is strictly prohibited. These rules apply to all organizations, their vendors, contractors, staff and agents in attendance at the Annual Meeting. Exhibitors who have been approved to host an industry-sponsored event or who are participating in the “Doctor’s Bag” program or other Annual Meeting marketing programs may use these vehicles to promote their products/services which have been approved for display by the College.
Children

For the protection of your children and in order to maintain the scientific nature of the exhibition, no children under the age of 18 will be allowed in the exhibit hall during installation, dismantle, and show hours. Strollers are not permitted in the exhibit hall at any time.

Subletting of Exhibit Space

Subletting or sharing of exhibit space is not permitted. There may only be one (approved) exhibitor/company represented in an assigned exhibit space. A participating exhibitor may not assist a non-participating representative in gaining access to the exhibit hall. This includes public relations firms and other third party vendors. All signs, advertisements, publications, materials, products, and representatives’ badges must reflect the name of the contracted exhibiting company. Any violation of these regulations may result in an immediate shutdown and removal of the exhibit and materials in violation, as well as a loss of priority points. Additionally, organizations found to be in violation of these regulations risk denial of participation in future Annual Meetings and removal from the College’s approved exhibitors list. Any variation to this regulation must be in writing and approved by ACOG’s Senior Director of Meetings and Exhibits.

CME

The granting of CME credits to meeting participants, in any category, from an exhibit space is prohibited.

Non-Exhibiting Companies

Non-exhibiting companies and their personnel, agents, and contractors will not be permitted in the exhibit hall at any time. In addition, non-exhibiting companies will not be allowed to register for the meeting and will be denied entrance to any of the exhibitor-approved Annual Meeting functions for meeting attendees and approved exhibitors. Non-exhibiting companies will not be allowed to display or demonstrate any services or products in the convention center or any hotel within the College’s Annual Meeting housing block. We do not offer a walk-through of the exhibition hall to non-exhibiting companies.

Product/Service Displays

The exhibitor is permitted to demonstrate devices, instruments, equipment, or services, to make presentations and to distribute printed materials related to those products or services that are listed on the Exhibitor Participation Form submitted and have been approved by the College.

Usage of Exhibit Space

Please be aware that only those products or services that are related to the practice of obstetrics and gynecology or primary care for women are permitted. If your organization has products or provides services that may not be related to the profession of obstetrics and gynecology or women’s health and they have not been approved by the College, they may not be displayed. If such products or services are displayed, the College will require you to remove the unrelated product or service from your exhibit. We reserve the right to decide the appropriateness of any service, product, device, videotape, or audiotape.

Products or services not acceptable for exhibition at the Annual Meeting include, but are not limited to:

- Products designed to assist physicians in preparing for board certification examinations;
- Not FDA approved;
- Manufactured and sold only through physicians’ offices or the Internet;
- Not available throughout North and Central America and the Caribbean;
- Multi-level marketing/profit enhancement opportunities or any variation;
- Exhibitors shall not offer, and the attendees cannot receive, any type of monetary compensation for the use of a product or service, referrals, or any similar activities;
- Information or panels for “coming soon” pharmaceuticals or FDA-controlled devices that have not been FDA-approved may neither be distributed nor displayed.

If you would like to display a product/service that was not included on the original Exhibitor Application/Contract, an amended request must be submitted with a copy of the pamphlet/brochure for written approval prior to March 23, 2018. If you have questions, please e-mail Steve Marshall, Senior Manager, Exhibits at smarshall@acog.org.

Selling

To assist companies with maximizing their exhibiting opportunity, exhibitors will be allowed to sell their products/services in the exhibition hall. The exchange of checks and credit cards for a product or service is allowed. Every transaction must be accompanied by a receipt for the purchaser. For security reasons, cash transactions are discouraged. It is the exhibitor’s responsibility to acquire any necessary licenses, permits, and/or identification numbers required by the local government to sell their products/services.
Internet/Web-based/Medical Record Exhibitors

Internet companies that offer web page hosting for physicians and their practices must require physicians to read and accept the terms of the site’s privacy, security, and/or confidentiality policies for information posted on the web site. These policies must disclose whether any information provided by the physician will be shared with third parties and describe how the information might be used and identify the third party. If any of the services being provided involve the transfer of medical records electronically, then HIPAA guidelines must be observed. For further details, visit [www.cms.hhs.gov/HIPAAGenInfo/](http://www.cms.hhs.gov/HIPAAGenInfo/).

Internet companies must list on their web site any relationships with commercial entities (e.g., pharmaceutical companies, etc.). Prior to requesting personal information from users online, companies must require users to read and accept the terms of the site’s online privacy policy.

Live Scanning

The use of ultrasound, x-ray, or laser equipment for the purpose of live scanning of humans is strictly monitored. The College does not allow scanning of human models or animals. Bone density and/or ultrasound scanning of meeting participants may be approved on a case by case basis. Please email your written request to [acogexhibit@acog.org](mailto:acogexhibit@acog.org), ATTN: Meetings and Exhibits Department. Make sure to provide a detailed letter with the specifications of the equipment you will be using, how it will be used, and a sample of a liability waiver that participants will sign holding the College harmless. This waiver must be approved by the College.

Audio/Visual Equipment

Exhibitors are prohibited from using the following devices in the exhibit hall:

- Microphones
- Flashing lights
- Audio/visual devices that display anything other than exhibiting company products and services, prohibited displays include, but are not limited to, sporting events and news broadcasting.

Excessive audio/visual devices and offensive displays are not permitted, and sound effects are discouraged because of the potential to interfere with other exhibitors and detract from the professional atmosphere of the exhibit hall.

Surveys and Questionnaires

These guidelines are for exhibiting companies that are asking convention registrants to complete a survey/questionnaire for marketing research, or analysis purposes. If you are only asking several questions to ‘qualify’ the registrant, approval is not needed.

- Written approval from the Meetings and Exhibits Department is necessary if an exhibitor wishes to have meeting attendees complete surveys or questionnaires. Submission of sample survey/questionnaire must be received by [March 9, 2018](#).
- A copy of the survey/questionnaire must be submitted with a written statement of the purpose, specific identification of who will have access to the information provided by the survey/questionnaire, and whether the information will be used in ads, publications, or statements to any news or media source.
- All meeting participants must be allowed to complete a survey if they so desire.
- An exhibitor may not deny an attendee from participating in a survey/questionnaire based on age, sex, race, or any other reason.
Hotel Accommodations

The College has secured blocks of rooms in hotels convenient to the convention center area. Each hotel participating in the official Annual Meeting room block has set aside a portion of the room block for exhibitor use. These rooms have been set aside to ensure that exhibitors have the opportunity to reserve sleeping rooms as well as hospitality suites in the hotels of their choice. All reservations must be made through the College’s Registration, and Housing website. Hotels will not accept direct reservations.

Any organization that obtains housing outside of the Annual Meeting room block will be penalized with a surcharge of 10% of their total cost of booth space and forfeiture of the current year’s priority points.

Press Information

For answers to questions regarding press, passes, or ACOG guidelines regarding press, contact our Communications Department at (202) 484-3321 or communications@acog.org.
Proper Attire

All exhibitors and their agents are expected to dress and conduct themselves in a professional manner at all times and to comply with the rules, regulations, and policies enforced by the College during the Annual Meeting. Exhibitor representatives are required to staff their exhibit space(s) at all times when the exhibit hall is officially open.

If your company is using models to demonstrate your product or service, such as examining tables, etc., they should wear a loose sweat suit and sneakers. No leotards, shorts, bikinis, or stretch pants are permitted.

No Smoking Policy

The Committee on Industrial Exhibits has implemented a no smoking policy for the Annual Meeting. Smoking will not be permitted in any meeting area, common space in the convention center or exhibit hall.

Registration/Badges

All individuals representing an exhibiting company must register as an exhibitor and wear the appropriate badge. This policy applies to personnel staffing a particular exhibit for the duration of the exhibition as well as those who will be visiting for a short period of time.

It is against the College’s policy for exhibitors to lend their badges to anyone. In addition, it is against the College’s policy for an exhibitor to assist an ineligible individual in obtaining a badge or gaining access to the exhibit hall. Anyone who violates this policy will be barred from further participation in this and future meetings and will have priority points deducted from the company that the exhibitor represents.

Each exhibiting company will receive four (4) complimentary badges for each 10’x10’ exhibit space purchased. There will be a $30 fee assessed for each badge produced over the complimentary allotment. An exhibitor’s badge is valid for admission to the exhibit hall, colloquial and electronic poster sessions only. All other sessions are restricted to registered meeting attendees with full access badges.

Paid exhibitors will receive emailed information regarding their exhibitor badge registration and pick up for the Annual Meeting.

Temporary Personnel

If it is necessary for your company to employ temporary personnel, be sure to provide them with the exhibiting company’s name, booth number, and the name of the contact at the exhibit. They must bring proof of affiliation with the temporary agency (e.g., name tag or time card), and a positive ID (e.g., driver’s license). All temporary personnel must wear a badge while on the exhibit floor, and be informed that the attire for the Annual Meeting is business attire. Temporary staff badges are counted toward your complimentary badge allotment.

Work Badges

Unregistered exhibitor agents, vendors, and exhibitor appointed contractors who wish to access the exhibit floor during installation and dismantlement hours will be required to show proof of affiliation with the exhibiting company or exhibitor appointed contractor to receive a work badge. Work badges will be distributed from the Exhibitor Appointed Contractor (EAC) Registration Desk or the Freeman Service Center.
Official Contractors and Services

The 2018 Annual Clinical and Scientific Meeting official general contractor is Freeman. The online Exhibitor Service Manual will be completed by February 2018. The service manual will enable the exhibitor to order services and equipment for their exhibit space. The following services must be performed exclusively by the College, our vendors/contractors, or convention center appointed contractors and vendors:

- Booth cleaning services
- Convention and security
- Material handling services
- Audio visual and computer rental services
- Electrical services
- Plumbing services
- Telephone services

It is the responsibility of the exhibiting company to forward all pertinent information to their contractors (e.g., exhibitor service manual, move in/out instructions, shipping).

Material Handling/Storage/Hauling

The official material handling contractor, Freeman will move all freight from the docks to the company’s exhibit space. This service includes:

- Storage prior to the show (30 days)
- Transportation from warehouse to exhibit
- Removal and storage of empty crates
- Reloading at show site

Freeman has the responsibility of receiving and handling all exhibit materials and empty crates. It is their responsibility to manage the docks and schedule vehicles for the smooth and efficient move-in/move-out of the exhibition. Freeman will not be responsible for any material it does not manage.

Full time employees of the exhibiting company may move their own materials to their booth space with 2 wheel dollies ONLY. Vehicles being unloaded must be owned or leased and operated by a full time employee of the exhibiting company. No pallet jacks nor motorized forklifts can be operated by anyone other than the Official Freight Service Contractor. Hotel Bellmen, Porters, Taxi Drivers, Day Laborers, etc are not allowed on the show floor and cannot move any materials to and from the exhibitor’s booth. Exhibitors wishing to move their own materials in or out of the show will be provided a space in the dock area to load or unload their vehicles on a first come basis.

Accessible Storage

Accessible storage for sample materials and other items will be available. Prior to the opening of each day’s show, you may order deliveries as necessary. Labor charges are the responsibility of the exhibiting company. No four-wheeled carts are allowed on the exhibit (hall) floor once the show has opened.

Personal Unloading/Reloading of Exhibits

All exhibit materials personally delivered by vehicle to the convention center must be unloaded/reloaded at the loading dock. Exhibitors may unload and reload their own personal vehicles only, provided they are full-time employees of the exhibiting company and do not use mechanized equipment such as dollies, hand trucks, pallets, jacks, etc. No deliveries are allowed through the main entrance of the convention center.

Unpacking/Porter Service

To maintain the aesthetic appeal of the meeting, any exhibitor unpacking products or giveaways must request porter service to remove refuse. The College reserves the right to order porter service, at the exhibitor’s expense, for any exhibitor that does not properly discard refuse in a timely manner, or creates an unsafe environment.

Miscellaneous Deliveries

Deliveries of items other than exhibit freight, e.g., equipment rentals, etc., must be sent through the convention center loading dock and distributed through the Freeman Service Center. Delivery personnel will not be badged and cannot gain access to the exhibit floor. No deliveries may be made through the lobby of the convention center.
Contract

By signing (physically or electronically) the Exhibit Application and Contract, the exhibitor agrees to abide by all of the requirements contained in this Exhibitor Prospectus, the Exhibitor Service Manual, and any correspondence from the American College of Obstetricians and Gynecologists (the College) to the exhibitor/exhibiting company, their staff, officers or agents. Together these documents comprise the contracts between the College and the exhibitor.

Violations

The College reserves the right to remove any exhibit or bar future exhibition participation if, in the College’s opinion, the exhibitor disregards or refuses to observe The College’s/Convention Center’s defined policies, or it is determined that the exhibit is offensive or not in keeping with the professionalism or standards of the practice of ob/gyn, or written/verbal instructions. If an exhibitor removal does occur, we will neither refund the exhibit fee paid nor pay for exhibitor losses such as exhibitor housing, travel, wages, or other fees associated with exhibiting.

First Violation – Exhibitor may forfeit up to 25% of the total of priority points accumulated to date.

Second Violation – Exhibitor may forfeit up to 50% of the total of priority points accumulated to date and may be barred from participation for 1 year.

Third Violation – Exhibitor may not be permitted to exhibit at future College meetings.

If in the College’s opinion, an exhibitor flagrantly disregards the College’s guideline(s), policies or directives, the College reserves the right to impose an appropriate penalty which may not be stated above.

Indemnification

Exhibitor shall indemnify and hold harmless the Austin Convention Center to the same extent that ACOG is required to do so pursuant to ACOG’s agreement with the Austin Convention Center. Exhibitor shall indemnify, hold harmless, and defend the Austin Convention Center Corporation, Inc., City of Austin and their respective members, officers, directors, agents and employees from and against any and all liabilities, damages, actions, costs, losses, claims and expenses (including reasonable attorney’s fees) arising out of, caused by or resulting from, in whole or in part, any act, omission, negligence, fault or violation of law or ordinance, associated with the use or occupancy of the Facilities by Exhibitor, its employees, agents, contractors, patrons, guests, exhibitors, licensees, invitees or any other person entering the Facilities with the implied or express permission of Exhibitor. Exhibitor shall also indemnify, defend with counsel of ACOG’s choice and hold harmless ACOG, ACOG Land Holding Corporation, the American Congress of Obstetricians and Gynecologists and their respective officers, directors, agents, employees, and members (the “Indemnified Parties”) from and against any and all claims, losses, demands, actions, suits, proceedings, judgments, settlement expenses, liens, liability (including but not limited to liability assumed in contractual agreements with third Parties), injuries, death or physical damage to property, and the defense thereof including reasonable attorney’s fees and costs (collectively the “Claim(s)”) incurred by the Indemnified Parties, based upon, related to, caused by or arising from, in whole or in part, any act or omission including but not limited to the negligence, gross negligence, intentional misconduct, fault or violation of law of Exhibitor, its employees, agents, subcontractors, assignees, or delegates. In defending all Claim(s) Exhibitor shall use counsel reasonably satisfactory to ACOG and shall proceed with diligence, timeliness and good faith in such defense. Exhibitor’s duty to indemnify shall apply to an Indemnified Party except to the extent such Claim(s) results from the sole negligence, gross negligence or willful misconduct of that Indemnified Party but said duty to indemnify shall continue as to other Indemnified Parties who are not found liable for gross negligence or willful misconduct. Except as may be otherwise provided by applicable law, the Indemnified Parties right of indemnification shall not be impaired, reduced or diminished by any act, omission, misconduct, negligence or default of any Indemnified Party or of any employee or agent of any Indemnified Party who may have contributed thereto. To the extent any law may prohibit any application of all or any part of the indemnity obligations in this Agreement, it is the intent of the Parties that any such prohibited provisions are severable and the indemnity obligations in this Agreement shall be construed to impose the indemnity obligation in all circumstances, applications and situations to the fullest extent permitted by law.
Insurance

Exhibitor shall purchase and maintain insurance of the types, in the amounts and with all the required stipulations required by the Austin Convention Center shall also comply with all the insurance provisions required of ACOG pursuant to ACOG’s agreement with the Austin Convention Center. Exhibitor shall promptly advise ACOG of any changes or lapses of the requisite insurance coverage.

a. Exhibitor shall also purchase and maintain at a minimum during the Term of this Agreement, the following insurance coverage:
   (i) Workers’ Compensation and Employers’ Liability policy valid in all jurisdictions where the work will take place with statutory coverage for Part I and Part II limits of
      $1,000,000 Per Accident
      $1,000,000 Disease - Each Employee
      $1,000,000 Disease - Policy Limit
   (ii) Commercial General Liability policy on an Occurrence form with a minimum limit of $1,000,000 per occurrence/$2,000,000 aggregate, including Bodily Injury, Property Damage, Personal Injury, and Contractual Liability.
   (iii) Business Automobile Liability policy covering all owned, non-owned and hired automobiles with minimum limits of $1,000,000 Combined Single Limit.
   (iv) Umbrella/Excess Liability policy with limits of not less than $2,000,000 extending above coverage indicated herein.

b. Exhibitor shall provide Certificates of Insurance to ACOG and shall provide Certificates of Insurance as required by the Convention Center evidencing the insurance required including policy numbers, dates of expiration, and limits of liability thereunder.

c. All insurance should be provided by insurance companies with a Best’s Rating of A, XII or better. Policies shall provide for a thirty (30) day material change in favor of ACOG and the Austin Convention Center.

d. The required policies shall be endorsed to name the American College of Obstetricians and Gynecologists, ACOG Land Holding Corporation, the American Congress of Obstetricians and Gynecologists and their officers, directors, employees as Additional Insureds and shall also be endorsed to name other Additional Insureds as required by the Austin Convention Center: Austin Convention Center Corporation, Inc., City of Austin and the members, officers, directors, agents and employees of each of these three entities. Additional insured – Freeman.

Cancellation and Post-ponement of Annual Meeting

In the event that the Annual Meeting is postponed due to any occurrence not occasioned by the conduct of the College or Exhibitor, whether such occurrence be an Act of God or the common enemy or the result of terrorism, war, riot, civil commotion, sovereign conduct, or wide spread dissemination of an infectious disease, curtailment of transportation facilities, 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 Annual Meeting, the obligations of the parties under applicable agreements shall automatically be terminated and all booth payments shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by the College in connection with the Annual Meeting.

During the Annual Meeting, attendees, vendors, guests and exhibitors may be photographed by the College and/or the College’s official photographer/videographer. Exhibitors grant permission to the College and/or the College’s official photographer/videographer to take photographs or video of the exhibitor’s booth and exhibitors’ employees and contractors during the Annual Meeting. In addition, the Exhibitors, on behalf of the exhibiting company, their employees and contractors also grant the College the absolute and irrevocable right and permission to use these photographs and/or videos of an exhibitors’ booth, employee(s) and/or contractor(s) including the rights to publish, reproduce, crop, edit, assign, exhibit, and distribute copies of the photograph or video in print, electronic, or other media, whether or not in use at the time of execution of this Agreement, and claim copyright in said photograph or video throughout the world for the full duration of the copyright and any renewals or extensions thereof. Exhibitors also represent, warrant and guarantee that they have full power and authority to grant this permission.

Exhibitor Disputes and the College

Exhibiting companies, their employees, agents, and vendors agree that any legal disputes, suits, or actions between the College and an exhibitor resulting from the participation in the exhibition or related activities of the Annual Clinical Meeting will be governed by the laws of the District of Columbia without regard to conflicts of law principles, and shall be adjudicated exclusively in the courts located within the District of Columbia. Exhibitor hereby consents to personal jurisdiction and venue in the District of Columbia.
Are you looking for a novel way to
- promote your company
- reinforce brand loyalty
- increase visibility
- and profit from a tremendous marketing value?

The College is pleased to provide the following opportunities for exhibitors to advertise their products and services to the attendees of the Annual Meeting.

Enhance Your Listing in the Final Program/ Exhibit Guide with Advertising

The Guide is a fantastic advertising opportunity which promotes new products, educational symposia or company services. The Annual Meeting Exhibit Guide is given to every registered meeting participant and serves as a resource for attendees far after the meeting closes. Please contact TriStar Publishing at 913-491-4200 or nblunk@tristarpub.com for more information.

The College reserves the right to merge the Exhibit Guide with an existing publication, or place on the web, at its sole discretion and without notification.

Annual Meeting Sponsorship, Marketing and Advertising Opportunities

The Annual Meeting is an outstanding venue for education, marketing, branding and relationship building. Everything from Rapid Charging Stations and the new Annual Meeting Exhibitor Scavenger Hunt to the Ob-Gyn Reporter Program are available for support. To learn about all of our options for Austin, TX, please see the 2018 Corporate Support Catalog available on our website in early August. To select your opportunities, contact Katie O’Connell, Senior Director of Development, at koconnell@acog.org or (202) 863-2546. We are looking forward to helping you reach your visibility and traffic goals. Supporting ACOG’s development initiatives can help you earn priority points for the following years meeting. For more information on the priority points system please contact ACOG exhibits staff.

Hotel Room Drop Service “Doctor’s Bag”

Distribute advertisements and invitations to meeting participants during the Annual Meeting in the Doctor’s Bag. The Doctor’s Bag is placed on attendee hotel doors daily.

An ad reservation form will be included in the exhibitor service manual. Please note that the promotional piece submitted for inclusion in the “Doctor’s Bag” program may only promote your company’s product, service, or event to be held or displayed during the Annual Meeting. If your piece contains advertisement(s) from other exhibiting or non-exhibiting companies, it will not be approved for participation in the “Doctor’s Bag” program. Advertisements cannot promote products/services that have not been approved for display by the College.

Please contact TriStar Publishing at 913-491-4200 or nblunk@tristarpub.com for more information.

Product Theaters

Product Theaters are unopposed sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. Product Theaters provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. For more information contact Jenny McIver Brocious at 678-852-3469 or jmciiver@mindspring.com.
CME Forums
ACOG offers affiliates the opportunity to host Adjunct CME. These sessions should provide attendees with novel and innovative approaches to issues impacting physicians in the area of obstetrics and gynecology. Sessions are available at breakfast and evening time slots. For more information contact Jenny McIver Brocious at 678-852-3469 or jmciver@mindspring.com.

Mailing Labels/E-Blasts
Companies that have registered to exhibit at the Annual Meeting may purchase the pre-registration or post-registration mailing lists. A sample of your promotional mailing must be submitted to the College for approval by the Meetings & Exhibits Department before your mailing label request will be processed. No email addresses will be given to the purchasing company, the eblast will be sent out through our systems or providers after approval and payment. HTML & photo files provided by the Exhibitor. The meeting labels may not be duplicated or resold to another organization. Only 2018 Annual Meeting exhibitors may rent an advance registration mailing list. A mailing label order form will be included in your exhibitor service manual.

Meetings
Pre-Convention/Sales Team Meetings - for 20 people or less. Complimentary at any participating hotel.
Focus Groups, Interviews, & Meetings with ACOG attendees must be pre-approved.
To request meeting space send an email to Brittany Dismuke at bdismuke@acog.org, who will follow up with the appropriate forms and fees.

Lead Retrieval
One of the best ways to measure your success at the Annual Meeting is to rent a lead retrieval device. Each meeting attendee is issued a smart card during registration that contains the attendee’s name, address, telephone, fax, and email information. The lead retrieval device allows you to capture the attendee’s information with speed and efficiency. You can also have your customized questions added to the information captured by the lead retrieval device. The information can be downloaded to provide you with the attendee’s information in various formats – labels, or add a printer for immediate printing options. A scanner order form will be included in the exhibitor service manual, from ACOG’s Registration manager.

Important Restrictions
Use of the College Name, Insignia, Logo, or Acronym (ACOG) or “The College” - neither the American College of Obstetricians and Gynecologists, insignias, logos, or acronyms (ACOG) or the convention show logo may be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This rule applies before, during, and/or after the meeting. The College’s names, insignias, logos and acronyms are properties of the College and may not be used without prior written permission of the College. Booth activities and educational/symposia events or receptions cannot be promoted together on the same promotional literature.

The American College of Obstetricians and Gynecologists can only be used in a sentence following after the company name and booth number. ACOG or the College’s name should never be used on any promotional piece without written approval. All literature must be submitted to the College for approval.

The only exception are the statements similar to the following that can be used on booth promotional mailing pieces. Example of approved statements:

“Visit Woman’s Way at booth #1234 at the Annual Meeting in Austin, TX”
“Stop by and let Johnson Wax Company at booth #111 show you how to shine at the 2018 Annual Clinical Meeting.”
“Visit Morgan & Hanley at booth #1523
2018 Annual Clinical Meeting
American College of Obstetricians and Gynecologists
April 27 – 29, Austin, TX”

Exhibiting companies may only advertise or distribute information using the marketing opportunities listed. At no time is distribution of promotional material permitted by an exhibitor anywhere within the convention center (other than in exhibit space), hotel lobbies, shuttle buses, restrooms, or other common areas. Companies that distribute information outside of the College’s approved marketing opportunities may lose up to 50% of total priority points accumulated to date and materials will be removed and destroyed.
The 2018 Corporate Support Catalogs will be mailed in September.

To receive an advanced electronic version, please email Development@ACOG.org.