



## American Thyroid Association (ATA) Ancillary, Satellite and Expo Theater Events Rules and Guidelines

The ATA recognizes the importance and supports the development of appropriate relationships with corporate and non-profit groups. Collaborations with industry and non-profit partners enable the Society to foster scientific, clinical and research-based initiatives that benefit the field of endocrinology. We are pleased to provide this guidance to our exhibitors, sponsors and supporters planning ancillary or satellite events. We recognize the convenience of access to our attendees at one site, but want to ensure there are no conflicts with our meeting schedule or space.

This information is provided to assist organizations when submitting requests for ATA Annual Meeting ancillary or satellite events. All inquiries for ancillary or satellite events must be submitted to ATA's Director of Meetings and Program Services, Adonia Calhoun Coates, CMP, [acoates@thyroid.org](mailto:acoates@thyroid.org). All requests for meeting space will need to be approved by the ATA before space can be confirmed by the meeting facility.

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### Ancillary Events

Ancillary events are non-ATA sponsored, non-CME 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 ATA Annual Meeting within the contracted meeting facility or city of the ATA meeting that include ATA meeting attendees. Ancillary events may be scheduled **ONLY** during the hours approved by the ATA.

Ancillary meetings **must not** overlap with ATA scientific sessions, concurrent sessions, poster sessions, award presentations, membership meetings or special events as outlined under our meeting program unless special permission is granted. Ancillary events may be scheduled **ONLY** during the hours approved by the ATA. (NOTE: Scientific Session Times are subject to change by the Annual Meeting Program Committee). Special consideration will be given to meetings that do not impact ATA attendees or exhibitor personnel.

*NOTE: The ATA is not responsible for subsequent schedule changes made by the Annual Meeting Program Committee. Ancillary organizers will be notified if their requested time must be changed.*

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 ATA website) alerting the ATA of its intentions, receive approval from the ATA 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 ATA Annual Meeting. All requests are scheduled at ATA's discretion. All cancellations and/or reductions of an ancillary event must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels an ancillary event on or before July 15, 2018, they are entitled to a full refund minus a 10% processing fee. After July 15, 2018, but on or before August 12, 2018, the exhibitor or sponsor is responsible for 50% of the ancillary event costs. After August 12, 2018, the exhibitor or sponsor is responsible for the full cost of the ancillary event irrespective of the reason for cancellation.

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## Satellite Events

Satellite events are non-ATA sponsored educational programs larger than 50 persons held before or after the official dates of the ATA Annual Meeting or during the meeting when no ATA CME-educational programming is scheduled. Satellite programs take place within the contracted meeting facility, city of the ATA meeting or include ATA meeting 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 from the ATA 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 facility in question 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 5, 2018 or Saturday, October 6, 2018 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 ATA Annual Meeting. All cancellations and/or reductions of a satellite program must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels a satellite program on or before July 15, 2018, they are entitled to a full refund minus a 10% processing fee. After July 15, 2018, but on or before August 12, 2018, the exhibitor or sponsor is responsible for 50% of the satellite program costs. After August 12, 2018, the exhibitor or sponsor is responsible for the full cost of the satellite program irrespective of the reason for cancellation.

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## Thyroid Expo Theaters

Product theaters are available over the lunch/poster review break each day of THYROID EXPO 2018 and the 88th 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 preset in theater for up to 125 participants. Included in the cost is basic audio visual equipment to include a screen, projector, podium with standard wired 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. All cancellations and/or reductions of an ATA Expo Theater must be submitted in writing using the ATA Refund Request Form. If an exhibitor or sponsor cancels an ancillary event on or before July 15, 2018, they are entitled to a full refund minus a 10% processing fee. After July 15, 2018, but on or before August 12, 2018, the exhibitor or sponsor is responsible for 50% of the ancillary event costs. After August 12, 2018, the exhibitor or sponsor is responsible for the full cost of the ancillary event irrespective of the reason for cancellation.

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## Exhibitors, Sponsors and Supporters

One of the benefits for commercial companies that exhibit, support or sponsor the ATA Annual Meeting is the opportunity to hold ancillary or satellite events during the meeting. Exhibitors must secure a contract for exhibit space at the meeting before an ancillary or satellite event is accepted and programmed. Non-exhibiting commercial companies are prohibited from advertising, soliciting or otherwise contacting ATA meeting registrants on official ATA meeting space or at ATA contracted-meeting hotels. Special permission for non-exhibiting companies to hold ancillary or satellite meetings is given only with agreed upon (by the requesting organization and the ATA) sponsorship or donation to the ATA Annual Meeting. Sponsors and supporters must award funding or discuss donation/support amounts with the ATA before an event is accepted and programmed. **Requests for meeting space will be rejected if a company has not secured an exhibitor contract or met the sponsor or supporter requirement.**

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## Assignment of Space

All requested ancillary or satellite events must be cleared through the ATA Office. Space will be available at the headquarters hotel or meeting facility (if not the headquarters hotel) only. Once an event is approved, organizers will be sent notification of acceptance, meeting room confirmation and contact information for the hotel representative. Organizers are responsible for making **all** further arrangements for the event and are responsible for all costs (e.g.,

audiovisual, food and beverage requirements, audiovisual, internet billing arrangements) directly with the hotel/facility. The hotel will be sent the same information. It is up to the organizers to follow-up with the hotel to reconfirm and make final arrangements.

**Important:** ATA does not assist with the planning, funding, or management of ancillary or satellite events. Each function will be handled individually and issued a separate contract. The ATA will, however, receive credit against our contract minimums for any relevant services by organizers (e.g., food and beverage, sleeping rooms) for events organized in the ATA contracted facility. Both ATA and the facility have the right to move an event if ATA or the facility determines the space assigned is subsequently needed for an official ATA function or if the space is not best suited in the assigned room. Organizers should study all function contracts made with the meeting facility carefully before signing, **paying special attention to cancellation clauses. In the event of a canceled function, each individual organization is responsible to the hotel or facility for lost revenue. ATA does not accept any liability for cancelled events.**

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### Signs/Advertising

Ancillary and satellite event organizers must have authorization from the ATA to display signs or distribute brochures or promotional materials in any of the public or registration areas of the meeting facility or hotel. The ATA will display or permit signage outside the meeting room on the day of the event. All signage and displays must be reviewed and pre-approved by the ATA. Brochures/fliers may only be distributed from the exhibitor booth during exhibitor hours. Any costs associated with the distribution of authorized promotional materials are the responsibility of the organizers.

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### Use of the ATA and/or Annual Meeting Logo

Use of the ATA or ATA Annual Meeting logo, trademark, or name in conjunction with publicity is prohibited unless it is pre-approved by the ATA. The ATA or the Annual Meeting of the ATA must not be represented as co-sponsoring an event unless it has been pre-approved by the Director of Meetings and Program Services. Please e-mail the ATA Meeting Management Office at [acoates@thyroid.org](mailto:acoates@thyroid.org).

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### Program Listing

To support and help promote ancillary and satellite events, the ATA will include the following information in the meeting program book: (1) Title; (2) Date/time; (3) Location and (4) Room. No other promotion of ancillary and satellite events is available through the ATA at this time. To be listed in the ATA Annual Meeting program book, the appropriate title, date and time of your event must be provided at least 45 days prior to the start date of the meeting.

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### Breach of Policy

Organizers of ancillary or satellite events must adhere to these **rules and guidelines**. In order to complete the ancillary application, organizers must check the box that they have read and agree to the rules and guidelines. Failure to adhere to the policy may result in any or all of the following actions: (1) Cancellation of event; (2) Refusal to allow the company or group to list the information on the ATA Schedule of Events; (3) Refusal to allow organizers the opportunity to hold an event in the future.

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### Disclaimer

Ancillary and satellite events (approved by ATA) shall in no way state or imply endorsement of, or support by the ATA for the event, organizer, products or services discussed in announcements, advertising, on any signage or during the presentations.