GEORGIA SOCIETY OF OTOLARYNGOLOGY/HEAD & NECK SURGERY 2016 ANNUAL MEETING

EXHIBITOR PROSPECTUS

THURSDAY, JULY 28 - SUNDAY, JULY 31
THE Ritz Carlton | AMELIA ISLAND, FL
**Exhibitor Information**

**AGENDA AT A GLANCE**

**Thursday, July 28, 2016***
- 4:00 PM - 6:00 PM: Exhibitor Registration & Setup
- 6:00 PM - 7:30 PM: Welcome Reception (All are invited)

**Friday, July 29, 2016***
- 6:30 AM - 7:00 AM: Exhibitor Registration & Setup
- 7:00 AM - 1:00 PM: Exhibitor Viewing
- 7:30 AM - 8:30 AM: Breakfast & Exhibit Viewing
- 8:00 AM - 1:00 PM: Scientific Assembly
- 10:00 - 10:30 AM: Break & Exhibit Viewing

**Saturday, July 30, 2016***
- 7:00 AM - 12:00 PM: Exhibitor Viewing
- 7:30 AM - 8:30 AM: Breakfast & Exhibit Viewing
- 8:00 AM - 1:00 PM: Scientific Assembly
- 10:00 - 10:30 AM: Break & Exhibit Viewing
- 1:00 PM: Exhibitor Breakdown
- 6:30 PM: Dinner Party

*(This is a ticketed event. # of tickets included in patron level. Additional tickets may be purchased.)*

*Agenda times are subject to change.

**HOTEL INFORMATION**

Group rates are available. To make your reservation call 888-239-1217 and reference GSO/HNS Summer Meeting 2016. Room rate is $279/night plus tax for a coastal view room. Reservation must be made by June 27, 2016 in order to be guaranteed the group rate.

**SET-UP & BREAK-DOWN**

The Exhibit Hall will be open for set-up from 4:00 PM until 6:00 PM on Thursday, July 28, 2016. If you are unable to set up between these hours, you must set-up on Friday morning, July 29, 2016 beginning at 6:00 AM and be ready to exhibit promptly at 7:00 AM. Only one table per exhibitor is allowed unless additional tables are purchased.

You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM on Saturday, July 30. Due to strict rules and regulations all exhibit areas must be clean and free of debris before departing. If you wish, you may neatly leave additional materials for attendees to take on their own.

**SHIPPING**

The following information must be included on all packages to ensure proper delivery:
- The Ritz Carlton Amelia Island
- Attention: Bill Fassbender
- 4750 Amelia Island Parkway
- Amelia Island, FL 32034
- HOLD FOR: (Recipient Name/Company Name)
- Box # (i.e. Box 1 out of 4)

**LOAD-IN**

Please ship all deliveries to arrive no earlier than 3 days prior to the event. All deliveries must be cleared and scheduled with the Event Services Department. The Cloister at Sea Island takes no responsibility for delivered items and cannot inventory items when they arrive. Equipment must be loaded and unloaded at the loading dock or pre-loading dock in accordance with the Resort’s rules and local ordinances. Exhibitors are responsible for covering the costs of their shipping fees.

**LOAD-OUT**

If items need to be shipped out after the meeting, representatives may leave their deliveries in the exhibitor room; however, all shipping materials must be labeled. Representatives should have all the necessary forms needed to ship out packages as they will not be provided.
# Patron Levels

## Platinum Level

- One month online banner on the GSO/HNS website (Includes your company’s logo, clickable link to your company’s website and a short 75-words or less “About Us”)
- Company logo noted as a Platinum Patron with clickable link to your website on the GSO/HNS website
- Recognition in the ENTertainer newsletter as a Platinum Patron
- A/V Support - Your company name and logo will be displayed in the conference room on the overhead until scientific meeting begins. (Logo to be removed at meeting start time in accordance with CME regulations)
- Company logo noted as a Platinum Patron on patron signage throughout the GSO/HNS Annual Meeting
- Recognition in conference app noted as a Platinum Patron
- Banner ad in conference app and three (3) push notifications in conference app
- 50-words or less company description in conference app
- Complimentary registration for five (5) company representatives
- Complimentary tickets for four (4) representatives for the dinner party
- Exclusive top-placement in exhibit hall
- One 6’ exhibit table and two (2) chairs

<table>
<thead>
<tr>
<th>Platinum Level</th>
<th>$4,500</th>
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<tbody>
<tr>
<td>Company name</td>
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<td>Recognition</td>
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<td>Placement</td>
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<td>Banner</td>
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<td>Pushes</td>
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<td>Tickets</td>
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<td>Exhibit Hall</td>
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## Gold Level

- Company logo noted as a Gold Patron with clickable link to your website on the GSO/HNS website
- Recognition in the ENTertainer newsletter as a Gold Patron
- Company logo noted as a Gold Patron on patron signage throughout the GSO/HNS Annual Meeting
- Recognition in conference app noted as a Gold Patron
- 50-words or less company description in conference app
- Complimentary registration for four (4) company representatives
- Complimentary tickets for three (3) representatives for the dinner party
- Priority placement in exhibit hall
- One 6’ exhibit table and two (2) chairs

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<thead>
<tr>
<th>Gold Level</th>
<th>$3,500</th>
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<tbody>
<tr>
<td>Company name</td>
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<td>Recognition</td>
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<tr>
<td>Placement</td>
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<td>Banner</td>
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</table>

## Silver Level

- Company name noted as a Silver Patron on the GSO/HNS website
- Recognition in the ENTertainer newsletter as a Silver Patron
- Company name noted as a Silver Patron on patron signage throughout the GSO/HNS Annual Meeting
- Recognition in conference app noted as a Silver Patron
- 50-words or less company description in conference app
- 1 push notification in conference app
- Complimentary registration for three (3) company representatives
- Complimentary tickets for two (2) representatives for the dinner party
- Assigned placement in exhibit hall
- One 6’ exhibit table and two (2) chairs

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<thead>
<tr>
<th>Silver Level</th>
<th>$2,500</th>
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<tr>
<td>Company name</td>
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<td>Recognition</td>
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<td>Placement</td>
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<td>Banner</td>
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## Bronze Level

- Company name noted as a Bronze Patron on the GSO/HNS website
- Company name noted as a Bronze Patron on patron signage throughout the GSO/HNS Annual Meeting
- Recognition in conference app noted as a Bronze Patron
- Complimentary registration for two (2) company representatives
- Complimentary tickets for one (1) representative for the dinner party
- Assigned placement in exhibit hall
- One 6’ exhibit table and two (2) chairs

<table>
<thead>
<tr>
<th>Bronze Level</th>
<th>$1,750</th>
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<tbody>
<tr>
<td>Company name</td>
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<td>Recognition</td>
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Exhibitor Support

Food & Beverage Stations
Your exhibit booth will be strategically placed next to your selected food or beverage station. This is a great opportunity to ensure that your sales representatives will be able to interact and establish relationships with physicians.

Food & Beverage Station Perks:
- Ability to provide cocktail napkins with your company logo on them
- Ability to provide coffee mugs with your company logo on them (Available to Coffee/Tea Hosts only)
- Company signage will be provided at a station

<table>
<thead>
<tr>
<th>Food &amp; Beverage</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Coffee/Tea*</td>
<td>$1,000</td>
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<tr>
<td>Soft Drinks/Water</td>
<td>$600</td>
</tr>
<tr>
<td>Snack Breaks</td>
<td>$400</td>
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</tbody>
</table>

Cocktail Reception
Sponsor the Georgia Society of Otolaryngology Cocktail Reception. Signs will be displayed at the Cocktail Reception.

<table>
<thead>
<tr>
<th>Cocktail Reception</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Cocktail Sponsor</td>
<td>min. of $500</td>
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</table>

Dinner Party Sponsor (2 reps included)
Sponsor the Georgia Society of Otolaryngology Dinner Party. Signs will be displayed at the Dinner Party.

<table>
<thead>
<tr>
<th>Dinner Party</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Dinner Sponsor</td>
<td>$1,500</td>
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</tbody>
</table>

Online Marketing

Online Banner*
(7.5” x 1”) Your advertisement will be featured on our website. Includes a clickable link to your website. *Limited availability. Included in Platinum Level.

Company Spotlight
Features your logo, clickable link to your website, headshot of your local sales representative, contact information, and a short 50-words or less “About Us”.

<table>
<thead>
<tr>
<th>Online Banner</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Banner (7.5” x 1”)</td>
<td>$400/mo.</td>
</tr>
<tr>
<td>Single Page Banner (7.5” x 1”)</td>
<td>$300/mo.</td>
</tr>
<tr>
<td>Company Spotlight</td>
<td></td>
</tr>
<tr>
<td>Home Page (3.5” x 4.5”)</td>
<td>$500/mo.</td>
</tr>
<tr>
<td>Single Page (3.5” x 4.5”)</td>
<td>$350/mo.</td>
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</tbody>
</table>

E-Marketing

ENTertainer E-Newsletter
This publication is published 3 times a year and is distributed to over 400+ GSO/HNS members.

<table>
<thead>
<tr>
<th>Publication</th>
<th>Deadline</th>
<th>Distribution Date</th>
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</thead>
<tbody>
<tr>
<td>WINTER</td>
<td>Jan 15, 2016</td>
<td>February</td>
</tr>
<tr>
<td>SPRING</td>
<td>May 15, 2016</td>
<td>June</td>
</tr>
<tr>
<td>FALL</td>
<td>Sept 15, 2016</td>
<td>October</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENTertainer E-Newsletter 3x Issues Total</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Tier</td>
<td>$3,000</td>
</tr>
<tr>
<td>2nd Tier</td>
<td>$1,000</td>
</tr>
<tr>
<td>3rd Tier</td>
<td>$750</td>
</tr>
</tbody>
</table>

Note: All content is subject to approval.

Questions regarding the ENTertainer should contact:
Karen Manning
karen@theassociationcompany.com

*Course or Job Posting - $250
*All pricing above is for 3 issues total and includes color. Black & White advertising is not available.
EXHIBITOR REGISTRATION

GEORGIA SOCIETY OF OTOLARYNGOLOGY ANNUAL SUMMER MEETING
JULY 28 - 31, 2016 | THE RITZ CARLTON AMELIA ISLAND | AMELIA ISLAND, FL

1 CONTACT INFORMATION

Company Name

Office Contact

Address

City, State, Zip

Phone (Required)

Email Address (Required)

2 EXHIBITOR ATTENDEES & ACTIVITIES

Main Attendee/Name Badge 1

Phone

E-mail Address

Additional Name Badges (# of reps is included in Patron level. Any rep above what is noted in your patron level is an additional $200/rep.)

ACTIVITIES

☐ We will attend the Thursday Opening Reception.
   ___ Number Attending (All are invited to attend)

☐ We will attend the Saturday Night Dinner Party.
   ___ Number Attending (Tickets Included in Sponsor Level. Additional tickets above what is noted in level may be purchased.)

3 PATRON LEVELS

On or Before June 28, 2016

☐ Platinum - $4,500
☐ Gold - $3,500
☐ Silver - $2,500
☐ Bronze* - $1,750

After June 28, 2016

☐ Platinum - $4,600
☐ Gold - $3,600
☐ Silver - $2,600
☐ Bronze* - $1,850

4 ADDITIONAL FEES

☐ Additional Representatives - $200 each*
   *Additional company representatives may not be purchased at the Bronze patron level.
   Quantity     Total
   ____     $______

☐ Additional Table(s) - $500 each
   Quantity     Total
   ____     $______

☐ Additional Adult Dinner Tickets - $125 each
   Quantity     Total
   ____     $______

☐ Additional Children Dinner Tickets (Ages 6-17) - $35
   Quantity     Total
   ____     $______

5 EXHIBITOR SUPPORT ADD-ONS

☐ Coffee/Tea - $1,000
☐ Soft Drinks/Water - $600
☐ Snack Breaks - $400
SOCIAL EVENTS SPONSOR

☐ Friday Cocktail Reception Sponsor - Support in increments of $500 $_____
☐ Dinner Party Sponsor - $1500 $_____
*3 sponsorships available

Total Amt $_____

ONLINE MARKETING ADD-ONS

ENTertain E - Newsletter Advertisment (3x issue minimum purchase and includes color)
☐ Top Tier - $3,000
☐ 2nd Tier - $1,000
☐ 3rd Tier - $750

REGISTRATION TOTAL

Package Add-On Description

Section 3 Total - Patron Level $_____
Section 4 Total - Additional Fees $_____
Section 5 Total - Add-Ons $_____
Section 6 Total - Social Events Sponsor $_____
Section 7 Total - Online Marketing $_____

TOTAL $_____

COMPANY DESCRIPTION

Descriptions must be 50-words or less and will be published in activity program for meeting attendees.
(Excludes Bronze Patrons).

REGISTRATION CHECKLIST

☐ Registration Form & Contract
☐ Company Logo -- .AI, .EPS or High-Res JPEG (300 DPI)
☑ Email Logo to Karen@TheAssociationCompany.com
☐ Company Description (Excludes Bronze Patrons)
☐ Payment

HOW CAN I REGISTER?

1. Online: www.GAneurosurgical.org
2. Fax: 305.422.3327
3. Mail: (please make checks payable to GNS)
   GNS
   6134 Poplar Bluff, Suite 101
   Norcross, GA 30092
Questions? Contact Karen at 404.731.3167 or Karen@theassociationcompany.com.
EXHIBITOR CONTRACT TERMS
1. If purchased, each company will have one (1) table for the Annual Georgia Society of Otolaryngology Annual Spring Meeting.
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. A maximum of two (2) sales representatives are allowed to exhibit at the meeting upon payment unless additional representatives are noted based on patron level. Each additional representative is $200.
4. All sound equipment must be regulated so that it does not disturb neighboring exhibits. Georgia Society of Otolaryngology (GSO/HNS) reserves the right to determine at what point sound constitutes interference with others and must be discontinued. Due to regulations by the music industry regarding music at public meetings, conventions and shows, exhibitors may not play music during the trade show, either live or recorded.
5. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
6. GSO/HNS authorizes exhibitors to make retail sales of tangible personal property or service subject to sales tax. The exhibitor shall be solely responsible for any local, state or federal tax liability resulting from this contract or other tax implication arising from activities while exhibiting at the meeting.
7. Booths must be kept clean. The floor and display areas of the booth must be clear of debris. Exhibitors will be liable for any extra clean-up costs incurred due to displays, food machines and other means.
8. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
9. Objectionable practices by exhibitors or official suppliers should be reported immediately to GSO/HNS management and not after the show is completed.
10. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
11. It is agreed that GSO/HNS and the host facility shall not be liable for any damage to, or destruction of, any exhibit from any cause or for the theft or disappearance of any exhibit or any property contained in or about the exhibit booth area.
12. The exhibitor agrees to indemnify and hold harmless GSO/HNS and the host facility or their employees or their representatives against any and all liabilities for damage, injury or loss to all persons and any and all claims arising out of acts or omissions of exhibitors, their employees or their representatives.
13. GSO/HNS will only refund exhibitors who are pre-registered the cost of booth space and will not be held responsible or liable for charges or damages for any failure of performance due to acts of nature, labor disputes, and shortage of materials, governmental authority, or other circumstances beyond reasonable control of either party.
14. Neither GSO/HNS nor the venue maintains insurance covering property brought onto or stored on the venue’s premises by exhibitors and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
15. Exhibitors will not offer educational/training programs within the show facility simultaneous to the GSO/HNS and related programs.
16. This agreement includes a one-time list of pre-meeting and post-meeting attendees.

BOOTH CONSTRUCTION
17. All electrical work and electrical wiring must be approved and installed in accordance with regulations established by the officials of the Fire Marshal’s Office.
18. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
19. All materials used for decorating must be flameproof.
20. Construction and signs that are above 8 feet in height must be approved by the GSO/HNS.
21. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
22. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
23. In order to meet the set-up deadline, the GSO/HNS management reserves the right to order labor to set-up any exhibit that is not in the process of being erected by 7:00 AM Friday, July 28, 2016 The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM Saturday, July 30, 2016.
24. The interpretation of all rules and regulations is the responsibility of the GSO/HNS Executive Committees or their designated representative.
25. All decisions of said group or representatives are final.

PAYMENT
Exhibitors must guarantee payment in full due to the amount selected on the exhibitor registration form before or on the date of the meeting or exhibitors will not be able to exhibit.

REFUND POLICY
Cancellations for all registered exhibitors 30+ days prior to the meeting date are eligible for 50% refund. Cancellation 29 days or less before the meeting date are not eligible for a refund.

AGREEMENT
As an exhibitor, I agree and adhere to all policies and regulations. If for any reason, the meeting must be canceled, management is not liable for any costs other than entry space fees that are already pre-paid. If the date or location must be changed for any reasons beyond management’s control, it is agreed that the booth fee is non-refundable as a date or location change will be provided. Should my company decide to cancel this agreement and not exhibit at the event, a 50% refund will be issued if cancelled 30+ days prior to the meeting date. Cancellations 29 days or less before the meeting date are not eligible for a refund.

Signature: ____________________________________________  Date: ________________________________