

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

Reserve your exhibit booth today for  
**THYROID EXPO 2017**  
at the

87<sup>th</sup> Annual Meeting of the  
American Thyroid Association



**OCTOBER 18 - 22, 2017**

The Fairmont Empress & Victoria Conference Centre  
Victoria, British Columbia, Canada



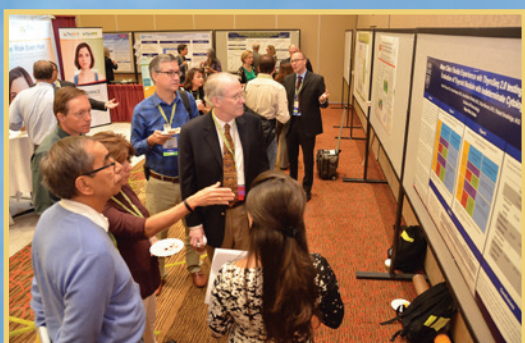
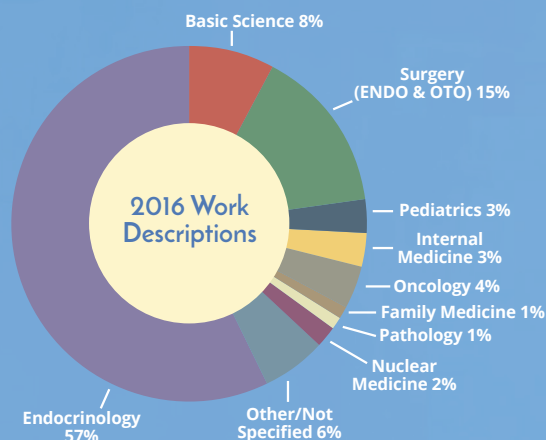
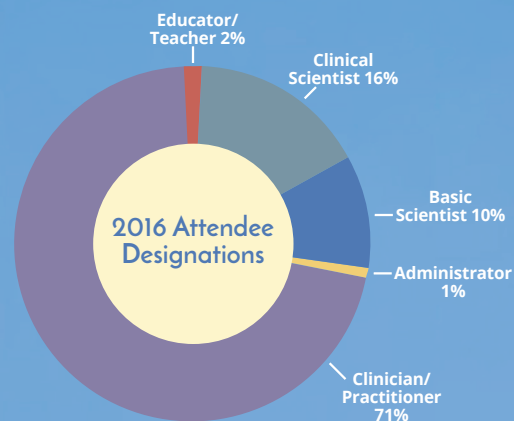
AMERICAN  
THYROID  
ASSOCIATION  
FOUNDED 1923

## Attendee Feedback

“This conference gives a depth of information that cannot be found at other groups.”

“ATA Meeting allows for close interaction among colleagues and among friends. It allows for the ability to meet new colleagues and new friends and the science is outstanding. There is truly presentation of the best clinical, basic and translational science.”

“I just love the collegiality. You see the giants in the field of research. You can just go up to them and ask them any questions about their work or your own patients. Everyone is so friendly and open. I think that is something that is really wonderful and unique about the ATA meeting.”



The American Thyroid Association (ATA) is the leading worldwide organization dedicated to the advancement, understanding, prevention, diagnosis, and treatment of thyroid disorders and thyroid cancer. ATA is an international membership medical society with over 1,700 members from 43 countries around the world. ATA delivers its mission through several key endeavors: the publication of highly regarded professional journals, *Thyroid*, *Clinical Thyroidology*, and *VideoEndocrinology*; annual scientific meetings; biennial clinical and research symposia; research grant programs for young investigators, support of online professional, public and patient educational programs; and the development of guidelines for clinical management of thyroid disease and thyroid cancer. The ATA website serves as the clinical resource for patients and the public who look for reliable information on the Internet.

At the annual meeting, ATA offers an exhibit hall that is designed for you to interact with top experts in the field of thyroidology in an ideal setting. The ATA exhibit hall offers exhibitors consistent and convenient access to attendees. As an 87<sup>th</sup> Annual Meeting exhibitor, you can expect to find:

- Unmatched collegiality and direct access to the decision-makers in thyroidology
- Contacts to improve your business productivity
- Leading thyroid specialists (endocrinologists, surgeons, nuclear medicine physicians, research scientists, oncologists and so much more) dedicated to innovative research, education and cutting-edge science

With consistent growth in attendance since 2011, the ATA has become one of the preeminent events for the education of medical professionals interested in Thyroidology.

We look forward to welcoming you at the 87<sup>th</sup> Annual Meeting of the American Thyroid Association (ATA) and THYROID EXPO 2017. All pricing and quotes are provided in U.S. Dollars (USD). All ATA-approved vendors and partners will be listed on our website as appropriate. All correspondence related to the 87<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2017 should be directed to:

### American Thyroid Association

6066 Leesburg Pike, Suite 550, Falls Church, VA 22041 USA

**Telephone:** 703-998-8890, **Fax:** 703-998-8893, **Email:** [thyroid@thyroid.org](mailto:thyroid@thyroid.org)



*The Fairmont Empress*

## Venue and Exhibit Hall Schedule

**VENUE:** The 87<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2017 will take place at The Fairmont Empress & Victoria Conference Centre, 721 Government Street, Victoria, BC V8W 1W5, Canada. THYROID EXPO 2017 will take place in the Crystal Garden of the Victoria Conference Centre.

**EXHIBIT HALL SHOW SCHEDULE:** All poster breaks are listed on the Meeting-At-A-Glance (MAAG) within this prospectus; all times are subject to change. Exhibitors are encouraged to be in their booths during all opening hall hours, but are only required to be present during designated break times.

<b>Tuesday, October 17, 2017</b>	12:00 PM – 6:00 PM	Exhibitor Move-In/Set Up
<b>Wednesday, October 18, 2017</b>	8:00 AM – 6:00 PM 7:30 PM – 9:00 PM	Exhibitor Move-In/Set Up Continues Exhibit Hall Open (Welcome Reception in Hall)
<b>Thursday, October 19, 2017</b>	9:30 AM – 12:00 PM 1:00 PM – 4:30 PM	Exhibit Hall Open (See MAAG for poster break times; hall closed from 12:00 PM – 1:00 PM)
<b>Friday, October 20, 2017</b>	9:30 AM – 12:00 PM 1:00 PM – 4:30 PM	Exhibit Hall Open (See MAAG for poster break times; hall closed from 12:00 PM – 1:00 PM)
<b>Saturday, October 21, 2017</b>	9:30 AM – 1:30 PM 1:30 PM 1:30 PM – 6:00 PM	Exhibit Hall Open (poster breaks – See MAAG) Exhibit Hall Closes Exhibitor Move-Out

### BOOTH SIZES AND RATES:

THYROID EXPO 2017 standard booths are 8 feet X 10 feet. Booths come with pipe and drape for the side and back walls of the booth, an ID sign that includes the company's name and are otherwise unfurnished. All interior booth equipment, furniture and supplies are at cost to each exhibitor. The exhibit hall floor is fully carpeted with the exception of area surrounding booths 24-28. Any additional carpeting desired must be ordered at the exhibitor's expense. Booth side and backwall pipe and drape colors are black.

BOOTH SIZE:	RATE:	RATE INCLUDES:
Standard 8' X 10' booth	\$5,000.00 USD	Pipe and drape, ID sign, one (1) full-access exhibitor badge & one (1) exhibits-only access badge.
Double booth (8' X 20')	\$11,950.00 USD	Pipe and drape, ID sign, two (2) full-access exhibitor badge & two (2) exhibits-only access badge.
Island booth (16' X 20')	\$24,950.00 USD	Pipe and drape, ID sign, four (4) full-access exhibitor badge & four (4) exhibits-only access badge.
Ultrasound Vendor 8' X 10' booth	\$3,250.00 USD	Pipe and drape, ID sign, one (1) full-access exhibitor badge & one (1) exhibits-only access badge; participation in ATA ultrasound course(s) guaranteed if confirmed by June 1, 2017.
Non-profit booths (available to qualified non-profit companies only; proof of non-profit status documentation required with application)	\$750.00 USD	One (1) 6-foot table with two chairs, ID Sign, one (1) full-access exhibitor badge and one (1) exhibits-only access badge.

## HOTEL ACCOMMODATIONS POLICIES AND PROCEDURES:

All exhibiting companies are asked to utilize the official housing company, EventSphere, to book hotel rooms associated with THYROID EXPO 2017 and the 87<sup>th</sup> Annual Meeting of the ATA. This applies to single sleeping rooms as well as group blocks. ATA contracts large sleeping room blocks for the convenience of our attendees and partners for each event. ATA is subject to considerable attrition penalties for not meeting our contractual obligations. **To avoid potential attrition as a result of last minute room cancellations and other penalties associated with the ATA room block, exhibitors will be limited to maximum of 8 sleeping rooms for advance booking.** All room block reservations will require individual names, contact information and a valid form of payment. Any reservation received with missing information may be cancelled. After July 15, 2017 exhibitors may add additional rooms beyond the 8 maximum advance-booking to their blocks based on personnel needs for their respective booths. **After July 31, 2017, any room reduction or cancellation to an**

**existing or updated room block/reservation is subject to a \$300 cancellation fee per person, per reservation, no exceptions.** ATA Annual Meeting housing policies and procedures will be available at the time of booking hotel accommodations on the housing website. An official housing website link will be available on the 87<sup>th</sup> Annual Meeting of the ATA website by early Spring 2017.



## EXHIBITOR VISIBILITY OPPORTUNITIES

**THYROID EXPO THEATERS:** Product theaters are available over the lunch period/break each day of THYROID EXPO 2017 and the 87<sup>th</sup> Annual Meeting of the ATA to allow exhibitors to showcase research, data, products or services to attendees. THYROID EXPO theaters are non CME accredited activities. Expo theaters cost \$18,000 USD per available time slot (maximum 60 minutes in length). The allotted space is located within the meeting venue and will be pre-set in theater for up to 125 participants. Included in the cost is basic audio visual equipment to include an LCD projector, screen, podium with standard microphone, head table for 2 people with microphone (maximum 2) and one floor microphone. All additional audiovisual equipment or other logistics such as internet service, food and beverage and marketing are the responsibility of each vendor. Expo theaters are available to confirmed meeting exhibitors only.

**ANCILLARY MEETINGS and EVENTS:** Ancillary events are non-ATA sponsored, special group events such as industry meetings, symposia, business or advisory meetings of other organizations, social gatherings, receptions or committee meetings for less than 50 persons that are held during the official dates of the 87<sup>th</sup> Annual Meeting of the ATA within the contracted meeting facility or that include 87<sup>th</sup> Annual Meeting of the ATA meeting attendees. Ancillary events may be scheduled **ONLY** during the hours approved by the ATA. The cost for a confirmed ATA exhibitor or sponsor to schedule an ancillary event is \$2000 USD per event per day dependent upon space requirements and availability of space. The cost for a non-ATA exhibitor or sponsor is \$5000 USD per event per day dependent upon space requirements and availability of space. Organizations that wish to schedule an ancillary meeting or event must submit a form (available on the 87<sup>th</sup> Annual Meeting of the ATA website) alerting the ATA of its intentions, receive approval to proceed and then coordinate logistical details directly with the meeting facility once given the appropriate contact by the ATA. All logistics costs associated with holding an ancillary meeting or event (e.g., food and beverage, audiovisual, internet, marketing, etc.) are the responsibility of the vendor, not the ATA. Requests will be considered on a space available basis. Preference is given to confirmed exhibitors and/or sponsors of the 87<sup>th</sup> Annual Meeting of the ATA. All requests are scheduled at ATA's discretion.

**SATELLITE PROGRAMS:** Satellite programs are non-ATA sponsored educational events larger than 50 persons held before or after the official dates of the 87<sup>th</sup> Annual Meeting of the ATA or during the meeting when no ATA CME-educational

programming is scheduled. Satellite programs take place within the contracted meeting facility or include 87<sup>th</sup> Annual Meeting of the ATA attendees. Organizations that wish to schedule a satellite program must submit a form (available on the ATA website) alerting the ATA of its intentions, receive approval to proceed and then coordinate logistical details directly with the meeting facility once given the appropriate contact by the ATA. All logistics costs associated with holding a satellite program (e.g., food and beverage, audiovisual, internet, marketing, etc.) are the responsibility of the vendor, not the ATA. Satellite program requests will be considered on a space available basis and approved by the ATA and the hotel at ATA's discretion. Pricing for satellite events start at \$25,000 USD for up to 2.5-hours of programming and are based on the scope and length of the activity. Exclusive breakfast satellite programs offered on Friday, October 20, 2017 or Saturday, October 21, 2017 that start and conclude prior to the start of the first ATA scheduled session of the day cost \$50,000. Preference is given to confirmed exhibitors and/or sponsors of the 87<sup>th</sup> Annual Meeting of the ATA.

**ATA EVENT CANCELLATION POLICY:** All cancellations and/or reductions of an expo theater, ancillary event or satellite program must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels an ATA event on or before July 15, 2017, they are entitled to a full refund minus a 10% processing fee. After July 15, 2017, but on or before August 12, 2017, the exhibitor or sponsor is responsible for 50% of the event costs. After August 12, 2017, the exhibitor or sponsor is responsible for the full cost of the event irrespective of the reason for cancellation.

### SPONSORSHIP AND SUPPORT OPPORTUNITIES:

A variety of sponsorship opportunities are available to ATA partners. Exhibitors and industry sponsors can gain additional visibility by supporting ATA scientific CME-programming or through marketing attached to various meeting items and efforts. Opportunities include, but are not limited to educational grant sponsorship, meeting mobile APP, hotel room key cards, charging stations, meeting signage, bag inserts, advertising in the ATA expo guide, ATA guidelines pocket card sponsorship and more. Due to Accreditation Council for continuing Medical Education rules, ATA does not allow advertising or marketing within our scientific program book. Please see our support opportunities information or inquire at **[meetingsthyroid.org](http://meetingsthyroid.org)** for pricing and additional ideas you may have for meeting sponsorship or advertising opportunities.



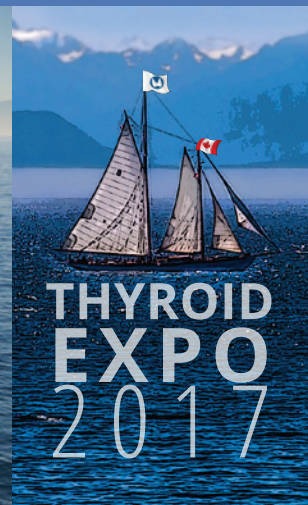


## Past ATA Exhibitors and Partners:

ABBOTT LABORATORIES  
 ABBVIE  
 AKRIMAX PHARMACEUTICALS, LLC.  
 AMERICAN ASSOCIATION of CLINICAL  
 ENDOCRINOLOGISTS  
 AMERICAN ASSOCIATION OF  
 ENDOCRINE SURGEONS  
 ASIA AND OCEANIA THYROID ASSOCIATION  
 & CHINESE SOCIETY OF ENDOCRINOLOGY  
 ASTRAZENECA  
 ASURAGEN  
 BAYER HEALTHCARE  
 BIOSCIENTIFICA  
 BRISTOL-MYERS SQUIBB  
 CBLPATH, INC.  
 CLIAwaived, INC.  
 CONTEXTMEDIA  
 DILON TECHNOLOGIES  
 EISAI, INC.  
 ELSEVIER  
 ENDOCRINE EDUCATION, INC.  
 ENDOCRINE SOCIETY  
 ETHICON US, LLC.  
 EXELIXIS, INC.  
 FNAPATH  
 FUNDACIÓN DE CONDICIONES DEL  
 TIROIDES DE PUERTO RICO  
 GE HEALTHCARE  
 GEMINI LABS  
 GRAVES' DISEASE AND THYROID

FOUNDATION  
 HAIZE MEDICAL  
 HEALTHBREEZE, INC.  
 INOMED MEDIZINTECHNIK GmbH  
 INTERPACE DIAGNOSTICS  
 INVUITY, INC.  
 JUBILANT DRAXIMAGE  
 KARGER PUBLISHERS  
 KRONUS, INC.  
 LIGHT OF LIFE FOUNDATION  
 MARY ANN LIEBERT, INC.  
 MAYO CLINIC REFERRING  
 PROVIDER OFFICE  
 MEDTRONIC SURGICAL TECHNOLOGIES  
 MEDICHEF  
 MEDISON  
 MERCK KGaA  
 MINDRAY  
 RCL LABS/NATURE-THROID  
 NOVO NORDISK  
 ORTHO-CLINICAL DIAGNOSTICS/  
 JOHNSON & JOHNSON  
 OUTPATIENT PATHOLOGY ASSOCIATES  
 OXiGENE, INC.  
 QUEST DIAGNOSTICS  
 QUIDEL CORPORATION  
 RIVER VISION DEVELOPMENT  
 CORPORATION  
 ROSETTA GENOMICS  
 SANOFI GENZYME

SHIRE  
 SIEMENS MEDICAL SOLUTIONS USA, INC.  
 SMARTSOUND ULTRASOUND, INC.  
 SOCIETY OF NUCLEAR MEDICINE AND  
 MOLECULAR IMAGING  
 SONOSITE, INC.  
 SUPERSONIC IMAGINE, INC./  
 CHRISTIE INNOMED  
 TERASON ULTRASOUND  
 THANC FOUNDATION  
 THERACLION  
 THERMO FISHER SCIENTIFIC,  
 BRAHMS GmbH  
 THYCA: THYROID CANCER SURVIVORS'  
 ASSOCIATION  
 THYROID CANCER ALLIANCE  
 THYROID CANCER CANADA  
 THYROID CARE COLLABORATIVE  
 THYROID FEDERATION INTERNATIONAL  
 TOSHIBA ULTRASOUND  
 TRIMETA, LLC.  
 UBC: AN EXPRESS SCRIPTS COMPANY  
 ULTRASONIX MEDICAL CORPORATION  
 UNIVERSITY OF TEXAS M.D. ANDERSON  
 CANCER CENTER  
 VERACYTE, INC.  
 YALE PATHOLOGY LABS





## 87<sup>th</sup> ANNUAL MEETING OF THE AMERICAN THYROID ASSOCIATION (ATA) AND THYROID EXPO 2017

Meeting Dates: October 18-22, 2017 Expo Dates: October 18-21, 2017

The Fairmont Empress & Victoria Conference Centre

### APPLICATION AND CONTRACT FOR EXHIBIT SPACE

#### COMPANY INFORMATION

Company Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Company Telephone: \_\_\_\_\_ Company Fax: \_\_\_\_\_

Company Website: \_\_\_\_\_

#### PRODUCT/SERVICES (Please check the most accurate description of your products and services; choose only one response):

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Pharmaceutical             | <input type="checkbox"/> Diagnostics/testing           | <input type="checkbox"/> Thyroid treatments              |
| <input type="checkbox"/> Ultrasound                 | <input type="checkbox"/> Association/non-profit        | <input type="checkbox"/> Publisher/educational materials |
| <input type="checkbox"/> Research                   | <input type="checkbox"/> Patient Support               | <input type="checkbox"/> Food/nutrition                  |
| <input type="checkbox"/> Medical software/equipment | <input type="checkbox"/> Other (please explain): _____ |  |

#### EXHIBITOR CONTACT(S) (Primary contact(s) within company to receive all details related to THYROID EXPO 2017; up to 2 contacts max allowed)

Contact 1: \_\_\_\_\_ Contact 2: \_\_\_\_\_

Job Title 1: \_\_\_\_\_ Job Title 2: \_\_\_\_\_

Contact 1 Telephone: \_\_\_\_\_ Contact 2 Telephone: \_\_\_\_\_

Contact 1 Email: \_\_\_\_\_ Contact 2 Email: \_\_\_\_\_

#### BOOTH RATES (please check one):

- |  |   |
|--|---|
| <input type="checkbox"/> 8' X 10' Standard booth - \$5,000 USD (# of booths: _____)  | <input type="checkbox"/> 8' X 20' Double booth - \$11,950 USD (# of booths: _____)  |
| <input type="checkbox"/> 8' X 10' Ultrasound vendor booth - \$3,250 USD (# of booths: _____)   | <input type="checkbox"/> 16' X 20' Island booth - \$24,950 USD (# of booths: _____) |
| <input type="checkbox"/> Non-profit organization (1 table-top space only) - \$750 USD (full 8' X 10' booths for non-profits available at the full 8' X 10' booth rate) |   |

Booth location preference: 1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_ 4<sup>th</sup>: \_\_\_\_\_ 5<sup>th</sup>: \_\_\_\_\_

If new exhibitor to the American Thyroid Association, referred by: \_\_\_\_\_

Special Requirements/Competitors (please do not assign my space near the following companies): \_\_\_\_\_

#### PAYMENT INFORMATION

☐ A check (CHECK # \_\_\_\_\_) is enclosed for \$ \_\_\_\_\_ made payable to the American Thyroid Association.

(NOTE: Check must be in U.S. currency drawn on a U.S. bank.)

Please charge my credit card \$ \_\_\_\_\_ USD Cards Accepted: ☐ Visa ☐ MasterCard ☐ American Express

Name on credit card (printed): \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### AGREEMENT

We agree to abide by all terms and conditions governing the THYROID EXPO 2017, as stated on this Application and Contract for Exhibit Space for the 87<sup>th</sup> Annual Meeting of the ATA.

Name (please print): \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CANCELLATION & REDUCTION POLICY:** All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before July 15, 2017, they are entitled to a full refund minus a 10% processing fee. After July 15, 2017, but on or before August 12, 2017, the exhibitor is responsible for 50% of the contracted space. After August 12, 2017, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation. Withdrawal notice does not eliminate financial responsibility for booth with downsizing or withdrawing.

**EXHIBITOR INFORMATION AND DOCUMENTS:** The primary contact provided on the exhibitor application will receive all 87<sup>th</sup> Annual Meeting of the ATA and THYROID EXPO 2017 updates and information unless another designee is provided and authorized by the exhibitor. Each exhibit 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, its services and/or products, the exhibitor 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. 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.

#### Please mail the completed form to:

87<sup>th</sup> Annual Meeting of the ATA or THYROID EXPO 2017  
6066 Leesburg Pike, Suite 550, Falls Church, VA 22041 USA

PHONE: 703-998-8890

FAX: 703-998-8893

EMAIL: [thyroid@thyroid.org](mailto:thyroid@thyroid.org)

WEBSITE: [www.thyroid.org](http://www.thyroid.org)

# THYROID EXPO 2017 RULES AND REGULATIONS

**SHOW MANAGEMENT:** Show management for THYROID EXPO 2017 will be provided by Victoria Conference Centre's In-House Display Services and Events on the Move. ATA's show management 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 2017. A detail show manual regarding available services, pricing and deadlines will be provided to all confirmed exhibitors by mid to late Spring 2017. 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:** Space is assigned on a first-come, first-served basis. ATA will endeavor to honor choice of space as noted on the contract in the order requested. In the event that preferred space is not available, ATA reserves the right to assign alternative space. 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) Non Profits must attach IRS documentation with contract and payment. Non-profits will be assigned booths or tabletops at random and are limited to one full-access badge and one exhibits-only staff badge per booth.

**BOOTH PAYMENT:** Checks should be made payable in U.S. Dollars (USD) to the American Thyroid Association (Federal Tax ID # 41-6038600) for the full amount of the booth, with the application/contract signed and sent to the American Thyroid Association, Inc., 6066 Leesburg Pike, Suite 550, Falls Church, VA 22041, USA, phone 703-998-8890, fax to 703-998-8893, email to [thyroid@thyroid.org](mailto:thyroid@thyroid.org)

**PERSONNEL:** The ATA requests that the names of all exhibit personnel be registered online on the 87<sup>th</sup> Annual Meeting of the ATA exhibitor registration site by August 12, 2017. 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 the discounted rate of \$175 per badge. All additional full-access exhibitor badges (beyond the total stated herein) are available at the prevailing individual meeting registration rate.

## EXHIBIT SPACE CANCELLATION & REDUCTION

**POLICY:** All cancellations and/or reductions must be submitted in writing. If an exhibitor cancels or reduces assigned space on or before July 15, 2017, they are entitled to a full refund minus a 10% processing fee. After July 15, 2017, but on or before August 12, 2017, the exhibitor is responsible for 50% of the contracted space. After August 12, 2017, the exhibitor is responsible for the full cost of the contracted space irrespective of the reason for cancellation. Withdrawal notice does not eliminate financial responsibility for booth with downsizing or withdrawing.

**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 10 feet wide and 8 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 (3.65 m) in height on Level One/Main Floor and 8 feet (2.43 m) in height on Level Two of the Crystal Garden 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.

**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 \$500.00 USD 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.

## EXHIBITOR INFORMATION AND DOCUMENTS:

The primary contact provided on the exhibitor application will receive all 87<sup>th</sup> Annual Meeting of the ATA updates and information unless another designee is provided and authorized by the exhibitor. Each exhibit 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, its services and/or products, the exhibitor 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. 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.

**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 2017 shall be at the expense of the exhibitor.



**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 Victoria Conference Centre from any liability whatsoever. Exhibiting companies are required to provide the ATA with a certificate of insurance prior to the show noting the dates of 87<sup>th</sup> Annual Meeting of the ATA, October 18-22, 2017, and coverage for the ATA, The Fairmont Empress & Victoria Conference Centre. Exhibitor appointed contractor letters will also be required from any exhibitor who uses a vendor other than the official THYROID EXPO 2017 vendor to assemble any special booth layout or plans.

### **CEILING HEIGHT, HANGING SIGNS AND GRAPHICS:**

The maximum height of booths within the ATA exhibit hall are 12 feet (3.65 m) on Level One/Main Floor and 8 feet (2.43 m) on Level Two of the Crystal Garden. Exhibition rules allow for hanging signs and graphics in all standard island booths, to maximum height range from the top of the sign as noted herein. Inline single and double booths do not qualify for hanging signs and graphics. Whether suspended from above, or supported from below, the sign height is measured from the floor to the top of the sign. Hanging signs and graphics should be set back 10 feet (3.05 m) from adjacent booths and be directly over contracted space only. 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. Rigging services at the Victoria Conference Centre are provided exclusively by Freeman. Variances and exceptions may be issued at the ATA's discretion. Drawings should be submitted for inspection and approval to show management.

**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. The use of hay or straw is strictly prohibited within the Victoria Conference Centre.

**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 Fairmont Empress & Victoria Conference Centre; and to hold harmless the ATA, its representatives and The Fairmont Empress & Victoria Conference Centre 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 The Fairmont Empress & Victoria Conference Centre 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 at THYROID EXPO 2017, exhibitors grant ATA a fully paid, perpetual, non-exclusive license to use, display and reproduce the name or logo of the exhibitor in any directory or listing of the meeting exhibitors 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.

**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.

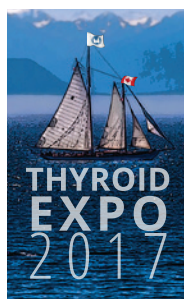
**REGULATION ENFORCEMENT:** ATA has full power to interpret and enforce all regulations for the 87<sup>th</sup> Annual Meeting of the ATA and power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions shall be binding on exhibitors. 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 Fairmont Empress & Victoria Conference Centre.

**CANCELLATION OF EVENT:** It is mutually agreed that in the event of cancellation of the 87<sup>th</sup> Annual Meeting of the ATA as a result of strikes, governmental regulations or other causes which would prevent its scheduled opening or continuance, this agreement will be terminated immediately, and the ATA shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

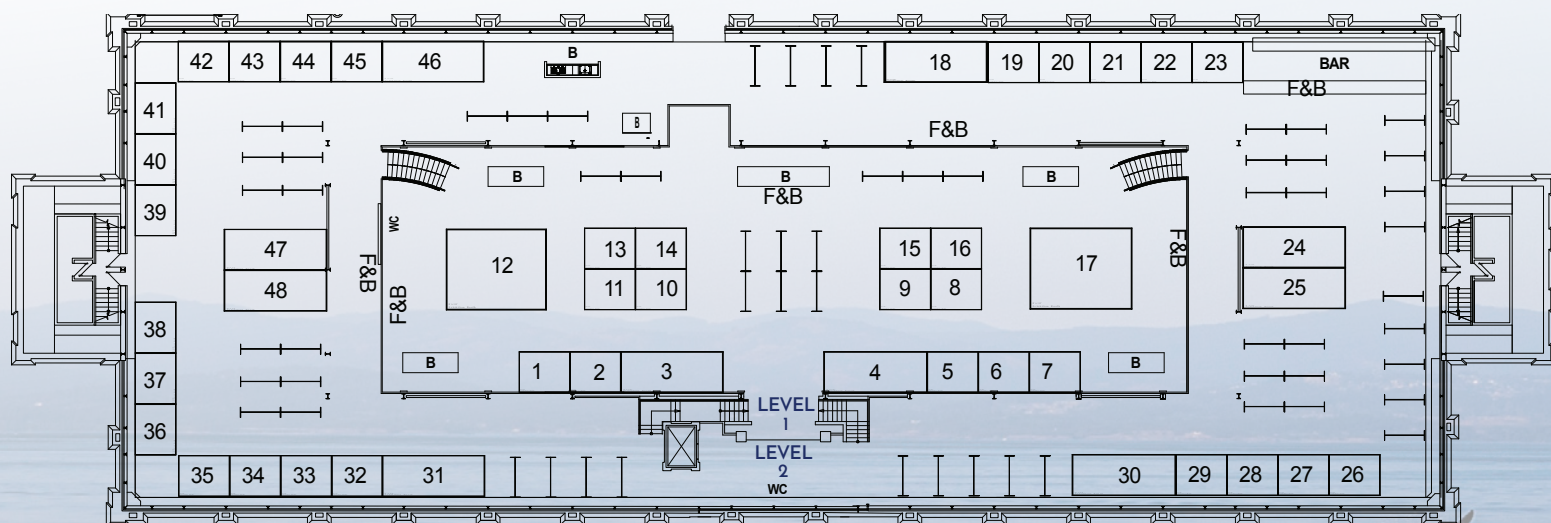




# THYROID EXPO 2017 at the 87<sup>th</sup> Annual Meeting of the American Thyroid Association



## Exhibit and Poster Display Hall



Crystal Garden Entrance






# MEETING-AT-A-GLANCE

## 87<sup>th</sup> Annual Meeting of the American Thyroid Association

The Fairmont Empress & Victoria Conference Centre, Victoria, British Columbia, Canada

TIME	WEDNESDAY, OCTOBER 18	THURSDAY, OCTOBER 19	FRIDAY, OCTOBER 20	SATURDAY, OCTOBER 21	SUNDAY, OCTOBER 22
6:00	Registration Opens 6:30 AM - 8:30 PM	Registration Open 7:30 AM - 5:00 PM	<i>Satellite Symposia Opportunity</i> 6:00 AM - 7:30 AM	<i>Satellite Symposia Opportunity</i> 6:00 AM - 7:30 AM	<i>Satellite Symposia Opportunity</i> 6:00 AM - 7:30 AM
7:00	Endocrine Neck Advanced Ultrasound Course 7:00 AM - 5:15 PM (Separate registration required)		Registration Open 7:30 AM - 5:00 PM	Registration Open 7:30 AM - 5:00 PM	Registration Open 7:45 AM - 11:15 AM
8:00		Opening Morning Announcements 8:00 - 8:05 AM	Morning Announcements 8:00 - 8:05 AM	Morning Announcements 8:00 - 8:05 AM	Morning Announcements 8:00 - 8:05 AM
9:00	Exhibitor Move In 8:00 AM - 6:00 PM	Van Meter Lecture 8:05 AM - 8:50 AM	Plenary Lecture 8:05 AM - 8:50 AM	Plenary Lecture 8:05 AM - 8:50 AM	Symposium 8:05 AM-9:20 AM
10:00		Highlighted Oral Abstracts (4 total) 8:50 AM - 9:50 AM	Oral Abstracts (4 Clinical/4 Basic) 8:50 AM - 9:50 AM	Short Call Oral Abstracts (4 Clinical/4 Basic) 8:50 AM - 9:50 AM	Thyroid Cancer Tumor Board 9:20 AM - 11:00 AM
11:00	Ridgway Trainees' Conference Clinical Pre-Day Program 8:00 AM - 4:00 PM (Separate registration required)	Exhibit Hall Open 9:30 AM-12:00 PM; 1:00 PM-4:30 PM	Exhibit Hall Open 9:30 AM-12:00 PM; 1:00 PM-4:30 PM	Exhibit Hall Open 9:30 AM-12:00 PM; 1:00 PM-4:30 PM	87 <sup>th</sup> ANNUAL MEETING CONCLUDES 11:00 AM
		Poster Review and Break 9:50 AM - 10:45 AM	Poster Review and Break 9:50 AM - 10:45 AM	Poster Review and Break 9:50 AM - 10:45 AM	
12:00	ATA Board of Directors Meeting 8:30 AM - 1:30 PM	Symposia (Clinical/ Basic) 10:45 AM - 12:00 PM	Symposia (Clinical/ Basic) 10:45 AM - 12:00 PM	Symposia (Clinical/ Basic) 10:45 AM - 12:00 PM	
1:00	Ridgway Trainees' Conference Basic Pre-Day Program 12:00 PM - 4:00 PM (Separate registration required)	ATA Expo Theater Exhibit Hall Closed (Lunch on Your Own) 12:00 PM - 1:00 PM	ATA Expo Theater Exhibit Hall Closed (Lunch on Your Own) 12:00 PM - 1:00 PM	ATA Expo Theater/ Poster Review in the Exhibit Hall 12:00 PM - 1:00 PM Exhibit Hall Closes at 1:30 PM	Agenda subject to change.  www.thyroid.org    AMERICAN THYROID ASSOCIATION  FOUNDED 1923  American Thyroid Association 6066 Leesburg Pike, Suite 550 Falls Church, VA 22041  Phone: 703-998-8890 Fax: 703-998-8893 E-mail: thyroid@thyroid.org
		Lewis E. Braverman Award Lecture 1:00 PM - 1:45 PM	Paul Starr Award Lecture 1:00 PM - 1:45 PM	Sidney H. Ingbar Award Lecture 1:00 PM - 1:45 PM	
2:00	ATA Committee and Task Force Meetings 2:45 PM - 4:15 PM	Oral Abstracts (5 Clinical/5 Basic) 1:50 PM - 3:05 PM	Symposia (Clinical/ Basic) 1:50 PM - 3:05 PM	Symposia (Arthur Bauman Clinical/Basic) 1:50 PM - 3:05 PM	
3:00		Poster Review and Break 3:05 PM - 4:00 PM	Poster Review and Break 3:05 PM - 4:00 PM	Break 3:05 PM - 3:20 PM	
4:00	WIT Meeting (ticket required) 4:15 PM - 5:00 PM	ATA Research Grant Recipients 4:00 PM - 4:45 PM	Clark Sawin Historical Vignette 4:00 PM - 4:45 PM	Oral Abstracts (6 Clinical/6 Basic) 3:20 PM - 4:50 PM	
5:00	Welcome Remarks and Opening Session 5:30 PM - 7:30 PM	Discussion-Debates/MTP Workshops (6) 4:50 PM - 5:45 PM	Discussion-Debates/MTP Workshops (6) 4:50 PM - 5:45 PM	Discussion-Debates/MTP Workshops (6) 4:55 PM - 5:50 PM	
6:00			NETWORKING ON YOUR OWN/ Satellite Symposia Opportunity (6:00 - 7:00 PM)	NETWORKING ON YOUR OWN/ Satellite Symposia Opportunity (6:00 PM or later)	
7:00	Welcome Reception in the Exhibit Hall 7:30 PM - 9:00 PM	ATA Annual Business Meeting 5:50 PM - 7:00 PM	ATA Annual Banquet/ Gala at the Royal BC Museum (ticket required) 7:30 PM - 11:00 PM		
		NETWORKING ON YOUR OWN/ Satellite Symposia Opportunity (7:00 PM or later)			