

GEORGIA SOCIETY OF OTOLARYNGOLOGY/ HEAD & NECK SURGERY 2021 ANNUAL MEETING

EXHIBITOR PROSPECTUS



THURSDAY, JULY 22 -
SUNDAY, JULY 25

THE RITZ CARLTON | AMELIA ISLAND, FL

GSO
HNS

The Georgia Society of
Otolaryngology/Head & Neck Surgery

Exhibitor Information

AGENDA AT A GLANCE

Thursday, July 22, 2021*

4:00 PM - 6:00 PM	Exhibitor Registration & Setup
6:00 PM - 7:00 PM	Welcome Reception (All are invited)
7:30PM	GSO/HNS Board Dinner (Sponsorship available)

Friday, July 23, 2021*

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 24, 2021*

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

Group room rate available at The Ritz Carlton Amelia Island. Please call 888-239-1217 to make your reservation and mention the GSO/HNS Summer Meeting 2021 to receive the group rate. Reservations must be made by Monday June 21, 2021 to be guaranteed* the room rate. (*room rate only good while rooms are still available in the block)

You can also book through the online reservations link: <https://book.passkey.com/go/SummerMeeting2021>

Rates:

Coastal View Rooms: \$309.00/night plus taxes and fees.

SET-UP & BREAK-DOWN

The Exhibit Hall will be open for set-up from 4:00 PM until 6:00 PM on Thursday, July 22, 2021. If you are unable to set up between these hours, you must set-up on Friday morning, July 23, 2021 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 24. 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

Gold Level

\$5,000

- Two 6' exhibit table and two (2) chairs per table
 - Complimentary registration for five (5) company representatives
 - Complimentary tickets for five (5) representatives for the dinner party
 - Exclusive top-placement in exhibit hall
 - Pre-Meeting Email Blast– Two (2) Email Blast to all GSO members and attendees highlighting your company and/or product.
 - 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 Gold Patron with clickable link to your website on the GSO/HNS website
 - Recognition in the ENTertainer newsletter as a Gold 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 Gold Patron on patron signage throughout the GSO/HNS Annual Meeting
 - Recognition in conference app noted as a Gold Patron
 - Banner ad in conference app and three (3) push notifications in conference app
 - 50-words or less company description in conference app
-

Silver Level

\$3,500

- One 6' exhibit table and two (2) chairs
 - Complimentary registration for four (3) company representatives
 - Complimentary tickets for four (3) representatives for the dinner party
 - Priority placement in exhibit hall
 - Pre-Meeting Email Blast– One (1) Email Blast to all GSO members and attendees highlighting your company and/or product
 - Company logo noted as a Silver Patron with clickable link to your website on the GSO/HNS website
 - Company logo 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 notifications in conference app
-

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

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:

- Option to provide cocktail napkins with your company/product logo on them
- Option to provide coffee mugs with your company/product logo on them (Available to Coffee/Tea Sponsors only)
- Company signage will be provided at a station

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

WELCOME RECEPTION SPONSOR

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

- Option to provide cocktail napkins with your company/product logo on them. Company/product logo signage will be provided.

WELCOME RECEPTION	
Reception Sponsor	\$1,500

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

BOARD DINNER SPONSOR

Sponsor and attend the Georgia Society of Otolaryngology Board Dinner on Thursday night. (only 1 available)

GSO/HNS BOARD DINNER	
Board Dinner Sponsor	\$3,000

PRODUCT THEATER/LUNCH SYMPOSIUM

Host a Non-CME Product Theater for attendees. Speaker can be in person or virtual (via Zoom link). Includes AV, room rental, lunch and email blast to attendees advertising the event. The event would be included on the agenda noting the speaker, topic, and your company name/product logo (if preferred). Company to provide the speaker and cover speaker fees.

LUNCH SYMPOSIUM SPONSOR	
Product Theater	\$7,500

CONFERENCE APP SPONSOR

Sponsor the GSO/HNS Conference App and we can place a Banner Ad or your company/product logo on every web page of the app.

CONFERENCE APP SPONSOR	
App Sponsor	\$750

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

MEETING ESSENTIALS SPONSORS

Facemask or Hand Sanitizer can be customized with your company/product logo. Each attendee will receive a facemask and hand sanitizer at check in.

Note: All Attendees and Exhibitors will be required to wear a mask while in the meeting spaces.

MEETING ESSENTIALS SPONSOR	
Facemasks	\$1,000
Hand Sanitizer	\$500

Exhibitor Registration Form

Georgia Society of Otolaryngology/Head & Neck Surgery Annual Summer Meeting
July 22 - 25, 2021 | The Ritz Carlton | Amelia Island, FL

CONTACT INFORMATION

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

SPONSORSHIP LEVELS:

- ☐ GOLD - \$5,000
☐ SILVER - \$3,500
☐ BRONZE - \$2,000

ADD-ONS:

- | | |
|--|---|
| <input type="checkbox"/> Additional table - \$800 | <input type="checkbox"/> Facemask Sponsor - \$1000 |
| <input type="checkbox"/> Coffee/Tea Sponsor - \$1,000 | <input type="checkbox"/> Hand Sanitizer Sponsor - \$500 |
| <input type="checkbox"/> Soft Drinks/Water Sponsor - \$600 | <input type="checkbox"/> Conference App Sponsor - \$750 |
| <input type="checkbox"/> Snack Food Break Sponsor - \$400 | |
| <input type="checkbox"/> Welcome Reception Sponsor - \$1,500 | |
| <input type="checkbox"/> Saturday Night Dinner Party Sponsor - \$3,000 | |
| <input type="checkbox"/> Thursday Night Board Dinner Sponsor - \$3000 | |
| <input type="checkbox"/> Product Theater - \$7,500 | |
| <input type="checkbox"/> Name Badge Lanyard Sponsor - \$1,000 | |

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 - \$350 per rep Names:	

METHOD OF PAYMENT

- ☐ CHECK (Make checks payable to GSO/HNS. Check must be received prior to the event or you will not be allowed to exhibit.)
☐ ACH/electronic payment - request invoice
☐ VISA ☐ MC ☐ AMEX

TOTAL: \$ _____

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 Summer 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 23, 2021. The cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM, Saturday, July 24, 2021.
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

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www.gsohns.org

