


EXHIBITOR PROSPECTUS & SUPPORT OPPORTUNITIES



THYROID EXPO
2016

September 21-25, 2016 Denver, Colorado
Sheraton Denver Downtown Hotel

www.thyroid.org



September 21-25, 2016

**86th Annual Meeting of the
American Thyroid Association**

DENVER, COLORADO



American Thyroid Association

Dedicated to scientific inquiry, clinical excellence, public service, education and collaboration



AMERICAN
THYROID
ASSOCIATION
FOUNDED 1923



RESERVE YOUR EXHIBIT BOOTH TODAY.

September 21 – 25, 2016
Sheraton Denver Downtown Hotel, Denver, CO

THYROID EXPO 2016

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 membership medical society with over 1,700 members from 43 countries around the world. ATA delivers its mission through several key endeavors: the publication of highly regarded professional journals, Thyroid, Clinical Thyroidology, and VideoEndocrinology; 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 and thyroid cancer. The ATA website serves as the clinical resource for patients and the public who look for reliable information on the Internet.

At the annual meeting, ATA offers an exhibit hall that is designed for you to interact with top experts in the field of thyroidology in an ideal setting. Positioned next to the meeting’s general session, the ATA exhibit hall offers exhibitors consistent and convenient access to attendees throughout the day. As an 86th Annual Meeting exhibitor, you can expect to 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, oncologists and so much more) dedicated to innovative research, education and cutting-edge science

Booth Sizes and Rates:

THYROID EXPO 2016 standard booths are 8 feet X 10 feet. Booths come with pipe and drape for the side and back walls of the booth, an ID sign that includes the company’s name and are otherwise unfurnished. All interior booth equipment, furniture and supplies are at cost to each exhibitor. The exhibit hall floor is carpeted. Any additional booth carpeting desired must be ordered at the exhibitor’s expense. Booth side and backwall pipe and drape colors are burgundy and white.

BOOTH SIZE	RATE	RATE INCLUDES
Standard 8’ X 10’ booth	\$5,000.00 USD	Pipe and drape, ID sign, one (1) full-access exhibitor badge & one (1) exhibits-only access badge
Double booth (8’ X 20’)	\$11,950.00 USD	Pipe and drape, ID sign, two (2) full-access exhibitor badge & two (2) exhibits-only access badge
Island booth (16’ X 20’)	\$24,950.00 USD	Pipe and drape, ID sign, four (4) full-access exhibitor badge & four (4) exhibits-only access badge
Ultrasound Vendor 8’ x 10’ booth	\$3,250.00 USD	Pipe and drape, ID sign, one (1) full-access exhibitor badge & one (1) exhibits-only access badge; participation in ATA ultrasound course(s) guaranteed if confirmed by June 1, 2016.
Non-profit booths (available to qualified non-profit companies only; proof of non-profit status documentation required with application; non-profit rate honored with proof of hotel reservation in headquarters hotel)	\$750.00 USD	One (1) 6-foot table with two chairs, ID Sign, one (1) full-access exhibitor badge and one (1) exhibits-only access badge





We look forward to welcoming you to the 86th Annual Meeting of the American Thyroid Association (ATA) and THYROID EXPO 2016. All pricing and quotes are provided in U.S. Dollars (USD). All ATA-approved vendors and partners will be listed on our website as appropriate. All correspondence related to the 86th Annual Meeting of the ATA and THYROID EXPO 2016 should be directed to:

AMERICAN THYROID ASSOCIATION

6066 Leesburg Pike, Suite 550, Falls Church, VA 22041 USA
Telephone: 703-998-8890 Fax: 703-998-8893
Email: thyroid@thyroid.org

Venue:

The 86th Annual Meeting of the ATA and THYROID EXPO 2016 will take place at the Sheraton Denver Downtown Hotel, 1550 Court Place, Denver, CO 80202, USA. THYROID EXPO 2016 will take place in the Plaza Ballroom DE and Plaza Foyer of the hotel.

Show Management:

The official show manager of THYROID EXPO 2016 is Inclusive Management Services, Inc. (IMS). IMS is tasked with handling all decorating, exhibit furniture, electricity, additional signs, cleaning, floral, warehouse shipping and handling needs, and all other questions related to THYROID EXPO 2016. A detailed show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors by early to mid-summer 2016. In case of conflict with the stated Rules and Regulations herein, the rules included in the Exhibitor Services Manual will prevail.

Exhibit Hall Show Schedule

(All poster breaks are listed on the Meeting-At-A-Glance (MAAG) within this prospectus; all times are subject to change):

Wednesday, September 21, 2016

8:00 AM – 6:00 PM
7:30 PM – 9:00 PM

Exhibitor Move-In/Set Up
Exhibit Hall Open (opening networking welcome)

Thursday, September 22, 2016

9:30 AM – 4:30 PM

Exhibit Hall Open
(poster breaks – See MAAG)

Friday, September 23, 2016

9:30 AM – 4:30 PM

Exhibit Hall Open
(poster breaks – See MAAG)

Saturday, September 24, 2016

9:30 AM – 1:30 PM

Exhibit Hall Open
(poster breaks – See MAAG)
Exhibitor Move-Out

1:30 PM – 6:00 PM

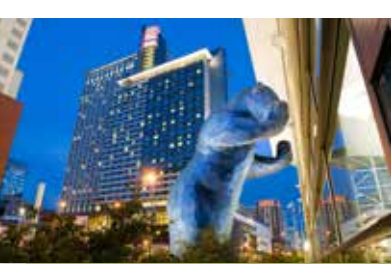
ATA Past Exhibit Partners

ABBOTT LABORATORIES
ABBVIE
AKRIMAX PHARMACEUTICALS, LLC
AMERICAN ASSOCIATION of CLINICAL
ENDOCRINOLOGISTS
ASIA OCEANIA THYROID ASSOCIATION
AND CHINESE SOCIETY OF
ENDOCRINOLOGY
ASTRAZENECA
ASURAGEN
BAYER HEALTHCARE
BIOSIENTIFICA
BRISTOL-MYERS SQUIBB
CBLPATH, INC.
CONTEXTMEDIA
DILON TECHNOLOGIES
EISAI, INC.
ELSEVIER
ENDOCRINE EDUCATION, INC.
ENDOCRINE SOCIETY
EXELIXIS, INC.
FNAPATH
FUNDACIÓN DE CONDICIONES DEL
TIROIDES DE PUERTO RICO
GE HEALTHCARE
GEMINI LABS
GENZYME, A SANOFI COMPANY

GRAVES' DISEASE AND THYROID
FOUNDATION
HEALTHBREEZE, INC.
INOMED MEDIZINTECHNIK GmbH
INTERPACE DIAGNOSTICS
INVUITY, INC.
JUBILANT DRAXIMAGE
KRONUS, INC.
LIGHT OF LIFE FOUNDATION
MARY ANN LIEBERT, INC.
MAYO CLINIC REFERRING PROVIDER OFFICE
MEDTRONIC SURGICAL TECHNOLOGIES
MEDICHEF
MEDISON
MERCK KGaA
MINDRAY
RCL LABS/NATURE-THROID
NOVO NORDISK
ORTHO-CLINICAL DIAGNOSTICS/
JOHNSON & JOHNSON
OUTPATIENT PATHOLOGY ASSOCIATES
OXIGENE, INC.
QUEST DIAGNOSTICS
QUIDEL CORPORATION
RIVER VISION DEVELOPMENT
CORPORATION
ROSETTA GENOMICS

S. KARGER PUBLISHERS
SHIRE
SIEMENS MEDICAL SOLUTIONS USA, INC.
SMARTSOUND ULTRASOUND, INC.
SONOSITE, INC.
SUPERSONIC IMAGINE, INC./
CHRISTIE INNOMED
TERASON ULTRASOUND
THANC FOUNDATION
THERACLION
THERMO FISHER SCIENTIFIC,
BRAHMS GmbH
THYCA: THYROID CANCER
SURVIVORS' ASSOCIATION
THYROID CANCER ALLIANCE
THYROID CANCER CANADA
THYROID CANCER CARE COLLABORATIVE
THYROID FEDERATION INTERNATIONAL
TOSHIBA ULTRASOUND
TRIMETA, LLC.
UBC: AN EXPRESS SCRIPTS COMPANY
ULTRASONIX MEDICAL CORPORATION
UNIVERSITY OF TEXAS M.D. ANDERSON
CANCER CENTER
VERACYTE, INC.
YALE PATHOLOGY LABS





EXHIBITOR VISIBILITY OPPORTUNITIES

THYROID EXPO 2016

Thyroid Expo Theaters:

Product theaters each day during designated times of the 86th Annual Meeting of the ATA to allow exhibitors to showcase research, data, products or services to attendees. Thyroid Expo theaters are non CME accredited activities. Expo theaters cost \$15,000 USD per available time slot (maximum of 55 minutes in length). The allotted space is located within the headquarters hotel and will be pre-set in theater for up to 100 participants. Included in the cost is basic audio visual equipment to include an LCD projector, screen, podium with standard microphone, head table for 2 people with microphone (maximum 2) and one floor microphone. All additional audiovisual equipment or other logistics such as internet service, food and beverage and marketing are the responsibility of each vendor. Expo theaters are available to confirmed meeting exhibitors only. All cancellations and/or reductions must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels an expo theater on or before July 15, 2016, they are entitled to a full refund minus a 10% processing fee. After July 15, 2016, but on or before August 12, 2016, the exhibitor is responsible for 50% of the expo theater costs. After August 12, 2016, the exhibitor is responsible for the full cost of the expo theater irrespective of the reason for cancellation.

Ancillary Meetings and Events:

Ancillary events are non-ATA sponsored, special group events such as industry meetings, symposia, business or advisory meetings of other organizations, social gatherings, receptions or committee meetings for less than 50 persons that are held during the official dates of the 86th Annual Meeting of the ATA within the contracted meeting facility or that include 86th Annual Meeting of the ATA meeting attendees. Ancillary events may be scheduled ONLY during the hours approved by the ATA. The cost for a confirmed ATA exhibitor or sponsor to schedule an ancillary event is \$2000 USD per event per day dependent upon space requirements and availability of space. The cost for a non-ATA exhibitor or sponsor is \$5000 USD per event per day dependent upon space requirements and availability of space. Organizations that wish to schedule an ancillary meeting or event must submit a form (available on the 86th Annual Meeting of the ATA website) alerting the ATA of its intentions, receive approval to proceed and then coordinate logistical details directly with the meeting facility once given the appropriate contact by the ATA. All logistics costs associated with holding an ancillary meeting or event (e.g., food and beverage, audiovisual, internet, marketing, etc.) are the responsibility of the vendor, not the ATA. Requests will be considered on a space available basis. Preference is given to confirmed exhibitors and/or sponsors of the 86th Annual Meeting of the ATA. All requests are scheduled at ATA's discretion. All cancellations and/or reductions of an ancillary meeting or event must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels an ancillary event on or before July 15, 2016, they are entitled to a full refund minus a 10% processing fee. After July 15, 2016, but on or before August 12, 2016, the exhibitor or sponsor is responsible for 50% of the ancillary event costs. After August 12, 2016, the exhibitor or sponsor is responsible for the full cost of the ancillary event irrespective of the reason for cancellation.

Satellite Programs:

Satellite programs are non-ATA sponsored educational events larger than 50 persons held before or after the official dates of the 86th Annual Meeting of the ATA or during the meeting when no ATA CME-educational programming is scheduled. Satellite programs take place within the contracted meeting facility or include 86th Annual Meeting of the ATA attendees. Organizations that wish to schedule a satellite program must submit a form (available on the ITC website) alerting the ATA of its intentions, receive approval to proceed and then coordinate logistical details directly with the meeting facility once given the appropriate contact by the ATA. All logistics costs associated with holding a satellite program (e.g., food and beverage, audiovisual, internet, marketing, etc.) are the responsibility of the vendor, not the ATA. Satellite program requests will be considered on a space available basis and approved by the ATA and the hotel at ATA's discretion. Pricing for satellite events start at \$25,000 USD for up to 2.5-hours of programming and are based on the scope and length of the activity. Preference is given to confirmed exhibitors and/or sponsors of the 86th Annual Meeting of the ATA. All cancellations and/or reductions of a satellite program must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels a satellite program on or before July 15, 2016, they are entitled to a full refund minus a 10% processing fee. After July 15, 2016, but on or before August 12, 2016, the exhibitor or sponsor is responsible for 50% of the satellite program costs. After August 12, 2016, the exhibitor or sponsor is responsible for the full cost of the satellite program irrespective of the reason for cancellation.

Hotel Accommodations Policies and Procedures:

All exhibiting companies are asked to utilize the official housing company, EventSphere, to book hotel rooms associated with the 86th Annual Meeting of the ATA. This applies to single sleeping rooms as well as group blocks. ATA contracts large sleeping room blocks with the headquarter hotel/meeting facility for each event. ATA is subject to considerable attrition penalties for not meeting our contractual obligations. **To avoid potential attrition as a result of last minute room cancellations and other penalties associated with the ATA room block, exhibitors will be limited to maximum of 8 sleeping rooms for advance booking.** All room block reservations will require individual names, contact information and a valid form of payment. Any reservation received with missing information may be cancelled. After July 15, 2016 exhibitors may add additional rooms beyond the 8 maximum advance booking to their blocks based on personnel needs for their respective booths. **After July 31, 2016, any room reduction or cancellation to an existing or updated room block/ reservation is subject to a \$300 cancellation fee per person, per reservation, no exceptions.** ATA Annual Meeting housing policies and procedures will be outlined in detail at the time of booking hotel accommodations on the housing website. An official housing site will be available on the 86th Annual Meeting of the ATA website by early to mid-Spring 2016.





RULES AND REGULATIONS

THYROID EXPO 2016

Show Management:

The official show manager of THYROID EXPO 2016 is Inclusive Management Services, Inc. (IMS). IMS is tasked with handling all decorating, exhibit furniture, electricity, additional signs, cleaning, floral, warehouse shipping and handling needs, and all other questions related to THYROID EXPO 2016. A detail show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors by early to mid-summer 2016. In case of conflict with the stated Rules and Regulations herein, the rules included in the Exhibitor Services Manual will prevail.

Eligibility:

Exhibition is reserved for firms offering equipment, services and educational resources related to the interests and educational values of the American Thyroid Association (ATA). A description of products or services may be requested or required for any company interested in exhibiting. ATA reserves the right to refuse or require the immediate withdrawal of applications or exhibits that conflict with the standards or purposes of the ATA. ATA also reserves the right to curtail exhibits or parts of exhibits which reflect negatively against the character of the meeting or that are unrelated to the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

Assignment of Exhibit Space:

Space is assigned on a first-come, first-served basis. 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 booth selection is not available, it is management's policy to assign the best available space option.

Booth Information:

Displays must fit within the confines of your booth space. All standard booths are limited to 10 feet in height and must not protrude more than 50% from the back wall so that they do not impede sight line from one booth to the next. Island booths with aisles on all four sides may not block views of surrounding booths and should provide adequate see-through areas and entrances for easy flow of traffic. No exhibit structure may span an aisle by roofing or floor covering. Exhibit and/or display components exceeding 12 feet in height must be approved by the ATA and show management prior to installation. Move-in/setup may not begin without written preliminary approval of plans by the ATA and exhibit show management. Any changes required to bring an exhibit into compliance with ATA policies and display rules shall be made at the exhibitor's expense.

Non-Profit Organizations:

501(c) Non Profits must attach IRS documentation with contract and payment. Non-profits will be assigned booths or tabletops at random and are limited to one full-access badge and one exhibits-only staff badge per booth.

Booth Payment:

Checks should be made payable in U.S. Dollars (USD) to the American Thyroid Association (Federal Tax ID # 41-6038600) for the full amount of the booth, 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.

Personnel:

The ATA requests that the names of all exhibit personnel be registered online on the 86th Annual Meeting of the ATA exhibitor registration site by August 12, 2016. One (1) complimentary exhibitor full-access badge and one (1) exhibits-only access badge are available with each 8' X 10' exhibit space payment. A maximum of six (6) exhibitor-only badges are available at the discounted rate of \$175 per Exhibit Company. All additional exhibitor badges (full-access or exhibitor-only beyond the total stated herein) are available at the prevailing individual meeting registration rate.

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 booth or impede the free use of the aisle. Booth personnel including demonstrators are required to confine their activities within their contracted booth space. Apart from the specific display space for which an exhibiting company has contracted with ATA, no part of the exhibit floor space may be used by any other organization. All additional space or meeting requests must be approved by the ATA headquarters office. All giveaway items must be distributed within the exhibitor's booth. No balloons may be distributed. Items that cannot be stored in sufficient quantities within this space are not appropriate. The process of distribution must not interfere with the orderly conduct of business by other exhibitors or participants.

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 its 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 dismantling 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 may be assessed to any exhibitor who dismantles any booth space before the official closing date of the exhibit show without approval from the ATA.



Subletting of Booth Space:

Subletting of exhibit booth space is prohibited. 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.

Exhibitor Information and Documents:

The primary contact provided on the exhibitor application will receive all 86th Annual Meeting of the ATA updates and information unless another designee is provided and authorized by the exhibitor. Each exhibit company will be provided with information and deadlines to register booth personnel and reserve hotel reservations a minimum of 12 weeks prior to the show. In addition, ATA will provide information and deadlines to receive information to include, but not limited to: a maximum 100-word brief description of the exhibitor, its services and/or products, the exhibitor company logo (jpeg and .eps photo format preferred), and the company's website address to be included in the meeting program book and other possible promotional materials. An exhibitor kit to assist with booth furnishings, any special arrangements and shipping to and from the show site will be provided by ATA's designated show manager to confirmed exhibitors a minimum of 12 weeks prior to the show.

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 any provisions herein. The exhibitor agrees that in the event of termination for such violation, any costs associated with preparing for THYROID EXPO 2016 shall be at the expense of the exhibitor.

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; to strictly comply with the applicable terms and conditions contained in this agreement between the ATA, its representatives and the Sheraton Denver Downtown Hotel; and to hold harmless the ATA, its representatives and the Sheraton Denver Downtown 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 Sheraton Denver Downtown 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.

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. 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 Sheraton Denver Downtown Hotel from any liability whatsoever. Exhibiting companies are required to provide ATA's show management IMS with a certificate of insurance prior to the show noting the dates of 86th Annual Meeting of the ATA, September 21-25, 2016, and coverage for the ATA and the Sheraton Denver Downtown Hotel. Exhibitor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official THYROID EXPO 2016 vendor to assemble any special booth layout or plans.

Cancellation & Reduction Policy:

All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before July 15, 2016, they are entitled to a full refund minus a 10% processing fee. After July 15, 2016, but on or before August 12, 2016, the exhibitor is responsible for 50% of the contracted space. After August 12, 2016, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation. Withdrawal notice does not eliminate financial responsibility for booth with downsizing or withdrawing.

Hanging Signs & Graphics:

Exhibition rules allows for hanging signs and graphics in all standard island booths, to maximum height range of 16-18 feet (4.88m - 5.48 m) from the top of the sign. Inline single and double booths do not qualify for hanging signs and graphics. Whether suspended from above, or supported from below, the sign height is measured from the floor to the top of the sign. Hanging signs and graphics should be set back 10 feet (3.05 m) from adjacent booths and be directly over contracted space only. Approval of the use of hanging signs and graphics at any height should be received from the ATA and show management at least 60 days prior to installation. Variances and exceptions may be issued at the ATA's discretion. Drawings should be submitted for inspection and approval to show management.

Storage of Crates and Boxes:

No combustible decoration, such as crepe paper, tissue paper, cardboard or corrugated paper shall be used at any time on the show floor. 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 inflammable, are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the written permission of the meeting facility and all the applicable fire control agencies having jurisdiction.





RULES AND REGULATIONS

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 86th Annual Meeting of the ATA 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 ATA does not obtain American Society of Composers, Authors and Publishers (ASCAP) or Broad Music Incorporated (BMI) licensing that will allow the use of copyrighted, recorded music in your booth. Exhibitors interested in playing copyrighted, recorded music in their booth must notify the ATA 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 booth. If an exhibitor playing copyrighted music cannot produce the proper documents, ATA has no choice but to request that the music be turned off.

Listing and Promotional Materials:

By exhibiting at THYROID EXPO 2016, 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 directory or listing pertaining to the meeting.

Americans With Disabilities Act (ADA):

All exhibiting companies are required to be in compliance with the American with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA website at <http://www.ada.gov/>. Exhibitors 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 noncompliance with any provision of ADA. Exhibitors 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 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 Sheraton Denver Downtown Hotel.

Cancellation of Event:

It is mutually agreed that in the event of cancellation of the 86th Annual Meeting of the ATA 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 ATA 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.





**86TH ANNUAL MEETING OF THE
AMERICAN THYROID ASSOCIATION
SUPPORT OPPORTUNITIES**

THYROID EXPO
2016

We invite your company to bring your portfolio of latest insights and innovations to enhance and expand attendee knowledge and resources. Your company's increased visibility and recognition will bring benefit throughout the year ahead.

Put your company in the limelight of leadership and position with the impact of one of these support and marketing opportunities:

★ Thyroid Expo 2016: Exhibit Booth

Wednesday, September 21 – Saturday, September 24
SEE EXHIBITOR PROSPECTUS FOR BOOTH PRICING

- Booth space.
- Listing in printed Expo Guide.
- Inclusion in mobile app exhibitor listing and exhibit map.
- Meeting registrations as outlined in the exhibitor prospectus.
- Reserved space in the online ATA Virtual Exhibit Hall for one full year post-conference.

★ Thyroid Expo 2016: Expo Theater

\$15,000 PER OPPORTUNITY

(3 maximum offered on a first-come, first-served basis)
Thursday, September 22 – Saturday, September 24
(Over the lunch period)

- Opportunity to present your research, product or services to meeting attendees for up to 55 minutes.
- Theater will seat 100 attendees max.
- Presentation topic and content subject to ATA review/ approval.
- Includes the following A/V resources: screen, LCD projector, laser pointer, sound system, podium with microphone, two head table microphones, and one standing aisle microphone. Any additional requirements, e.g. – internet, food, etc., will be the responsibility of the expo partner.
- Listing in printed Expo Guide schedule.
- Inclusion in mobile app schedule.

★ 86th ANNUAL MEETING BUSINESS SUITES

\$15,000 PER SUITE

Thursday, September 22 – Saturday, September 24 (first-come, first-served while space is available)

- Meeting room within event facility with approximately 600-700 square feet in size for personal-use.
- One free-standing identifying sign provided outside of meeting room.

★ Headquarters Hotel Key Cards

\$12,000 EXCLUSIVE OPPORTUNITY

- Your organization branding on headquarters hotel key cards distributed to all attendees staying at the meeting hotel.
- Key Card graphics must be received, reviewed, approved and formatted for printing by August 15, 2016.

★ ATA Mobile App

\$7,500 (SHARED OPPORTUNITY)

- Recognition by way of rotating banner ad in the Mobile App throughout the meeting.
- Inclusion in onsite signage as Mobile App supporter.
- Acknowledgment in printed Expo Guide.

★ Hotel Venue Floor Decals

\$5,000 PER DECAL (SHARED OPPORTUNITY); \$14,000 (EXCLUSIVE 3-DECAL OFFER)

- Floor decals in primary/multiple traffic areas of event venue.
- Designated locations to be determined.
- Design and content subject to ATA approval.

★ Laugh Shots Photo Sponsorship

\$5,000 (www.laughshgots.com)

ATA Annual Dinner Banquet: Friday, September 23, 7:30 PM – 11:00 PM

- Logo included on border of printed pictures distributed during event.
- Recognition in Expo Guide Schedule.





**86TH ANNUAL MEETING OF THE
AMERICAN THYROID ASSOCIATION
SUPPORT OPPORTUNITIES**

THYROID EXPO
2016

☆ Attendee 'Power-Up' Charging Stations /Attendee Gathering Spots

\$5,000 PER STATION

- Opportunity to sponsor one or more 'power-up areas' positioned throughout the event venue.
- Acknowledgment in printed Expo Guide as event supporter.
- Acknowledgment on Power-Up Station signage as event supporter.

☆ Thyroid Expo Guide 2016

**HALF PAGE AD: Black & White - \$1,250; 4-color - \$2,000
FULL PAGE AD: Black & White - \$2,500; 4-color - \$4,000**

- Expo guide will include exhibitor listing with logo and brief description, an expo hall map, expo theater listings, meeting at-a-glance, ancillary and satellite program listings.
- Expo Guide will be provided to all attendees in registration packets.
- Expo Guide ads must be received, reviewed, approved and formatted for printing by August 15, 2016.

☆ Hotel Venue Free-Standing Signs

FREESTANDING SIGNS - \$3,500

- Opportunity for single sign in high traffic area of event venue.
- Designated locations to be determined by the ATA.
- Design and content subject to ATA approval.

☆ Annual Meeting Bag Insert

\$3,000 PER INSERT

(First-come, first-served; limited number of opportunities available)

- One-pager or maximum 6-page brochure/pamphlet; printed copies must be provided by company; suggested order numbers = 1200 copies.
- Insert included in the meeting bag distributed to every attendee.
- Inserts must be received at meeting facility by Monday, September 19 for inclusion in bag.

☆ ATA Pre-Registration One-Time Mailing List Rental

\$750 - Per List, One-time use

Exclusive offer for 86th Annual Meeting exhibitors or sponsors only. NOTE: ATA must approve materials to be sent in advance of list receipt.

☆ ATA Sponsorship Opportunities

To inquire about continuing medication education (CME) grant or other sponsorship opportunities to support scientific symposia, workshops or other programming at the 86th Annual Meeting of the ATA, please contact the ATA at thyroid@thyroid.org.





86th ANNUAL MEETING OF THE AMERICAN THYROID ASSOCIATION (ATA) AND THYROID EXPO 2016

Meeting Dates: September 21-25, 2016 Expo Dates: September 21-24, 2016

COMPANY INFORMATION

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____ COUNTRY: _____

COMPANY TELEPHONE: _____ COMPANY FAX: _____

COMPANY WEBSITE: _____

PRODUCTS/SERVICES (Please check the most accurate description of your products and services; choose only one response):

- Pharmaceutical
- Ultrasound
- Research
- Medical software/equipment
- Diagnostics/testing
- Association/non-profit
- Patient Support
- Other (please explain): _____
- Thyroid treatments
- Publisher/educational materials
- Food/nutrition

EXHIBITOR CONTACTS(S) (Primary contact(s) within company to receive all details related to THYROID EXPO 2016; up to 2 contacts max allowed)

CONTACT 1: _____ CONTACT 2: _____

JOB TITLE: _____ JOB TITLE: _____

CONTACT 1 TELEPHONE: _____ CONTACT 2 TELEPHONE: _____

CONTACT 1 EMAIL: _____ CONTACT 2 EMAIL: _____

BOOTH RATES (please check one):

- 8' X 10' STANDARD BOOTH-\$5,000 USD (# of booths: _____)
- ULTRASOUND VENDOR BOOTH (8' X 10')-\$3,250 USD (# of booths: _____)
- NON-PROFIT ORGANIZATION (1 Table-top space only) \$750 USD (Full booths for non-profits available at full 8' X 10' booth rate) (# of booths: _____)
- 8' X 20' DOUBLE BOOTH-\$11,950 USD (# of booths: _____)
- 16' X 20' Island booth - \$24,950 USD (# of booths: _____)

BOOTH LOCATION PREFERENCE: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

IF NEW EXHIBITOR TO THE AMERICAN THYROID ASSOCIATION, REFERRED BY: _____

SPECIAL REQUIREMENTS/COMPETITORS (PLEASE DO NOT ASSIGN MY SPACE NEAR THE FOLLOWING COMPANIES): _____

PAYMENT INFORMATION

A CHECK (CHECK # _____) IS ENCLOSED FOR \$ _____ MADE PAYABLE TO AMERICAN THYROID ASSOCIATION (\$ USD ONLY)
(NOTE: Check must be in U.S. currency drawn on a U.S. bank.)

PLEASE CHARGE MY CREDIT CARD \$ _____ USD Cards Accepted: VISA MASTERCARD AMERICAN EXPRESS

NAME ON CREDIT CARD (Printed): _____

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

SIGNATURE: _____ DATE: _____

AGREEMENT

We agree to abide by all terms and conditions governing the THYROID EXPO 2016, as stated on this Application and Services for exhibit space for the 86th Annual Meeting of the ATA.

NAME (PLEASE PRINT): _____ TITLE: _____

COMPANY: _____

SIGNATURE: _____ DATE: _____

CANCELLATION POLICY: All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before July 15, 2016, they are entitled to a full refund minus a 10% processing fee. After July 15, 2016, but on or before August 12, 2016, the exhibitor is responsible for 50% of the contracted space. After August 12, 2016, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation. Withdrawal notice does not eliminate financial responsibility for booth with downsizing or withdrawing.

EXHIBITOR INFORMATION AND DOCUMENTS: The primary contact provided on the exhibitor application will receive all 86th Annual Meeting of the ATA and THYROID EXPO 2016 updates and information unless another designee is provided and authorized by the exhibitor. Each exhibit company will be provided with information and deadlines to register booth personnel and reserve hotel reservations a minimum of 12 weeks prior to the show. In addition, ATA will provide information and deadlines to receive information to include, but not limited to: a maximum 100-word brief description of the exhibitor, its services and/or products, the exhibitor company logo (jpeg and .eps photo format preferred), and the company's website address to be included in the meeting program book and other possible promotional materials. An exhibitor kit to assist with booth furnishings, any special arrangements and shipping to and from the show site will be provided by ATA's designated show manager to confirmed exhibitors a minimum of 12 weeks prior to the show.

PLEASE MAIL COMPLETED FORM TO:

86th Annual Meeting of the ATA and THYROID EXPO 2016
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



**86th ANNUAL MEETING OF THE
AMERICAN THYROID ASSOCIATION
(ATA) AND THYROID EXPO 2016
EXHIBIT HALL**

THYROID EXPO
2016

**Sheraton Denver
Downtown Hotel**





MEETING AT A GLANCE

THYROID EXPO 2016

September 21-25, 2016
Sheraton Denver Downtown Hotel

TIME	WEDNESDAY, 9/21/2016	THURSDAY, 9/22/2016	FRIDAY, 9/23/2016	SATURDAY, 9/24/2016	SUNDAY, 9/25/2016
7:00	Registration Opens 6:30 AM - 8:30 PM	Registration Open 7:30 AM - 5:15 PM	Registration Open 7:30 AM - 5:15 PM	Registration Open 7:30 AM - 5:15 PM	Registration Open 7:45 AM - 11:15 AM
8:00	Advanced Ultrasound Course 7:00 AM - 5:15 PM (Separate registration required)	Plenary Lecture 8:00 AM - 8:45 AM	Plenary Lecture 8:00 AM - 8:45 AM	Van Meter Lecture 8:00 AM - 8:45 AM	Symposium 8:00 AM - 9:15 AM
9:00		Highlighted Oral Abstracts (4 total) 8:45 AM - 9:45 AM	Oral Abstracts (4 Clinical/4 Basic) 8:45 AM - 9:45 AM	Short Call Oral Abstracts (4 total) 8:45 AM - 9:45 AM	
10:00	Exhibitor Move In 8:00 AM - 6:00 PM Exhibit Hall Open 7:30 PM - 9:00 PM	Exhibit Hall Open 9:30 AM - 4:30 PM	Exhibit Hall Open 9:30 AM - 4:30 PM	Exhibit Hall Open 9:30 AM - 1:30 PM	Thyroid Cancer Tumor Board 9:20 AM - 11:00 AM
		Poster Review and Break 9:45 AM - 10:30 AM	Poster Review and Break 9:45 AM - 10:30 AM	Poster Review and Break 9:45 AM - 10:30 AM	
11:00	Ridgway Trainees' Conference Clinical and Basic Programs 8:00 AM - 4:00 PM (Separate registration required)	Symposia (Clinical/Basic) 10:30 AM - 11:45 AM	Symposium 10:30 AM - 11:45 PM	Symposia (Clinical/Basic) 10:30 AM - 11:45 AM	8 th ANNUAL MEETING ENDS 11:00 AM
12:00		Discussion-Debates/ MTP Workshops 11:50 AM - 12:35 PM	Discussion-Debates/ MTP Workshops 11:50 AM - 12:35 PM	Discussion-Debates/ MTP Workshops 11:50 AM - 12:35 PM	
1:00	ATA Board of Directors Meeting 8:30 AM - 2:00 PM	Lunch on Your Own/ Poster Review on Your Own/ ATA Expo Theater 12:35 PM - 1:30 PM	Lunch on Your Own/ Poster Review on Your Own/ ATA Expo Theater 12:35 PM - 1:30 PM	Lunch on Your Own/ Poster Review on Your Own/ ATA Expo Theater 12:35 PM - 1:30 PM Exhibit Hall Closes at 1:30 PM	<p>Agenda subject to change.</p> <p>www.thyroid.org</p>  <p>AMERICAN THYROID ASSOCIATION FOUNDED 1923</p> <p>American Thyroid Association 6066 Leesburg Pike, Suite 550 Falls Church, VA 22041 Phone: 703-998-8890 Fax: 703-998-8893 E-mail: thyroid@thyroid.org</p>
	Satellite Programming (Various TBD)	Sidney H. Ingbar Award Lecture 1:30 PM - 2:15 PM	Lewis E. Braverman Award Lecture 1:30 PM - 2:15 PM	Paul Starr Award Lecture 1:30 PM - 2:15 PM	
2:00	ATA Committee/Task Force Meetings 3:00 PM - 4:15 PM	Oral Abstracts (5 Clinical/5 Basic) 2:20 PM - 3:35 PM	Arthur Bauman Clinical Symposium 2:20 PM - 3:35 PM	Symposium 2:20 PM - 3:35 PM	
3:00	WIT Networking Meeting (ticketed event) 4:15 PM - 5:00 PM	Poster Review and Break 3:35 PM - 4:15 PM	Poster Review and Break 3:35 PM - 4:15 PM	Break 3:35 PM - 3:45 PM	
4:00	Welcome Remarks and Opening Session 5:30 PM - 7:30 PM	Clark Sawin Historical Vignette 4:15 PM - 4:50 PM	ATA Research Grant Recipients 4:15 PM - 5:00 PM	Oral Abstracts (5 Clinical/5 Basic) 3:45 PM - 5:00 PM	
5:00		Discussion-Debates/ MTP Workshops 4:55 PM - 5:40 PM	Discussion-Debates/ MTP Workshops 5:05 PM - 5:50 PM	Discussion-Debates/ MTP Workshops 5:05 PM - 5:50 PM	
6:00		ATA Annual Business Meeting 5:45 PM - 7:00 PM	NETWORKING ON YOUR OWN	NETWORKING ON YOUR OWN/ Satellite Programming TBD	
7:00	Opening Networking Meeting in the Exhibit Hall 7:30 PM - 9:00 PM	NETWORKING ON YOUR OWN/ Satellite Programming TBD	ATA Annual Dinner Meeting/Banquet 7:30 PM - 11:00 PM		

