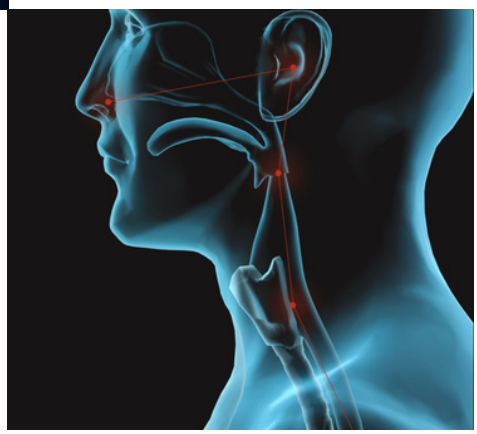
2022 FALL MEETING

GSO HNS
The Georgia Society of Otolaryngology/Head & Neck Surgery



Exhibitor Prospectus

DECEMBER 2 - 4, 2022
RITZ CARLTON REYNOLDS
LAKE OCONEE, GA

Georgia Neurological Society &
Georgia Society of Otolaryngology
Annual Fall Meetings

SPONSOR/EXHIBITOR INFORMATION

OVERVIEW

The Georgia Neurosurgical Society and The Georgia Society of Otolaryngology/Head & Neck Surgery will join together again at The Ritz Carlton Reynolds for their Annual Fall Meetings from December 2 - 4, 2022. During this event, the Physicians meet separately for their scientific sessions but share an exhibit hall.

An exhibit table (which includes name badges for 2 company representatives) is $2,000 with up to an additional 2 names badges being able to be purchased (for $250 each) along with several fantastic sponsorship options available to help maximize your presence at the conference. You can register at either:

- The GNS website (http://www.ganeurosurgical.org/meeting_fall_exhibitors.php)
- The GSO website (http://www.gsohns.org/meeting_fall_exhibitors.php)

MEETING LOCATION & IMPORTANT HOTEL INFORMATION

Due to the ongoing COVID pandemic that has affected every aspect of the hospitality world, our hotel partners have less negotiation room to provide us with additional rooms in our discounted block due to lower profitability (these are global factors that are unfortunately out of control).

Our most important commitment to you is for an ROI on your marketing dollars and that is to have as many attendees as possible for you to engage with during our meeting. *With that being said—**our attendees are most inclined to register to attend with the caveat that they are staying on-site for the meeting.*** *We have learned in years past those attendees will not attend at all if they are not staying on-site at the host hotel.*

So, what does that mean for you and your organization?

- All your representatives that are planning to attend may not be able to stay on-site at The Ritz Lake Oconee depending on current room availability.
- Some may wish to seek lodging outside of the room block at the full priced/ rack rate if they wish to stay onsite.
- Others may wish to seek alternatives such as Airbnb/VRBO and other hotel locations in the area.
- For those individuals who are not interested in the mentioned options, we are able to place those on a waitlist as we approach the meeting. *As a disclaimer: Being placed on a waitlist is not a guarantee that you will have a room to stay at The Ritz Lake Oconee for the meeting.*

We appreciate your patience and understanding in this situation—and are so grateful to your company's support for this meeting. As you can imagine, we want to have everyone involved to be able to stay at the hotel and enjoy the meeting fully — but *we must be cognizant of the main goal which is to have great attendance from our attendees.*

The Ritz-Carlton Reynolds (One Lake Oconee Trail, Greensboro, GA 30642)
The Ritz Carlton Reynolds, Lake Oconee is offering a group room rate.

Once we receive your exhibit registration, you will be emailed the information to make your room reservation at The Ritz.

For additional information, please contact Sabrina Crawford at Sabrina@theassociationcompany.com.

ON-SITE & VIRTUAL SPONSOR OPTIONS

For those unable to attend in person at the annual fall meeting of the The Georgia Neurosurgical Society & the The Georgia Society for Otolaryngology/Head & Neck Surgery but still want to show support for the societies, we are also offering a virtual sponsorship option.

ON-SITE PATRON EXHIBITOR $2,000

- 1 6ft Exhibit Table with Badges for 2 Reps
- Your Logo on Promotional Signage On-site
- Your Logo on GNS website
- Meeting Conference App – Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to Zoom link/video/survey/website with option for attendees to request more information.
- Pre and Post Attendee Registration List

VIRTUAL PATRON SPONSORSHIP $2,000

- 1 Pre-Meeting (EXCLUSIVE) Email Blitz OR 1 Post-Meeting (EXCLUSIVE) Email Blitz
- Your Logo on Promotional Signage On-site
- Your Logo on GSO/HNS website
- Meeting Conference App – Company Logo, Description, Website, Social Media, Representatives, PDFs, clickable links to Zoom link/video/survey/website with option for attendees to request more information.
- Pre and Post Attendee Registration List

ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you have funds in your budget, please consider supporting by sponsoring these additional opportunities >>

- **Cocktail Reception Sponsor** – A sign noting your sponsorship will be displayed on the beverage tables. You have the ability to provide napkins with your company logo. ($1000)
- **Breakfast Sponsor** - A sign noting your sponsorship will be displayed on the food tables. ($500)
- **Coffee/Tea/Water Sponsor** - A sign noting your sponsorship will be displayed on the beverage tables. You have the ability to provide napkins and coffee cups with your company logo. ($750)
- **Conference App Sponsor** - Includes your company banner ad on the Meeting App. Attendees will see this on every page of the app ($750)
- **Product Theater** - Host a Non CME product theater for attendees. Includes room rental, AV, and an email blast to attendees regarding the event. Company to provide the speaker and cover speaker fees. ($7,500)
- ***EXCLUSIVE* Lanyard Sponsor** - provide attendees lanyards for their name badge with your logo. ($1000)
- ***EXCLUSIVE* WIFI Passcode Sponsor** - Your COMPANY NAME will be the customized WIFI PASSWORD. Every attendee & exhibitor will be using the meeting WIFI. Your company name will be displayed at the registration table, on the meeting slides, and all users will be required to use your company name every time they log into the WIFI. ($2,000 ADD onto any in-person or virtual package OR $3,500 if purchased without a package. Please contact Sabrina at Sabrina@theassociationcompany.com directly for the latter option)
- ***EXCLUSIVE* Hand Sanitizer Sponsor** - provide mini hand sanitizers for attendees with you logo ($750)

CANCELLATION POLICY

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 December 2, 2022. Cancellations 29 days or less before December 2, 2022 are not eligible for a refund. Must allow 6-8 weeks for refund processing. If for any reason, the Annual Meeting must be cancelled, 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.

This form must be acknowledged in the online registration page to complete your exhibitor registration.

SPONSOR/EXHIBITOR CONTRACT

EXHIBITOR CONTRACT TERMS

1. If purchased, each company will have one (1) table for the GNS & GSO/HNS Annual Fall Meetings.
2. Exhibitors are required to have a representative at their table at all times during exhibit hours.
3. The number of sales representatives allowed to exhibit at the meeting is based upon the number assigned in patron level. Each additional badge per company representative is $250 per badge.
4. Exhibitor set-up begins on Friday, December 2 at 5:00 PM. You may break down your exhibit at anytime; however, all exhibits must be fully broken down by 2:00 PM, Sunday, December 4.
5. All sound equipment must be regulated so that it does not disturb neighboring exhibits. GNS & GSO/HNS reserves the right to determine at what point sound constitutes interference with others and must be discontinued.
6. 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.
7. Exhibitors will not be permitted to assign, sublet or share with others any part of the space allotted to them.
8. GNS & 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.
9. 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.
10. Use of electrical current is confined to lighting or the operation of such equipment that is harmless, noiseless and does not release undesirable odors.
11. Objectionable practices by exhibitors or official suppliers should be reported immediately to GNS & GSO/HNS management and not after the show is completed.
12. No children under 16 years of age will be allowed in the exhibit area at any time, unless accompanied by an adult.
13. It is agreed that GNS & 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.
14. The exhibitor agrees to indemnify and hold harmless GNS & 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.
15. GNS & 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.
16. Neither GNS & GSO/HNS nor the host hotel maintains insurance covering property brought onto or stored on the resort's premises by exhibitors, and it is the responsibility of the exhibitor to obtain or maintain such coverage at their own expense.
17. Exhibitors will not offer educational/training programs within the show facility simultaneous to the GNS & GSO/ HNS and related programs.
18. This agreement includes a one-time list of pre-meeting and post-meeting attendees.
19. MSL/Scientific Liaisons will only be permitted to attend on behalf of their organization if their organization is a registered exhibitor.

BOOTH CONSTRUCTION

1. 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.
2. No construction will be allowed at the sides or above the booth that may obscure the view of any adjacent booths.
3. All materials used for decorating must be flameproof.
4. Construction and signs that are above 8 feet in height must be approved by the GNS & GSO/HNS.
5. All applicable cities, county and state codes and ordinances must be complied with as well as those of the host facility.
6. Nothing shall be posted on, tacked, nailed or otherwise affixed to columns, walls, floors or other parts of the buildings, furniture or equipment.
7. In order to meet the set-up deadline, the GNS & 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 Saturday, December 3, 2022. T he cost for this labor will be paid by the exhibitor. All exhibits must be fully broken down by 2:00 PM, Sunday, December 4, 2022.
8. The interpretation of all rules and regulations is the responsibility of the GNS & GSO/HNS Executive Committees or their designated representative. All decisions of said group or representatives are final.

REFUND POLICY

Cancellations for all registered exhibitors 30+ days prior to December 2, 2022 are eligible for 50% refund. Cancellation 29 days or less before December 2, 2022 are not eligible for a refund.

You must agree to these Terms & Conditions during the online registration process in order to exhibit.

By signing this document, I agree and adhere to all policies and regulations. I guarantee payment in full due to the amount indicated on the exhibitor registration form before or on the date of the meeting or I understand that my company will not be able to exhibit. If for any reason, the GNS & GSO/HNS Annual Fall Meetings must be cancelled, 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 December 2, 2022. Cancellations 29 days or less before December 2, 2022 are not eligible for a refund. Must allow 6-8 weeks for refund processing.