

# GEORGIA SOCIETY OF OTOLARYNGOLOGY/ HEAD & NECK SURGERY **2018** ANNUAL MEETING

## EXHIBITOR PROSPECTUS



THURSDAY, JULY 19 -  
SUNDAY, JULY 22

LOEWS ROYAL PACIFIC | ORLANDO, FL

**GSO  
HNS**

The Georgia Society of  
Otolaryngology/Head & Neck Surgery

# EXHIBITOR INFORMATION

## AGENDA AT A GLANCE

### Thursday, July 19, 2018\*

4:00 PM - 6:00 PM Exhibitor Registration & Setup  
6:00 PM - 7:30 PM Welcome Reception  
(All are invited)

### Friday, July 20, 2018\*

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 21, 2018\*

7:00 AM - 12:00PM 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  
6:30PM 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

The Loews Royal Pacific Resort is offering a group room rate. Please call the Loews Reservations Center, 866-360-7395 mention the Georgia Society of Otolaryngology when booking.

Group room rates (Run of the House):

Single Rate - \$229/night (plus taxes and resort fee)  
Double Rate - \$229/night (plus taxes and resort fee)  
Triple Rate - \$254/night (plus taxes and resort fee)  
Quad Rate - \$279/night (plus taxes and resort fee)

*Must make room reservations before June 18, 2018 in order to be guaranteed the group room 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 19, 2018. If you are unable to set up between these hours, you must set-up on Friday morning, July 20, 2018 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 21. 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

Shipping details will be emailed out prior to the meeting.

## 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 Loews 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

\$4,500

- One 6' exhibit table and two (2) chairs
- Complimentary registration for five (5) company representatives
- Complimentary tickets for five (5) representatives for the dinner party
- Exclusive top-placement in exhibit hall
- 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

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## GOLD LEVEL

\$3,750

- One 6' exhibit table and two (2) chairs
- Complimentary registration for four (4) company representatives
- Complimentary tickets for four (4) representatives for the dinner party
- Priority placement in exhibit hall
- Company logo noted as a Gold Patron with clickable link to your website on the GSO/HNS website
- 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
- 2 push notifications in conference app

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## SILVER LEVEL

\$2,750

- One 6' exhibit table and two (2) chairs
- Complimentary registration for three (3) company representatives
- Complimentary tickets for three (3) representatives for the dinner party
- Company name noted as a Silver Patron on the GSO/HNS website
- 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
- Assigned placement in exhibit hall

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## BRONZE LEVEL\*

\$2,000

- One 6' exhibit table and two (2) chairs
- Complimentary registration for two (2) company representatives
- Complimentary tickets for two (2) representative for the dinner party
- 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
- Assigned placement in exhibit hall

\*Additional reps may not be purchased at the Bronze Level

# 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

FOOD & BEVERAGE	
Coffee/Tea*	\$1,000
Soft Drinks/Water	\$600
Snack Breaks	\$400

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## WELCOME RECEPTION SPONSOR

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

WELCOME RECEPTION	
Reception Sponsor	\$1,000

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## DINNER PARTY SPONSOR(2 reps included)

Sponsor the Georgia Society of Otolaryngology Dinner Party . Signs will be displayed at the Dinner Party.

DINNER PARTY	
Dinner Sponsor	\$3,000

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## NAME BADGE LANYARDS

Because every attendee is required to wear a name badge during all meeting times — they will be wearing your brand around their necks at all times! Sponsor will produce and provide 65 lanyards.

NAME BADGE LANYARDS	
Lanyard Sponsor	\$1,000

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## 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".

Online Banner	
Home Page Banner (7.5" x 1")	\$400/mo.
Single Page Banner (7.5" x 1")	\$300/mo.
Company Spotlight	
Home Page (3.5" x 4.5")	\$500/mo.
Single Page (3.5" x 4.5")	\$350/mo.

# EXHIBITOR REGISTRATION

Georgia Society of Otolaryngology/Head & Neck Surgery Annual Summer Meeting  
July 19 - 22, 2018 | The Loews Royal Pacific | Orlando, FL

## CONTACT INFORMATION

Company Name:	Name:	
Address:	Suite:	
City:	State:	Zip:
Phone:	Fax:	
E-mail Address:		

## SPONSORSHIP LEVELS:

- |   |   |
|---|---|
| On or Before June 19, 2018:                 | After June 19, 2018:                        |
| <input type="checkbox"/> PLATINUM - \$4,500 | <input type="checkbox"/> PLATINUM - \$4,600 |
| <input type="checkbox"/> GOLD - \$3,750     | <input type="checkbox"/> GOLD - \$3,850     |
| <input type="checkbox"/> SILVER - \$2,750   | <input type="checkbox"/> SILVER - \$2,850   |
| <input type="checkbox"/> BRONZE - \$2,000   | <input type="checkbox"/> BRONZE - \$2,100   |

## ADD-ONS:

- Additional table - \$700
- Coffee/Tea Sponsor - \$1,000
- Soft Drinks/Water Sponsor - \$600
- Snack Food Break Sponsor - \$400
- Welcome Reception Sponsor - \$1,000
- Saturday Night Dinner Party Sponsor - \$3,000
- Name Badge Lanyard Sponsor - \$1,000
- Online Advertising - Home Page Banner- \$400.00
- Online Advertising - Single Page Banner-\$300.00
- Online Advertising - Company Spotlight HomePage-\$500.00
- Online Advertising - Company Spotlight Single Page-\$350.00

## EXHIBITOR NAMES (Please refer to exhibitor levels to see how many representatives your sponsorship includes)

Rep #1 Name:	Email Address:
Rep #2 Name:	Email Address:
<input type="checkbox"/> Additional Representatives - \$250 per rep ( <i>additional reps may not be purchased at the bronze level</i> ) Names: _____	

## METHOD OF PAYMENT

CHECK\*       VISA       MC       AMEX      **TOTAL: \$ \_\_\_\_\_**

\*Make checks payable to GSO/HNS. Check must be received prior to the event or you will not be allowed to exhibit.

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Credit Card No.: \_\_\_\_\_ CVV Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

PLEASE EMAIL THIS FORM TO CATHY@THEASSOCIATIONCOMPANY.COM OR FAX TO (305) 422-3327 OR MAIL YOUR REGISTRATION AND PAYMENT TO: GSO/HNS, 6134 POPLAR BLUFF CIRCLE, SUITE 101, NORCROSS, GA 30092

# Contract

## 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 \$250.
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 20, 2018. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM, Saturday, July 21, 2018.
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: \_\_\_\_\_

**GSO/HNS OFFICE**

6134 Poplar Bluff Circle, Suite 101, Norcross, GA 30092  
P. (770) 613-0932 | F. (305) 422-3327

[www.gsohns.org](http://www.gsohns.org)

