

EXHIBITOR PROSPECTUS



Reserve your exhibit booth today for the
American Thyroid Association (ATA)
2013 Spring Symposium and Research Summit -



*Treatment of Hypothyroidism:
Exploring the Possibilities*

April 25-26, 2013 | Westin City Center Hotel | Washington, DC



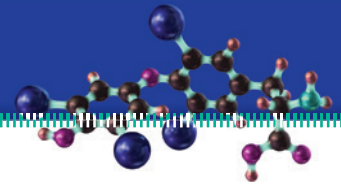
At the ATA meeting you will find:

- ✦ Unmatched collegiality and direct access to the decision-makers in thyroidology
- ✦ Contacts to improve your business productivity
- ✦ Leading thyroid specialists (endocrinologists, surgeons, nuclear medicine physicians, research scientists) dedicated to innovative research, education and cutting-edge science

www.thyroid.org



ABOUT US



WHO:

The American Thyroid Association (ATA) is the leading worldwide organization dedicated to the advancement, understanding, prevention, diagnosis and treatment of thyroid disorders and thyroid cancer. ATA is an international individual membership organization with over 1,600 members from 43 countries around the world. ATA delivers its mission through several key endeavors: the publication of highly regarded monthly journals, *THYROID*, *Clinical Thyroidology* and *Clinical Thyroidology for Patients*; annual scientific meetings; biennial clinical and research symposia; research grant programs for young investigators, support of online professional, public and patient educational programs; and the development of guidelines for clinical management of thyroid disease.

WHAT:

An exhibit hall designed for you to interact with the top professionals in the field of thyroidology in an ideal setting. ATA's exhibit hall is located directly outside the general session giving exhibitors access to attendees throughout the day.

WHY:

- ⊕ Position your company with key decision makers in thyroid research and treatment
- ⊕ Showcase your products and services to highly specialized physicians and scientists
- ⊕ Develop collaborations and partnerships to improve patient treatment
- ⊕ Generate leads in three days that produce years of working relationships

BENEFIT TO YOU:

- ⊕ Six months of complimentary presence on ATA's Virtual exhibit hall at www.thyroid.org.
- ⊕ Complimentary post-meeting registration mailing list; one pre-meeting mailing list for \$250 for paid exhibitors
- ⊕ Two complimentary meeting badges; additional passes available at prevailing meeting rates
- ⊕ Access to thyroid specialists, basic scientists, nuclear medicine physicians, surgeons, endocrinologists, and program directors
- ⊕ Acknowledgement in announcement slides, scientific program and signage
- ⊕ Tabletop and two chairs provided for exhibit space

WHERE:

Westin City Center Hotel
1400 M Street, NW
Washington, DC 20005
Telephone: (202) 457-9173
Website: www.westinwashingtondccitycenter.com

SCIENTIFIC MEETING AND SHOW DATES:

Thursday and Friday, April 25-26-2013

GENERAL INFORMATION:

To reserve your exhibit space, complete a copy of the Application and Contract for Exhibit Space in this brochure and fax or mail the application with your payment to:

AMERICAN THYROID ASSOCIATION
6066 Leesburg Pike, Suite 550
Falls Church, VA 22041 USA
Phone: 703-998-8890; Fax: 703-998-8893
Email: thyroid@thyroid.org; Website: www.thyroid.org

SECURITY:

ATA and the Westin City Center Hotel assume no responsibility for lost or stolen items. Protect your valuables (e.g. laptop computers) and special display materials at all times during the ATA show.

TENTATIVE SCHEDULE: (Times subject to change)

Thursday, April 25, 2013

8:00 am – 11:30 am	Exhibit Hall Move-In
12:00 pm – 5:15 pm	Exhibit Hall Open

Friday, April 26, 2013

7:30 am – 3:30 pm	Exhibit Hall Open
3:30 pm	Move Out

HOTEL RESERVATIONS:

Westin City Center Hotel
1400 M Street, NW, Washington, DC 20005
Telephone: (202) 457-9173
Reservations: <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1210226110&key=A34BD>

Please identify yourself as an ATA attendee to receive the special rate. Subject to availability, the ATA Group rate is available until April 9, 2013.

HOTEL RESERVATION NOTE: The American Thyroid Association does not work with any third party housing services for attendee or exhibitor hotel reservations. If you exhibit at the ATA meeting and require a room, please make your hotel reservation directly with the Westin City Center Hotel using the information provided above. Please disregard any solicitation calls or emails from housing bureaus or vendors promoting reservation assistance for the ATA Spring Meeting room block. ATA does not support these services and assumes no liability for the actions of such vendors.

INCREASE YOUR VISIBILITY BEYOND YOUR BOOTH: BE A SPONSOR!

The ATA Annual Meeting offers **sponsorship opportunities** to give you maximum exposure – inquire about Sponsorship Opportunities by contacting Bobbi Smith at bsmith@thyroid.org.

SUPPORT THYROID RESEARCH

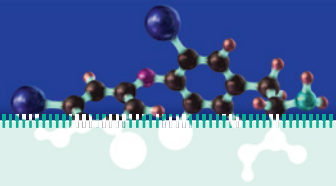
Research by ATA members has led to important breakthroughs that have improved the lives of millions of patients with thyroid disease. With your support, this exciting and important work will continue. To contribute to thyroid research, visit www.thyroid.org/support/.



www.thyroid.org



APPLICATION & CONTRACT



APPLICATION AND CONTRACT FOR EXHIBIT SPACE

American Thyroid Association (ATA) 2013 Spring Symposium and Research Summit -

Treatment of Hypothyroidism: Exploring the Possibilities - **Exhibit Dates: April 25-26, 2013**

RATES:

TABLE TOP EXHIBIT SPACE \$2,000

NUMBER OF SPACES: _____

TOTAL \$ _____

CONTACT INFORMATION:

COMPANY NAME: _____

COMPANY CONTACT: _____ POSITION/TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____ COUNTRY: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

EMAIL ADDRESS (must complete): _____ COMPANY WEBSITE: _____

PAYMENT INFORMATION:

A CHECK IS ENCLOSED FOR \$ _____ MADE PAYABLE TO **AMERICAN THYROID ASSOCIATION** (\$ USD ONLY)

PLEASE CHARGE MY CREDIT CARD \$ _____ VISA MASTERCARD AMERICAN EXPRESS

NAME ON CREDIT CARD: _____

CREDIT CARD NUMBER: _____ EXP. DATE: _____ SECURITY CODE: _____

SIGNATURE: _____ DATE: _____

SPECIAL REQUIREMENTS: _____

AGREEMENT:

We agree to abide by all Terms and Conditions governing the Exposition, as stated on this application Rules & Regulations contract for exhibit space for the American Thyroid Association Spring 2013 Meeting.

NAME (PLEASE PRINT): _____ TITLE: _____

COMPANY: _____

SIGNATURE: _____ DATE: _____

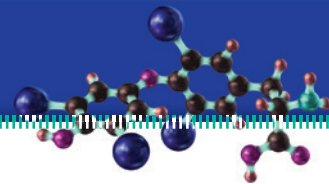
REMINDER: Please include with this signed application/contract, a Certificate of Liability and Samples/Examples of material or products to be distributed at the show. If you are a 501(c), please include IRS documentation.

PLEASE MAIL COMPLETED FORM TO:

AMERICAN THYROID ASSOCIATION
 6066 LEESBURG PIKE, SUITE 550
 FALLS CHURCH, VA 22041, USA

PHONE: 703-998-8890; **FAX:** 703-998-8893





WHO MAY EXHIBIT: The exhibit is for firms offering projects, equipment and services, which are related to the interests and educational values of the American Thyroid Association (ATA). An application for Exhibit Space must be accompanied by a description of products or services and any brochures. ATA reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

EXHIBIT SPACE PAYMENT: Checks should be made payable in U.S. Dollars to the American Thyroid Association (Federal Tax ID # 41 603 8600) for the full amount of the exhibit space, with the application/contract signed and sent to the American Thyroid Association, Inc., 6066 Leesburg Pike, Suite 550, Falls Church, VA 22041, USA, phone 703-998-8890, fax to 703-998-8893, email to thyroid@thyroid.org.

EXHIBIT SPACE LOCATION: ATA will endeavor to honor choice of space as noted on the contract in the order requested. In the event that preferred space is not available, ATA reserves the right to assign alternative space. Exhibitors wishing to avoid assignment of space adjacent to that of a particular competitor should so indicate on their application. Careful consideration will be given to all such requests. If a company's exhibit space selection is not available, it is management's policy to call the company to discuss options available.

BE A GOOD NEIGHBOR: The general rule of the exhibitor floor is: Be a good neighbor. No exhibits will be permitted which interfere with other exhibitors, impede the access to each exhibit space or impede the free use of the aisle. Exhibit space personnel including demonstrators are required to confine their activities within their contracted exhibit space. Apart from the specific display space for which an exhibiting company has contracted with ATA, no part of the Westin City Center Hotel space may be used by any other organization. All additional space or meeting requests must be inquired about and approved by the ATA headquarters office. Displays must fit within the confines of your exhibit space and be placed against the back of the exhibit space so that they do not impede sight line from one exhibit space to the next. All giveaway items must be distributed within the exhibitor's space. No balloons may be distributed. Items that cannot be stored in sufficient quantities within this space are not appropriate. The process of distribution however must not interfere with the orderly conduct of business by other participants.

NON-PROFIT ORGANIZATIONS: 501(c) Non Profits must attach IRS documentation with contract and payment. Non-profits will be assigned exhibit spaces or tabletops at random and are limited to three exhibits-only staff badges per exhibit space.

CANCELLATION & REDUCTION POLICY: All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before MARCH 15, 2013, they are entitled to a full refund. After MARCH 15, 2013, but on or before APRIL 1, 2013, the exhibitor is responsible for 50% of the contracted space. After APRIL 1, 2013, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation.

SUBLETTING OF EXHIBIT SPACE: The exhibitor agrees not to assign, sublet, or apportion space or any part thereof allotted to him/her, nor to exhibit, advertise, or offer for sale goods other than manufactured or sold by him/her in the regular course of business.

INSTALLATION AND DISMANTLING: The installation and dismantling times for the show are provided with the Exhibit Schedule included herein. It shall be the duty and responsibility of each exhibitor to install the exhibit before the specified opening time and to dismantle and arrange for shipments of the exhibit immediately after the close of the exhibit hall. ATA reserves the right to refuse installation and dismantle outside the designated hours. Exhibits must remain intact until the official closing time of the show and may not be dismantled or removed, in whole or in part, before that time. An early dismantling fee of \$500.00 USD will be assessed to any exhibitor who dismantles any exhibit space before the official closing date of the exhibit show.

EXHIBITOR PACKAGE: You will receive a 6 ft skirted table and two chairs with your exhibit space payment. All other items for your exhibit space may be purchased or rented through the Westin City Center Hotel.

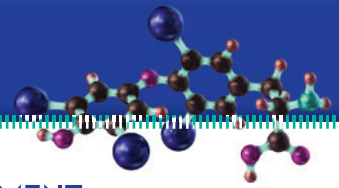
TERMINATION: The ATA shall have the right to terminate the exhibitor's rights pursuant to this contract at any time immediately upon discovery of a violation of this provision. The exhibitor agrees that in the event of termination for such violation, the ATA shall be borne by the exhibitor.

LIABILITY & SECURITY: The exhibitor assumes all responsibility for compliance with local, city, state, provincial safety, fire, health, and hotel ordinances regarding the installation and the operation of this exhibit. The ATA does not provide security for the exhibitors and has no responsibility for theft of or damage to exhibitors' property. Exhibitors are cautioned to have a representative in attendance during set-up, dismantle, and show hours and to maintain security of portable electronics (e.g. laptops) at all times. After hours, exhibitors are strongly encouraged to remove any valuable items from the exhibit space area. The exhibitor assumes all liability to property, person or persons arising from accidental or other causes incidental to movement and operation of the exhibit and hereby releases ATA, its contractors, and the Westin City Center Hotel from any liability whatsoever. Exhibiting companies are required to provide the ATA with a certificate of insurance prior to the show noting coverage for the ATA, Westin City Center Hotel, and include the dates of the ATA show April 25-26, 2013.

PERSONNEL: The ATA requests that the names of all exhibit personnel be registered online (www.thyroid.org) by MARCH 15, 2013. Two exhibitor badges are available for exhibit space personnel with exhibit space payment complimentary. All additional exhibitor badges (beyond two total) are available at the prevailing meeting registration rate.

STORAGE OF CRATES AND BOXES: No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time. ALL packaging containers, excelsior wrapping paper, must be flameproof and must be removed from the floor (not stored under tables or behind displays). All muslin, velvet





silken, or any other cloth decoration must be flameproof. All materials and fluids, which are flammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the written permission of the Westin City Center Hotel and all the applicable fire control agencies having jurisdiction.

HOLD HARMLESS AGREEMENT: Each exhibitor agrees to protect, save and keep the ATA and its representatives forever harmless from any damages, liability or charges imposed for violation of this agreement, and/or any law or ordinance, whether occasioned by the negligence of the exhibitor, or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in this agreement between the ATA, its representatives and the Westin City Center Hotel against and from any and all loss, cost, damage, liability or expense arising from, or out of, or by reason of any accident or the reoccurrence to anyone, including, but not limited to the exhibitor, its agents, employees, business invitees and permits, arising from or out of or by reason of said exhibitor's occupancy and use of the exhibitor premises or a part thereof. In the event that the premises of the Westin City Center Hotel shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, terrorism, emergency declared by any governmental agency or by the Exhibit Manager for any other reason, this contract may be terminated by the ATA. In the event of such termination, the exhibitor waives any or all damages and claims for damages.

LISTING AND PROMOTIONAL MATERIALS: By exhibiting at the ATA Meeting, exhibitors grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the exhibitor in any directory or listing of the meeting exhibitors and to use such names in promotional materials. ATA shall not be liable for any errors in any listing or for omitting any exhibitor from any director or listing pertaining to the meeting.

GENERAL MATTERS: All matters and questions not specifically covered by the provisions of this agreement are subject to the decision of the ATA. The ATA shall have the right, but not the duty, to amend the provisions hereof relating to exhibit guidelines at any time, and said amendments and/or additions shall be binding on parties hereto. In the event of any amendment or additions to these regulations, written notice will be given by the ATA to such exhibitors as may be affected by them.

SEVERABILITY OF ANY PROVISIONS: Should any part of this agreement be found by a court of law or equity to be void, unconstitutional or unenforceable, the remaining provisions of this agreement shall remain in effect and enforceable.

REGULATION ENFORCEMENT: ATA has full power to interpret and enforce all regulations for the 2013 Spring Symposium and Research Summit and power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for ATA to require the immediate removal of the exhibit and/or the offending exhibitor. This may result in forfeiture of all further rights to exhibit at future shows sponsored by ATA together with all fees paid. ATA may lease any space so forfeited to another exhibitor. ATA reserves the right to reject any or all applications. Any person or group of persons asked to leave the exhibit hall by show management or security will do so at once and will not return until authorized to do so.

MUSIC LICENSING: The society does not obtain ASCAP or BMI licensing that will allow the use of copyrighted, recorded music in your exhibit space. Exhibitors interested in playing copyrighted, recorded music in their exhibit space must notify the society in writing and obtain the proper licensing from BMI or ASCAP. The ATA will not permit said activity without obtaining the proper licensing. Each exhibitor is responsible for its own actions if proper licensing is not arranged prior to playing copyrighted, recorded music in the exhibit space. If an exhibitor playing copyrighted music cannot produce the proper documents, ATA has no choice but to request that the music be turned off.

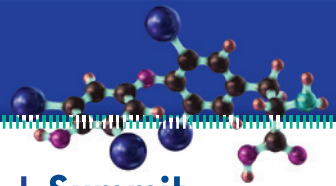
DISABILITY PROVISIONS: Exhibitors represent and warrant (1) the exhibit will be accessible to the full extent required by law (2) the exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act and (3) that it shall indemnify and hold harmless ATA from and against any and all claims and expenses including attorney and litigation expenses that may be incurred by or asserted against ATA on the basis of the Exhibitor's breach of this paragraph or noncompliance with any provision of ADA.

UNION LABOR AND OTHER CONTRACTS: Exhibitors are required to observe all contracts as well as all rules and regulations in effect between service contractors and the Westin City Center Hotel.

CANCELLATION OF EVENT: It is mutually agreed that in the event of cancellation of the 2013 Spring Symposium and Research Summit as a result of strikes, governmental regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and the American Thyroid Association shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.



SCHEDULE AT-A-GLANCE



American Thyroid Association - 2013 Spring Symposium and Research Summit

April 25-26, 2013 | Westin City Center Hotel | Washington, DC

Thursday, April 25, 2012 - ATA Research Summit	Friday, April 26, 2012 - ATA Spring Symposium
Welcome and Introductions 12:25 pm - 12:30 pm	Iodine Induced Thyroid Dysfunction 8:00 am - 8:35 am
Sources of Circulating and Intracellular T3 in Humans Session 12:30 pm - 12:50 pm	Treatment of Hypothyroidism: An Overview and Personal Perspective 8:35 am - 9:10 am
Regulation of T3 in the Brain 12:50 pm - 1:10 pm	Challenges of Therapy: Dissatisfaction with Thyroid Hormone and Somatization Disorder 9:10 am - 9:35 am
Role of Transporters 1:10 pm - 1:30 pm	BREAK 9:45 am - 10:00 am
Role of Deiodinases 1:30 pm - 1:50 pm	Combination T4 and T3; T3 --Studies on T3 Therapy 10:00 am - 10:35 am
Role of Co-activators and Co-repressors 1:50 pm - 2:10 pm	Combination T4 and T3: T3 --Studies on combination T4/T3 10:35 am - 11:15 am
Deiodinases/Transporters Polymorphisms 2:10 pm - 2:30 pm	Panel Discussion 11:15 am - 12:00 pm
BREAK 2:30 pm - 2:50 pm	Meet the Professor (MTP) Luncheon Workshops (3 total) 12:00 pm - 1:00 pm
Methods for Measuring circulating T3 2:50 pm - 3:10 pm	Pharmacology issues regarding slow release T3, extracts, and compounded T4/T3 1:00 pm - 1:20 pm
Kinetics of Serum T4, T3 and TSH after Administration of Levothyroxine and/or Liothyronine 3:10 pm - 3:30 pm	Regulatory issues regarding slow release T3, extracts, and compounded T4/T3 1:25 pm - 1:45 pm
Regulation of Serum 3:30 pm - 3:50 pm	Thyroid Hormone Analogs 1:45 pm - 2:30 pm
Do Changes in Serum T3 in the Physiological Range Matter? 3:50 pm - 4:10 pm	Genetics Variations: Deiodinases, Receptors, and Transporters 2:30 pm - 3:15 pm
Use of Thyroid Hormone Analogues to Treat Hypothyroidism 4:10 pm - 4:30 pm	Thyroid Hormone Therapy in Special Circumstances: Pediatrics 3:15 pm - 3:35 pm
Thyroid Stem Cells in the Treatment of Hypothyroidism 4:30 pm - 4:50 pm	Thyroid Hormone Therapy in Special Circumstances: Pregnancy 3:35 pm - 3:55 pm
Discussion 4:50 pm - 5:10 pm	Thyroid Hormone Therapy in Special Circumstances: Elderly 3:55 pm - 4:15 pm
FACULTY DINNER - BY INVITATION ONLY 6:30 PM	Panel Discussion 4:15 pm - 5:15 pm

Exhibit Space Plan

