

AMERICAN THYROID
ASSOCIATION®
ANNUAL MEETING
2023
WASHINGTON, DC
SEPTEMBER 27 - OCTOBER 1, 2023



Exhibit & Sponsorship Opportunities



AMERICAN THYROID ASSOCIATION
Optimal Thyroid Health for All

WHAT'S INSIDE

Join us for the 2023 ATA Annual Meeting	1-2
Meeting Dates & Highlights	3
Sponsor and Exhibit Packages	5-8
Sponsorship Add-on Opportunities	9-12
Sponsor & Exhibit Application and Contract.	13-16
Rules and Regulations	17-20

ABOUT THE ATA® AND WHAT SETS US APART

This year, the American Thyroid Association® (ATA) is excited to celebrate 100 years of service as the premier global organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA's membership is made up of 1700+ clinicians, researchers, surgeons, advanced practice providers, and related professionals from 70 countries around the world. We value the opportunity to work together with our members and partners in support of our mutual goals of improving the lives of thyroid patients worldwide.

ATA's 2023 Annual Meeting will bring together healthcare professionals interested in expanding their knowledge of thyroid diseases and disorders. The **fully in-person** meeting will draw more than 1,300 healthcare professionals and researchers with interest and expertise in the fields of endocrinology, oncology, nuclear medicine, internal medicine, surgery, pathology, radiation oncology, cytology, biology, pharmacology, and related areas.

WHY PARTICIPATE

NETWORK – Gain direct access to more than 1,300 clinicians and researchers focused on thyroid-related diseases and thyroid cancer. These thought leaders seek to access and learn the latest technologies and therapies to improve patient treatments and outcomes.

VISIBILITY – Strengthen your brand recognition as a leader in the field and supporter of the world's largest community of thyroid professionals. Demonstrate your commitment to the field by partnering with the ATA this year.

CONTACTS

Event Management
Gwynn Breckenridge
ataevents@thyroid.org
(703) 998-8890

Grants, Sponsorships and Corporate Partnerships
Kelly Hoff, Director of Development
khoff@thyroid.org
(703) 888-3814

REACH THE INFLUENCERS

Reach your target audience this year as a sponsor! There are sponsorship packages and à la carte opportunities designed to provide visibility with the leading experts in endocrinology and surgery across all career stages. By sponsoring and exhibiting, you will reach clinicians and researchers who work in a variety of settings, including academia, private practice, group practice, hospitals, military/government, and independent research institutions. From thyroid cancer to hypothyroidism and thyroid eye disease, attendees look for the latest breakthroughs and treatment protocols to improve patient outcomes. We have thoughtfully designed this year’s partner prospectus to provide optimal visibility over the course of the meeting. We cannot wait to see you and your team this fall in Washington, DC!

Sponsors benefit from:

- Direct access to the decision-makers in thyroidology
- Unmatched collegiality and sense of community
- Access to contacts to expand your business and team productivity
- Networking with leading global thyroid specialists dedicated to innovation, team-based approaches to treatment and care, excellence in practice and education

PAST ATTENDEE STATS

Primary Professional Role

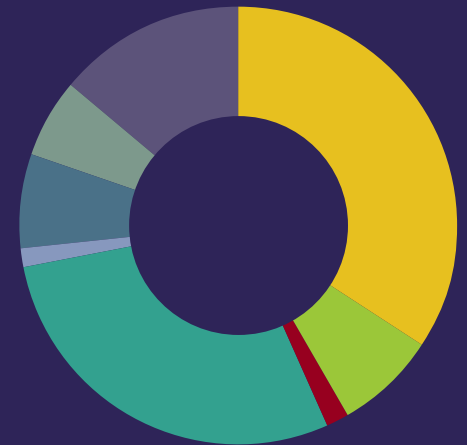


- Clinical Practitioner
- Clinical Researcher
- Fellow
- Basic Science/Lab Investigator
- Resident
- Educator
- Medical Student
- Advanced Practice Provider
- Program Director
- Other
- Unknown

Attendees from more than 60 countries. Top countries represented:



Workplace Setting



- Academia
- Corporate/Industry
- Government/Military
- Hospital
- Managed Healthcare System
- Single Specialty/Group Practice
- Other
- Unknown

Specialty



KEY MEETING DATES AND HIGHLIGHTS

Subject to change. Visit thyroid.org for updates.

CONFERENCE DATES AND TIMES:

Wednesday, September 27, 2023

7:00 AM – 5:30 PM

Thursday, September 28, 2023

7:00 AM – 6:15 PM

Friday, September 29, 2023

7:00 AM – 6:00 PM

Saturday, September 30, 2023

7:00 AM – 5:00 PM

8:00 PM – 11:00 PM – Centennial Party

Sunday, October 1, 2023

8:15 – 11:15 AM

EXHIBITION DATES AND TIMES:

Times are subject to change. Exhibitors are encouraged to be in their booths during all opening hall hours.

Thursday, September 28, 2023

10:00 AM - 4:00 PM

Friday, September 29, 2023

9:50 AM - 4:00 PM

Saturday, September 30, 2023

9:50 AM - 1:00 PM

PROGRAM HIGHLIGHTS

SESSION TOPICS

- Artificial Intelligence
- Nuclear Medicine from Diagnosis to Treatment in Benign and Malignant Thyroid Lesions
- Thyroid Subclinical Disease and Cardiovascular Risk
- Understand Current Evidence for Redifferentiation Therapy
- Social Media for the Social Thyroidologist
- Thyroid Mood and Cognition
- Thyroid and Aging, Treatment in the Elderly
- Oncocytic Tumors - New Definition and How They Differ from Previous Classifications
- The use of Thyroid Analogues in the Treatment of Non-Thyroidal Disease
- New omic Approaches in Understanding Thyroid Disease
- Rationale for Combination Therapy in Progressing BRAF Positive Cancer
- Thyroid & Pregnancy Guidelines Preview
- Endocrine Disrupting Chemicals and the Thyroid: High Time to Act
- Impact of Drugs on Thyroid Physiology
- Cancer Syndrome with Non-Medullary Thyroid Cancer
- The Roles of Autophagy and Thyroid Hormone in the Pathogenesis and Treatment of NAFLD
- Recent Progress on the Effect of Thyroid Hormone Signaling in Development in Animal Models
- Change in Treatment of Hyperthyroidism Over the Century

NEW IN 2023!

- Leadership Strategies Pre-Meeting Course
- Interventional Endocrinology Pre-Meeting Course
- Reinvented E. Chester Ridgway Trainee Conference

DON'T FORGET TO SUBMIT YOUR ABSTRACTS

Abstract Deadline: April 2, 2023

Late Breaking Abstract Submissions Open: May 10, 2023

Late Breaking Abstract Deadline: June 25, 2023

Abstract Categories

Autoimmunity
Disorders of Thyroid Function
Health Disparities/Health Equity
Iodine Uptake and Metabolism
Pediatrics
Surgery
Pregnancy & Development
Thyroid Cancer
Thyroid Hormone Action, Metabolism and Regulation
Thyroid Imaging
Thyroid Nodules & Goiter
Special for Centennial: Thyroid History

[View the abstract submission guide.](#)

EVENT SPONSORSHIP

We invite your company to bring your portfolio of the latest insights and innovations to enhance and expand attendee knowledge and resources. Participation in ATA's 2023 Meeting during our Centennial year will increase your company's visibility and recognition well beyond the on-site event! We are pleased to offer the following sponsorship packages and à la carte options to showcase your company at the leading thyroid professional education event of the year! Please note - partners must be confirmed THYROID EXPO 2023 Exhibitors or Sponsors to be eligible for additional support/sponsorship opportunities.

	Platinum \$75K	Gold \$55K	Silver \$35K
8' x 10' Exhibit Booth	Yes	Yes	Yes
Bag Insert	Yes	Yes	Yes
Color Program & Expo Guide Ad	Full Page	Full page	Half page
Mobile App Banner Ad	Yes	\$2.5k	\$5k
Direct Marketing Attendee Message (sent by ATA)	Yes	\$5k	\$10k
Full Event Registrations	3	2	1
Recognition on Onsite Signage	Logo	Logo	Logo
Recognition in Program & Expo Guide	Logo	Logo	Logo
Acknowledgement on Event Website	Yes	Yes	Yes
Acknowledgement in Select Attendee Emails	Yes	Yes	Yes
Bag Sponsor	\$	\$	\$
Exhibit Hall Visibility	\$	\$	\$
Charging Stations	\$	\$	\$
Elevator Door Wraps	\$	\$	\$
Column Wraps	\$	\$	\$
Hotel Key Cards	\$	\$	\$
Headshot Photo Station	\$	\$	\$
Mobile App Ads and Messaging	\$	\$	\$
Networking Activity Sponsorships	\$	\$	\$
Attendee Experience Sponsorships	\$	\$	\$
Priority Points for 2024 ATA Annual Meeting Exhibit Space Selection	3	2	1

MARKETING & VENUE VISIBILITY:

Bag Sponsor | \$25,000
Hotel Key Cards | \$20,000
Mobile App Splash Screen | \$15,000
Mobile App Banner Ad | \$5,000
Mobile App Push Notification - \$5,000
Program & Expo Guide Ads+ | \$2,000-\$7,500
Registration Portal Ad | \$7,500

Attendee Experience Sponsorships:

Headshot Photo Station | \$15,000
Charging Stations | \$5,000
Personal Portable Phone Charger Sponsor | \$15,000
Wellness Package Sponsor | Custom
Bag Insert | \$5,000
Direct Marketing E-mail Communication | \$10,000
Exhibit Hall Floor Tile | \$7,500
Elevator Door Wraps | \$25,000
Column Wraps | \$15,500
Venue Free-Standing Signs - \$4,500 - \$7,500

Networking Activity Sponsorships:

Centennial Party Sponsor | \$25,000
Women In Thyroidology (WIT) Sponsor | \$10,000
DEI Networking Sponsor | \$5,000
Morning Coffee Sponsor | \$7,500 per (4 available)
Expo Hall Networking Break | \$30,000 per (3 available)

RIDGWAY TRAINEE EVENT SPONSORSHIP

Support the future of thyroidology as a sponsor of dedicated trainee programming or networking activities inspired by the legacy of E. Chester Ridgway. Acknowledgment will be provided similar to general event sponsor recognition.

Program Event Sponsor (non-CME) - \$15,000 (non-exclusive)

CME Session Sponsor - \$25,000

Networking Coffee Breaks - \$5,000 each

Networking Reception - \$10,000 each



THYROID EXPO 2023: EXHIBIT BOOTH

Booth package includes:

- Booth space in THYROID EXPO 2023 Exhibit Hall
- Logo, company description and primary company website address listed in printed Program & Expo Guide
- Inclusion in ATA meeting mobile app exhibitor listing and exhibit map
- Exhibitor listing on the 2023 Annual Meeting web page
- Complimentary meeting registrations (see specifics below)

All interior booth furniture, equipment, food and beverage, cleaning and supplies are at cost to each exhibitor. The hotel ballroom floor is fully carpeted.

Booth opportunities available until hall fills.

Booth Size	Rates	Booth Rate Includes
8' X 10' Standard booth	\$6,250	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge & one (1) exhibits-only access badge
8' X 10' Ultrasound vendor booth	\$5,000	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge & one (1) exhibits-only access badge; participation in ATA ultrasound course(s) guaranteed if confirmed by July 31, 2023.
8' X 20' Double booth	\$13,700	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, two (2) full-access exhibitor badge & two (2) exhibits-only access badge
16' X 20' Island booth	\$39,500	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, four (4) full-access exhibitor badge & four (4) exhibits-only access badge
Non-Profit Organization **	\$925	Pipe and drape, ID sign, one (1) 6' skirted table, two (2) side chairs, one (1) recyclable wastebasket, one (1) full-access exhibitor badge

** Qualified 501(c)3 non-profit organizations are eligible for the non-profit rate. Proof of non-profit status documentation is required with application; non-profit rate honored with proof of hotel reservation in headquarters hotel. ATA will assign non-profit tabletop space based on space/availability.*

*Booth assignment requests will be considered, but cannot be guaranteed. **Business suites are available for \$7,500. Please contact Kelly Hoff to confirm a business suite.***

THYROID EXPO 2023: Expo Theaters

\$30,000 Each

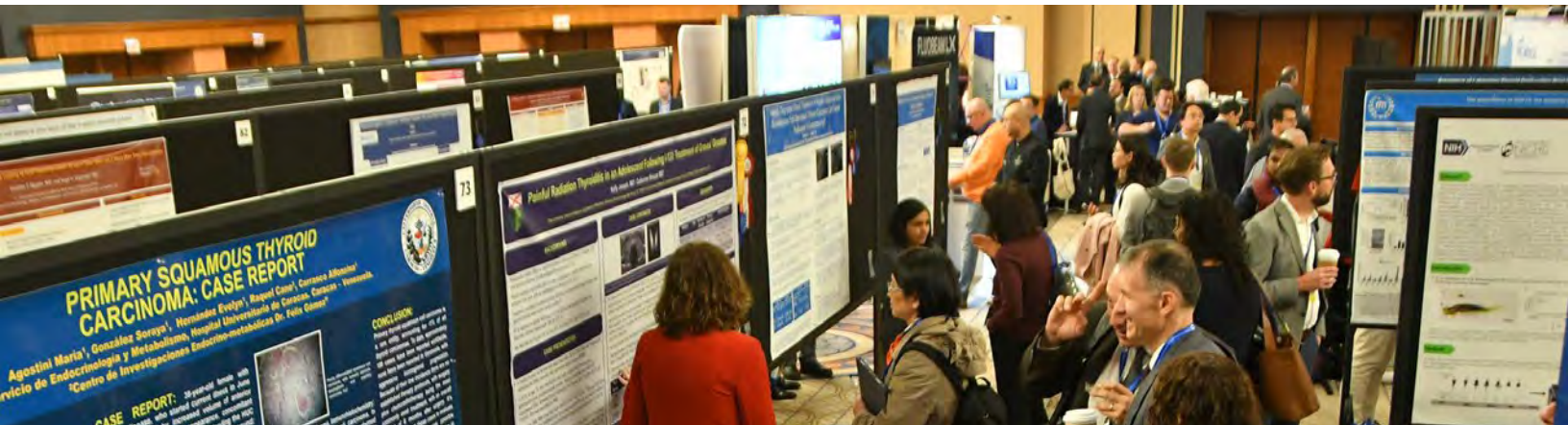
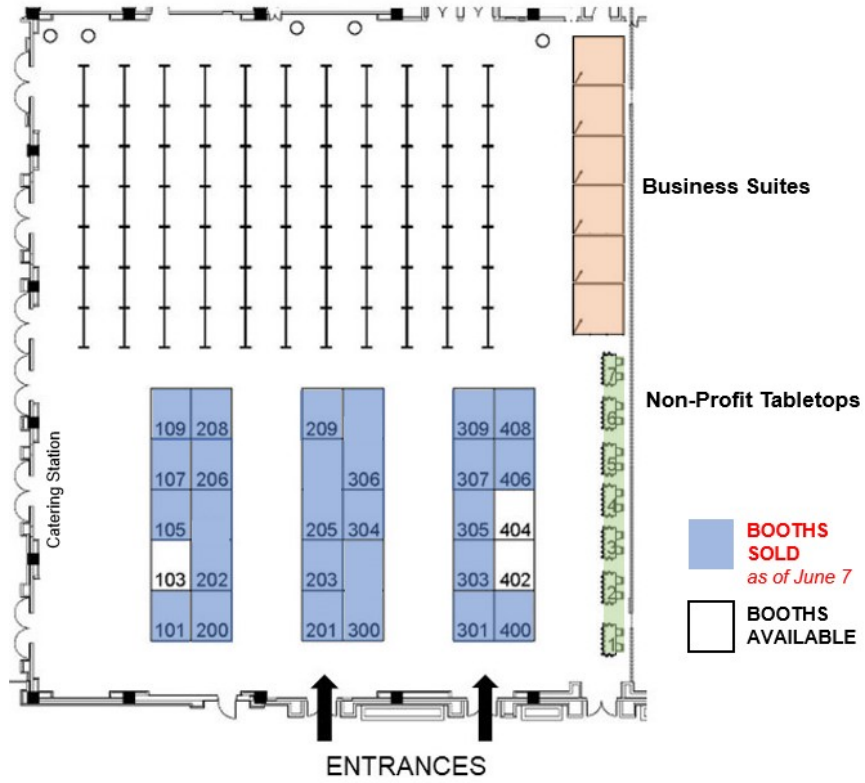
To accommodate maximum attendance, the Expo Theaters will be located in a dedicated meeting room separate from the exhibit hall. There are 7 Expo Theater opportunities planned.

Thursday, September 28, 2023
11:45 AM – 12:45 PM
3:00 – 4:00 PM

Friday, September 29, 2023
11:30 AM – 12:30 PM
3:00 – 4:00 PM
5:00 – 6:00 PM

Saturday, September 30, 2023
11:30 AM – 12:30 PM
1:50 – 2:50 PM

EXHIBIT HALL FLOORPLAN



SPONSORSHIP ADD-ON OPPORTUNITIES

MARKETING & VENUE VISIBILITY

ATA ANNUAL MEETING BAG SPONSOR - \$25,000

Exclusive Opportunity. Have your company's logo on the official event meeting bag distributed to all meeting attendees.

HEADQUARTERS HOTEL KEY CARDS - \$20,000

Exclusive opportunity to have your company's logo/branding on the headquarters hotel key cards distributed to all attendees staying at the meeting hotel.

MOBILE APP SPLASH SCREEN - \$15,000

Have your brand visible for attendees every time the app is launched. Attendees use the meeting app to access the schedule, abstracts, and more!

MOBILE APP PUSH NOTIFICATION - \$5,000

Drive traffic to your booth or Expo Theater through a push notification on our mobile app. Only two sponsored push notifications will be sent daily.

PROGRAM & EXPO GUIDE ADS

Opportunity to have an ad placed in the ATA Program & Expo Guide distributed to all meeting attendees at registration. Expo Guide ads should be submitted to ATA for review and approval to prepare for printing by July 1, 2023.

Inside Front Cover Ad: 4-color - \$7,500

Back Exterior Cover Ad: 4-color - \$7,500

Half Page Ad: 4-color - \$2,000

Full Page Ad: 4-color - \$4,000

MOBILE APP BANNER AD - \$5,000

Opportunity to have your company logo appear on the ATA meeting mobile app downloaded by over 60% of meeting attendees. Rotating banner ads, shared opportunity, metrics available post-meeting.

Banner Ad on Registration Website - \$7,500

Be seen by all attendees at the start of their journey to the 2023 ATA Annual Meeting Shared opportunity is limited to 3 sponsors.



(Banner ad display example)

ATA Annual Meeting Bag Insert - \$5,000

Shared opportunity - one bag insert is available for purchase per exhibit company or sponsor. Handout/insert included in the ATA meeting bag distributed to every attendee at meeting registration. One-pager and up-to 6-page brochure/pamphlet; partner responsible for printed copies and delivery to venue by Friday, September 22, 2023. Suggested quantity is 1300. Insert subject to ATA review/approval before printing.

Direct Marketing E-mail Communication - \$10,000 (Limited Availability)

Opportunity to reach attendees with a targeted, customized e-mail either pre-or post-event. Creation of message is responsibility of sponsor and subject to ATA review and approval. Message sent on your behalf from the society to all attendees who have agreed to receive third-party messages and who are not restricted by GDPR regulations. Aggregate analytics available post-event. Limit one per partner.

Exhibit Hall Floor Tile - \$7,500

Emphasize your brand in the entrance to THYROID EXPO 2023. Highlight your logo/message on a 10x20 floor tile placed at the inside of the entrance to the exhibit hall. (One available)

Elevator Door Wraps (4)- \$25,000 (Exclusive)

Opportunity to provide visibility for your organization on two elevator banks on the main level of the conference outside the exhibit hall and plenary session room.

Column Wraps - \$15,500 (4 available)

Opportunity to provide visibility for your organization on a column outside (4-side) of the exhibit hall and plenary session room.

ATTENDEE EXPERIENCE SPONSORSHIPS

Professional Headshot Sponsor - \$15,000

Excellent opportunity to support this fun and in-demand attendee experience that will be hosted at the ATA exhibit booth. Sponsor acknowledgement will be notably displayed at the photography station during booth hours.

Charging Stations - \$5,000

Personal Portable Phone Charger Sponsor - \$15,000 – Exclusive Opportunity

Help attendees keep their phones charged with a personal power bank. Imprint of sponsor name will be applied on one side.

Wellness Sponsor

Please contact Kelly Hoff, khoff@thyroid.org at ATA if you are interested in supporting a wellness package at the event!

NETWORKING ACTIVITY SPONSORSHIPS

Centennial Party Entertainment Sponsor - \$25,000

Exclusive sponsorship opportunity for the Saturday evening Centennial Celebration. Sponsorship supports non-food and beverage entertainment components only. Sponsor will be acknowledged on signage at the party, on the meeting event website, in the Expo Guide, in the meeting mobile app, and at the start of the party.

Women In Thyroidology (WIT) Session Sponsor (Non-CME) - \$10,000

Exclusive sponsorship opportunity for the session and 30-minute reception following session Sponsor acknowledgement on signage for the WIT event, on the 2023 ATA Annual Meeting website, in the Expo Guide, in the meeting mobile app, and at the start of the WIT session

Diversity, Equity and Inclusion Networking Session Sponsor (Non-CME) - \$5,000

Show your commitment to the ATA and diversity, equity, and inclusion by sponsoring this year's networking session. Sponsor acknowledgement on signage for the event, on the 2023 ATA Annual Meeting website, in the Program & Expo Guide, in the meeting mobile app, and at the start of the session.

Morning Coffee Sponsor - \$7,500 (4 available)

Sponsor the day's morning coffee service and highlight your organization when attendees arrive for the opening plenary session each day. Sponsor can supply branded cups/napkins. Benefits include branded table tents and logo on signage.

Exhibit Hall Networking Break Sponsor - \$30,000 (3 available)

Sponsor a networking break in the exhibit hall while attendees visit booths and view the poster presentations. Sponsor can supply branded cups/napkins. Benefits include branded table tents and logo on signage.

2023 ATA Annual Meeting Ancillary Event - \$3,000 per event (Available to Confirmed Exhibit and Sponsor Partners Only)

Meeting room located in meeting facility provided by the ATA. Cost of A/V and food and beverage is not included. NOTE: Space obtained outside of the ATA official meeting venue is also subject to ATA approval and relevant fees.

**Presentation topic and content subject to ATA review/approval. Medical education partners should contact the ATA if they would like to conduct an on-site session during the meeting.*

CME and Other Sponsorship/Support Opportunities

To inquire about continuing medication education (CME) educational grants, ATA clinical management guidelines pocket card sponsorships or other opportunities to support scientific symposia, workshops or other programming at the annual meeting, please contact Kelly Hoff at khoff@thyroid.org.



American Thyroid Association (ATA) 2023 Annual Meeting SPONSORSHIP & EXHIBIT APPLICATION AND CONTRACT

COMPANY INFORMATION

Company Name: _____

Address: _____

City/State/Zip: _____

Country: _____

Company Telephone: _____

Company Fax: _____

Company Website: _____

CONTACT(s) Primary contact(s) within company to receive all details related to this sponsorship; up to 2 contacts max allowed. The contact information for these individuals will be provided to the registration company and show decorator for booth and registration follow up.

Contact 1: _____

Job Title: _____

Contact 1 Telephone: _____

Contact 1 Email: _____

Contact 2: _____

Job Title: _____

Contact 2 Telephone: _____

Contact 2 Email: _____

PRODUCTS/SERVICE

Please check the most accurate description of your products and services; chose only one response:

Pharmaceutical

Diagnostics/testing

Thyroid treatments

Ultrasound

Association/non-profit

Publisher/educational materials

Research

Patient support

Food/nutrition

Medical software/equipment

Other (please explain): _____

EVENT SPONSORSHIP:

Platinum (\$75,000) Gold (\$55,000) Silver (\$35,000)

\$ _____

Sponsor Booth Location Preference

1st _____

2nd _____

3rd _____

4th _____

5th _____

Special requirements/competitors (please do not assign my space near the following companies):

EXHIBIT BOOTHS

- 8' X 10' Standard booth - \$6,250 USD (# of booths: _____) \$ _____
- 8' X 10' Ultrasound vendor booth - \$5,000 USD \$ _____
- 8' X 20' Double booth - \$13,700 USD (# of booths: _____) \$ _____
- 16' X 20' Island booth - \$39,500 USD (# of booths: _____) \$ _____
- Non-profit organization - \$925 \$ _____

Booth location preference: 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____

Special requirements/competitors (please do not assign my space near the following companies):

EXPO THEATERS - \$30,000 EACH

September 28, 2023

- 11:45 AM - 12:45 PM \$ _____
- 3:00 - 4:00 PM \$ _____

September 29, 2023

- 11:30 AM - 12:30 PM \$ _____
- 3:00 - 4:00 PM \$ _____
- 5:00 - 6:00 PM _____

September 30, 2023

- 11:30 AM - 12:30 PM \$ _____
- 1:50 - 2:50 PM \$ _____

Please indicate 2nd and 3rd choice date and time in case your 1st choice is already reserved.

Total Expo Theatres \$ _____

MARKETING AND VENUE VISIBILITY

- Annual Meeting Bag Sponsor - \$25,000 \$ _____
- Hotel Key Cards - \$20,000 \$ _____
- Mobile App Splash Screen | \$15,000 \$ _____
- Mobile App Banner Ad | \$5,000 \$ _____
- Mobile App Push Notification - \$5,000 \$ _____
- Registration Portal Ad | \$7,500 \$ _____
- Bag Insert | \$5,000 \$ _____
- Direct Marketing E-mail Communication | \$10,000 \$ _____
- Exhibit Hall Floor Tile | \$7,500 \$ _____
- Elevator Door Wraps | \$25,000 \$ _____
- Column Wraps | \$15,500 \$ _____

Venue Free-Standing Signs

- One-sided display - \$4,500 \$ _____
- Double-sided display - \$7,5000 \$ _____

Program & Expo Guide 2023 Ads

- Inside Front Cover Ad: 4-color - \$7,500 \$ _____
- Back Exterior Cover Ad: 4-color - \$7,500 \$ _____
- Full Page Ad: 4-color - \$4,000 \$ _____
- Half Page Ad: 4-color - \$2,000 \$ _____

Attendee Experience Sponsorships:

- Headshot Photo Station | \$15,000 \$ _____
- Charging Stations | \$5,000 \$ _____
- Personal Portable Phone Charger Sponsor | \$15,000 \$ _____
- Wellness Package Sponsor | Custom \$ _____

Networking Activity Sponsorships:

- Centennial Party Sponsor | \$25,000 \$ _____
- Women In Thyroidology (WIT) Sponsor | \$10,000 \$ _____
- DEI Networking Sponsor | \$5,000 \$ _____

Morning Coffee - \$7,500 each (4 available)

- Thursday, September 28, 2023 \$ _____
- Friday, September 29, 2023 \$ _____
- Saturday, September 30, 2023 \$ _____
- Sunday, October 1, 2023 \$ _____

Exhibit Hall Networking Break Sponsor - \$30,000 (3 available)

- Thursday, September 28, 2023 \$ _____
- Friday, September 29, 2023 \$ _____
- Saturday, September 30, 2023 \$ _____

Total Session & Event Options \$ _____

CONTINUING MEDICAL EDUCATION OPPORTUNITIES

If your organization is interested in supporting overall CME activities and/or supporting an educational grant for other programming, grants please contact Kelly Hoff at khoff@thyroid.org.

PAYMENT INFORMATION

Check # _____ made payable to the American Thyroid Association

Please send the check to ATA, 2000 Duke Street, Suite 300, Alexandria, VA 22314 (NOTE: Check must be in U.S. currency drawn on a U.S. bank.)

ACH Payment

Please email your signed contract to thyroidfinance@thyroid.org. Once your signed application is received, we will follow up to provide ACH transfer details.

AGREEMENT and AUTHORIZATION

- We agree to abide by all terms and conditions governing ATA's Annual Meeting Partner Engagement Opportunities as stated in this application and contract. We further agree to abide by the Rules and Regulations and ATA Code of Conduct applicable to these partner opportunities. Submit application by email to: thyroidfinance@thyroid.org.

Name (please print): _____

Title: _____

Company: _____

Signature: _____

Date: _____

Thank you for your interest and partnership, we look forward to welcoming you to 2023 ATA Annual Meeting!

SPONSOR & EXHIBITOR RULES AND REGULATIONS

HEALTH & SAFETY: The health and wellness of attendees, sponsors, exhibitors, staff, and vendors is of utmost importance. American Thyroid Association (ATA) may require that all attendees, sponsors, exhibitors, staff and vendors have up to date COVID-19 vaccines. ATA reserves the right to require negative COVID-19 tests and/or masks during the event.

SHOW MANAGEMENT: Show management for THYROID EXPO 2023 will be provided by Alliance Nationwide Exposition. Alliance Nationwide Exposition 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 2023. A detailed show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors in April 2023. 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 & CONFIRMATION OF SPONSORSHIPS/EXPO THEATERS: Space, sponsorships, and Expo Theaters are assigned based on priority points for past sponsors, and then on a first-come, first-served basis. ATA will try to honor choice of space/sponsorship/Expo Theaters as noted on the contract in the order requested. In the event that preferred space/date/time are not available, ATA reserves the right to assign alternative space/date/time. 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.

NON-PROFIT ORGANIZATIONS: 501(c) nonprofit organizations must attach IRS documentation with contract and payment. Nonprofits will be assigned booths or tabletops at random and are limited to one full-access badge.

BOOTH & SPONSORSHIP PAYMENT: Payment in full is due when the contract is signed. Checks should be made payable in US Dollars (USD) to the American Thyroid Association (Federal Tax ID # 41-6038600) for the full amount of the booth and sponsorship with the application/contract signed and sent to the American Thyroid Association, Inc., 2000 Duke Street, Suite 300, Alexandria, VA 22314. Please email meetings@thyroid.org to request a copy of the ATA's W-9. Contracts received from companies that have any outstanding balances due to ATA will not be processed until delinquent accounts are paid in full. Sponsors & exhibitors that are not paid in full will not be permitted to exhibit or receive sponsorship benefits.

PERSONNEL: The ATA requests that the names of all company representatives (exhibit and sponsor personnel) be registered online. One (1) complimentary exhibitor full-access badge and one (1) exhibits-only access badge is available per each 8' X 10' exhibit space payment. Additional exhibitor-only badges are available at a discounted rate. All additional full-access exhibitor badges (beyond the total stated herein) are available at the prevailing individual meeting registration rate.

CANCELLATION & REDUCTION POLICY: All cancellations and/or reductions must be submitted in writing to meetings@thyroid.org. Cancellations or changes to agreements covered by these Sponsor & Exhibitor Rules and Regulations on or before July 15, 2023 will be refunded at 50%. No refunds will be extended after July 15, 2023 and sponsors and exhibitors will be responsible for the full cost of the agreement. Withdrawal from sponsor or exhibitor agreements does not automatically eliminate financial responsibility for sponsorship or virtual engagement commitments. If ATA should be prevented or materially affected from conducting the 2023 ATA Annual Meeting or from providing any sponsorship benefits due to circumstances beyond its control, including but not limited to, acts of God; war; curtailment or interruption of transportation facilities; strikes or imminent threat thereof; threats of acts of terrorism or similar acts; disease; any restrictions; resolutions and regulations (Including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America or Canada; state department or other governmental or international agency travel advisory; full or partial government closure; prohibition or limitation of travel by any government employees; corporate and educational institution travel restrictions; civil disturbance; or any other cause beyond the parties' control, or if ATA determines not to offer the Event at its sole discretion, ATA will move your exhibit or sponsorship into the ATA 2023 Annual Meeting virtual platform, or if ATA is unable to provide the sponsorship benefits for a virtual

convention, ATA will move your sponsorship or exhibitor investment to the ATA 2024 Annual Meeting. A vaccine requirement for the 2023 Annual Meeting will not be a cause for cancellation.

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.

BOOTH INFORMATION: Displays must fit within the confines of your booth space. All standard booths are 8 feet wide and 10 feet deep 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.

LITERATURE DISTRIBUTION: Exhibitors and sponsors may distribute materials only from the assigned booth. NO materials may be placed on seats, attached to walls, ceilings or woodwork in the facility, left in public places or distributed in the aisles of the exhibit hall or public spaces. Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and their representatives (including models) only within their own booths. ATA may reject any or all materials in its sole discretion. Distribution of any printed material, showing of equipment or product presentations to ATA registrants or guests by exhibitors, other than in the exhibitors' assigned booth space during the official dates of the meeting are prohibited.

SELLING OF PRODUCTS OR SERVICES: Selling of any products or services without prior approval from the ATA is strictly prohibited. Any violation will result in eviction from the exhibit floor with no refund of payment

No warnings will be given. It is the responsibility of individual exhibitors to obtain necessary city, province or state sales permits where required. It is further the responsibility of individual exhibitors to file all necessary city, province or state tax forms where required. The ATA shall not be responsible for obtaining or issuing sellers permits or the filing or collection of taxes on sales. The ATA shall not be liable for individual exhibitors who do not have the required documentation on file with appropriate agencies.

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. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refund will be made for space reserved.

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 \$1,500 USD and loss of priority points 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.

SPONSOR & EXHIBITOR INFORMATION AND DOCUMENTS: The primary contacts provided on the exhibitor application will receive all of the meeting/sponsor/exhibitor updates and information unless another designee is provided and authorized by the exhibitor. Each 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/sponsor, its services and/or products, the exhibitor/sponsor 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. ATA reserves the right to edit exhibitor/sponsor descriptions if necessary due to space limitations and style guidelines. 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.

The ATA will provide the exhibit management company and registration company with the sponsor/exhibitor's primary contact and secondary contact information for the purposes of communicating information about the exhibitor services kit, registration links/information and any other essential information for the purposes of the sponsorship/exhibit. By signing the contract, the exhibitor/sponsor gives permission for the contact information to be shared as described.

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 2023 shall be at the expense of the exhibitor/sponsor.

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 Marriott Marquis Washington DC from any liability whatsoever. Exhibiting companies are required to provide ATA's show management Alliance Nationwide Exposition with a certificate of insurance prior to the show noting the dates of the 2023 ATA Annual Meeting, October 19 – October 23, 2023, and coverage for the ATA, Alliance Expo, and Marriott Marquis DC. Exhibitor/sponsor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official THYROID EXPO 2023 vendor to assemble any special booth layout or plans.

HANGING SIGNS AND GRAPHICS: Hanging signs and graphics are allowed only above standard island booths and with restrictions. If you are interested in utilizing a hanging sign, please contact ATA Meeting management. 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. The costs associated with hanging signs and graphics are the exhibitor's responsibility.

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.

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 Marriott Marquis and to hold harmless the ATA, its representatives and the Marriott Marquis; 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 Marriott Marquis 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/sponsoring at THYROID EXPO 2023, exhibitors/sponsors grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the exhibitor/sponsor in any directory or listing of the meeting exhibitors/sponsors 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. Nothing in the exhibit or sponsor packages imply ATA's endorsement or approval of any sponsors, exhibitors or their products and services. The sponsor/exhibitor may not, therefore, state or imply either verbally or in printed literature, that their product or service is approved, endorsed, or recommended by ATA.

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.

EXPO THEATERS: Companies sponsoring Expo Theaters may not refuse entry to the Expo Theater.

REGULATION ENFORCEMENT: ATA has full power to interpret and enforce all regulations for the 2023 ATA Annual Meeting 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.

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.

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 Marriott Marquis.

MEETING CODE OF CONDUCT & SOCIAL MEDIA

POLICY: All exhibitors, sponsors and attendees agree to follow ATA's Virtual Meeting Code of Conduct & Social Media Policy.

The American Thyroid Association has the full authority to interpret or amend these rules, and its decision is final. Exhibitors and sponsors agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the American Thyroid Association. The exhibitor waives any rights or claims of damages arising out of enforcement of any rules contained herein.



AMERICAN **THYROID** ASSOCIATION

Optimal Thyroid Health for All